

A STUDY- INFLUENCING FACTORS OF AUTOMATION MARKETING ON BOUTIQUE STORES

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Abstract:

This study is a significant contribution to the field of attributes of boutiques stores and their relationship to automation marketing. This study aim to examine the association of customer relationship attributes of boutique stores in Chennai study. Marketing automation provides to understand and know the potential customers, automating the techniques of stimulating sales performance of boutiques stores. Boutique shops automation marketing actions that bring future prospects of business. Marketing automation helps by improving the better efficiency of sales automation, quick development on customer retention and in turning a broad base of leads into happy customers using a combination of tactics. This study examines empirically how consumers' relationship towards boutique stores influenced by demographic, situational and technical attributes. This study focused about that analyses of improve the customer relationship with boutique stores automation marketing factors, store automation, customer retention, lead generation and promotional schemes by latest customer relationship software, customer service and significantly influence the customers. Moreover, this research paper provides the scope of factors influencing boutiques attributes towards customer relationship and automation marketing.

Key words: Boutiques attributes, automation marketing, customer relationship

Introduction:

The main aim of this research paper is to identify factors influencing on boutique retail stores and their impact on marketing automation systems. The paper shows that marketing automation techniques and processes is helps to improve the efficiency of sales margin and customer relationship of boutique retailers. The researcher has indentified the influencing factors and tools that increase the efficiency of activities involved in marketing automation. Marketing automation is a fuel to operate the modern business and totally makes the new changes in business scenario. In recent days, marketing automation tools and software's facilitate to retain customers and make effective communication to customers, and follow up and tracking a prospective customers, to know the customer buying pattern and their interests and preference, to develop the strong customer base with them and hold their data for future development and contact.

Review of literature related to automation marketing

Randolph Bucklin, Donald Lehmann, and John Little first introduced the idea of marketing automation in 1998. Their paper from decision support to decision automation: A 2020 vision gave the academic world a glance of how marketing automation will change the marketing field. Before the supporting systems of marketing were mainly helping the marketing managers to make better decisions. (Neslin, 1994) Bucklin et al. (1998) suggested that supporting systems that before were helping the managers are transforming to mainly automated systems, thus the work of marketing managers is going towards rule perfecting for automation and the focus will be targeted for greater decision making. Later on Little (2001) introduced the term marketing automation in his presentation in 5th Invitational Choice Symposium and from that on the marketing automation has been referred among marketers. Marketing automation, in general, complements interactive and direct marketing with the help of automation and further on in CRM and email marketing. Thus, a clear descriptive figure can be shown of the marketing automation process. Heimbach et al. (2015).S SayeedaJabeen, M Kavitha (2019)A study on customer preferences on Green Marketing.Research Gate. emphasis significance of Green Marketing in developing countries, factor comparison with the actual trend and sustainable impact on the marketing procedure of the dynamic society. Customer satisfaction level and the industrial presence to make a move towards the dynamic changes is measured.The automated marketing process is corresponds the normal marketing management process but includes the automation part. At first, the data analysis is done, and the status quo is determined. The possible objects that can be fulfilled are derived, and the set of automated actions are done. Then the data acquired is analyzed and further decisions concerning marketing campaigns are made. (Hiembach, 2015).

OBJECTIVES OF THE STUDY

1. To examine the process of automation marketing to boutique and retail outlets in Chennai city.
2. To analyses the influencing factors of boutique and retail attributes and customer relationship.

HYPOTHESES OF THE STUDY

1. Hypothesis (H₀): There is no association between respondent profile and boutiques stores attributes.
2. Hypothesis (H₀): There is no association between respondent profile and influencing factors of boutique shop.

Methodology

Research design This research deals with the descriptive research. Descriptive research includes surveys and fact finding enquiries of different kinds. The major purpose of descriptive research is to find out the state affairs, as it exists at present. Descriptive research studies are concerned with describing the characteristic of a particular individual or a group.

Data – Primary and secondary

Sampling method: convenient sampling method

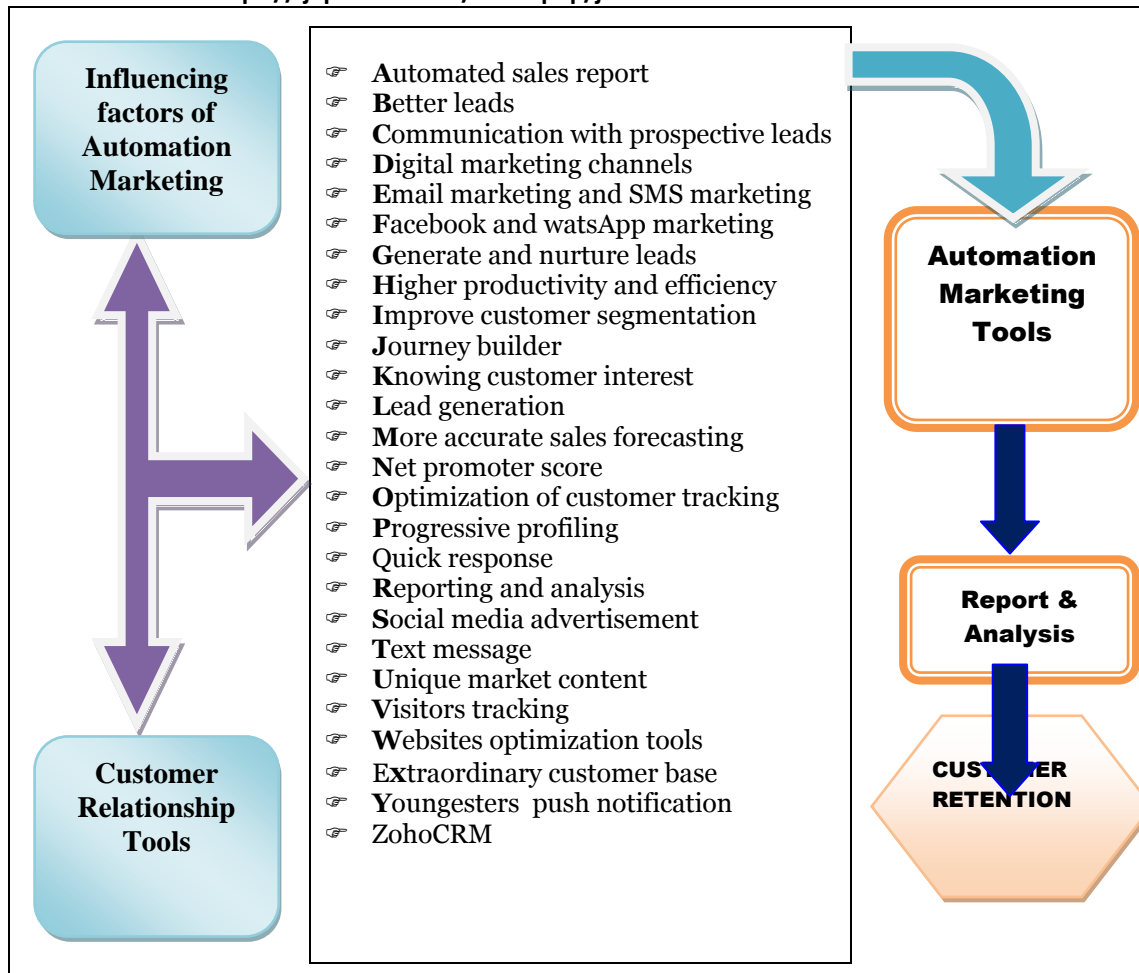
Sample size 300

Sampling area and Respondent: Boutique retail stores in Chennai City, Data sources were collected from managers, executives, supervisors and organized boutique retail stores in the Chennai city.

Data analysis: Chi-square test and Factor analysis

Development of Automation marketing attributes on boutiques Stores

Marketing automation provides a greater scope of business growth and widening the best opportunities for businesses. Automation marketing attribution is the way to assess how different marketing campaigns have contributed to reaching the business at desired level and bring fruitful outcomes. In multi-channel marketing activities were developed in the sequence of automation marketing attributes is helps the business to analyses the performance and growth. Automation marketing has a wide range of services provides and engaged automated marketing activities such as: Lead generation, Lead scoring, Paid advertising, Customer relationship management (CRM), Marketing analytics, Social media planning, etc., automation marketing attributes, channel, functions, activities, reporting, analyses and factors allows significant contribution to the field of customer relationship and retention. The researcher also develops the various influencing factors of automation marketing and customer relationship software and attributes of boutiques stores. Hence, this research objective is aim to analyses the association between respondent profile automation marketing attributes, customer relationship and automation marketing factors.



Source: Authors research work

Figure-1: Influencing Factors of Automation Marketing on Boutique Stores To Determining Customer Relationship

Result and Discussion: Data Analysis and Findings of the study

Table 1 Demographic Analysis

Gender	Frequency	Percentage
Male	222	74%
Female	78	26%
Total	300	100
Age in years		
25- 35 years	81	27%
36-45 years	105	35%
46-55 years	45	15%
56- 65 years	45	15%
Above 66 years	24	08%
Total	300	100
Occupational status		
Own business	60	20%
Manager	102	34%
Executive	66	22%
supervisor	72	24%

	Total	300	100
Educational status			
No formal Education		30	10%
10 th standard		90	30%
12 th standard		60	20%
UG degree		66	22%
PG Degree		36	12%
professional		18	6%
	Total	300	100

Source: Primary data

- Gender: The above table shows that 74 % of the respondents are male and 26% of the respondents are female. 2/3 rd of the respondents are male in the research area.
- Age: The above table indicates that 27% of the respondents comes under less than 25-35 years of age, 35% of the respondents belongs to 36-45 years, 15% each of the respondents are in the age group of 46-55 years and 56-65 years , only 8% of the of the respondents belongs to 66 years and above.
- Occupational status: It can be found from the occupational status of the respondents that 34% of the respondents are working as a manager in boutiques stores, 20% of them doing own business in boutique type of retail outlets, 22% of the respondents are working as Executives in retail boutique stores in Chennai, 24% are working as supervisor category in different stores.,
- Educational status: from the above table depicts that the educational status of the respondents 30% belong to 10th standard, 22% belongs to degree level qualification, 20% of them in the 12th standard, 12% of them post graduates degree, 10% of the no formal education and only 9% belong to professional qualification. **Table -1**

CHI-SQUARE BETWEEN PERSONAL DETAILS AND BOUTIQUE RETAIL STORES ATTRIBUTES ON AUTOMATION MARKETING

Source: Associated with primary data **Note: * denotes significance at 5% level ($p < 0.05$) and ** denotes significance at 1% level ($p < 0.01$)**

Boutique retail stores attributes on automation marketing	Gender		Age		Education		Occupation	
	χ^2	Sig.	χ^2	Sig.	χ^2	Sig.	χ^2	Sig.
Automated sales report	11.6	0.001	63.905	0.000	14.12	0.007	40.80	0.000
Better leads	37.67	0.000	30.736	0.000	168.2	0.000	8172	0.000
Communication with prospective leads	3.71	0.054	64.539	0.000	46.24	0.000	224.1	0.000
Digital marketing channels	21.85	0.000	26.651	0.000	111.8	0.000	58.01	0.000
Email and SMS marketing	0.124	0.724	57.371	0.000	62.07	0.000	140.5	0.000
Facebook and whatsapp marketing	32.61	0.000	39.621	0.000	60.71	0.000	120.6	0.000
Generate and nurture leads	39.34	0.000	39.679	0.000	99.05	0.000	108.2	0.000
Higher productivity and efficiency	46.86	0.000	72.385	0.000	112.4	0.000	144.0	0.000
Improve customer segmentation	6.723	0.010	21.944	0.000	86.16	0.000	113.5	0.000
Journey builder	4.073	0.024	41.352	0.000	89.08	0.000	110.0	0.000
Knowing customer interest	6.125	0.013	83.862	0.000	110.0	0.000	79.4	0.000
Lead generation	29.69	0.000	54.996	0.000	257.9	0.000	74.37	0.000
More accurate sales forecasting	17.86	0.000	34.903	0.000	152.8	0.000	58.72	0.000
Net promoter score	3.49	0.061	29.909	0.000	58.09	0.000	34.85	0.000
Optimization of customer tracking	0.405	0.525	42.853	0.000	71.21	0.000	70.69	0.000
Progressive profiling	4.189	0.041	2.600	0.627	54.87	0.000	56.43	0.000
Quick response	12.15	0.000	53.097	0.000	73.18	0.000	97.70	0.000
Reporting and analysis	10.16	0.001	70.258	0.000	162.5	0.000	139.9	0.000
Social media advertisement	4.157	0.023	3.972	0.410	140.0	0.000	40.40	0.000
Text message	0.145	0.703	6.191	0.185	163.9	0.000	29.93	0.000
Unique market content	22.70	0.000	24.415	0.000	94.541	0.000	176.7	0.000
Visitors tracking	36.05	0.000	23.185	0.000	8.925	0.063	184.1	0.000
Websites optimization tools	4.849	0.16	126.54	0.000	124.8	0.000	69.85	0.000
Extraordinary customer base	0.009	0.923	31.436	0.000	134.07	0.000	163.7	0.000
Youngsters push notification	36.27	0.000	22.470	0.000	178.9	0.000	128.2	0.000
Zoho CRM	31.22	0.000	88.577	0.000	79.591	0.000	33.31	0.000

CHI- SQUARE ASSOCIATION TEST

The relationship of the factors which determines the priority in the store attributes of consumer was tested. The Chi-Square association statistics was used at 5% level of significance by assuming the general hypothesis

Hypothesis (H₀): There is no association between personal details and boutique retail stores attributes on automation marketing

From the above table describes the results of Chi-square analysis in terms of personal factors (consumer profile) gender, age, education and occupation Chi-square values, p values and their significance on the various factors of automation marketing on boutique store attributes in Chennai city.

Chi-square Association Analysis:

All the personal factors considered to have significant influence on the stores attributes of organized and unorganized retail outlets.

Boutique organized retail outlet: Gender, age, education and occupation have a significant influence on automation marketing store attributes such as Communication with prospective leads, Email marketing and SMS, Net promoter score, Optimization of customer tracking, Progressive profiling, Text message, Visitors tracking and Extraordinary customer base. All the personal factors are considered to have no significant influence on the other automation marketing tools on boutique stores attributes.

FACTOR ANALYSIS – BOUTIQUE STORES ATTRIBUTES OF AUTOMATION MARKETING

Key boutique Store attributes (A-Z) format that determining customer relationship

The above objective can be achieved by applying factor analysis by taking organized boutique retail outlets automation marketing factors as dependent variable and boutique store attributes of automation marketing mentioned in the below table as independent variables. However, in the current study, these independent variables were found to be highly correlated distorting the regression results. Therefore, we used the factor analysis to reduce these total 26 variables into 5 uncorrelated representative factors.

However, due to large number of boutique store attributes of automation marketing, the results appear to be vague and interpretation difficult. Therefore, these 26 variables have transformed into small number of representative factors through factor analysis as below.

Table 3- KMO and Bartlett's Test		Organized retail	Unorganized retail
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.5230	0.6740
Bartlett's Test of Sphericity	Approx. Chi-Square	20066.622	19631.945
	Sig.	0.000	0.000

Table 4 - boutique store attributes of automation marketing -Communalities indicate the amount of variance in each variable that is accounted for:

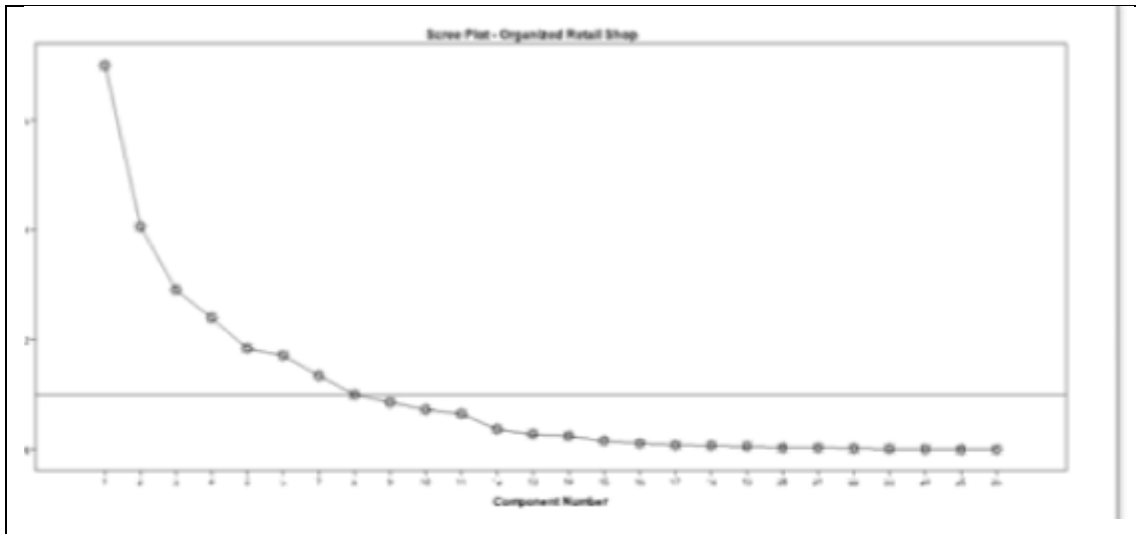
Stores attributes	Initial	Extraction	Initial	Extraction
Automated sales report	1.000	0.7857	1.000	0.8194
Better leads	1.000	0.9062	1.000	0.7910
Communication with prospective leads	1.000	0.8047	1.000	0.7640
Digital marketing channels	1.000	0.8476	1.000	0.7550
Email and SMS marketing	1.000	0.8663	1.000	0.8730
Facebook and whatsapp marketing	1.000	0.8792	1.000	0.8125
Generate and nurture leads	1.000	0.8583	1.000	0.9097
Higher productivity and efficiency	1.000	0.5238	1.000	0.7064
Improve customer segmentation	1.000	0.9318	1.000	0.7730
Journey builder	1.000	0.5469	1.000	0.8357
Knowing customer interest	1.000	0.8733	1.000	0.8662
Lead generation	1.000	0.9078	1.000	0.9520
More accurate sales forecasting	1.000	0.8452	1.000	0.9350
Net promoter score	1.000	0.8099	1.000	0.8623
Optimization of customer tracking	1.000	0.8453	1.000	0.8929
Progressive profiling	1.000	0.8345	1.000	0.7855
Quick response	1.000	0.8115	1.000	0.8450
Reporting and analysis	1.000	0.8799	1.000	0.8263
Social media advertisement	1.000	0.8926	1.000	0.8824
Text message	1.000	0.7627	1.000	0.6752
Unique market content	1.000	0.7140	1.000	0.8591
Visitors tracking	1.000	0.8104	1.000	0.8016
Websites optimization tools	1.000	0.9023	1.000	0.8172
Extraordinary customer base	1.000	0.8088	1.000	0.9532
Youngsters push notification	1.000	0.8205	1.000	0.8565
Zoho CRM	1.000	0.8009	1.000	0.8024

Source: primary data

SCREE PLOT- MEANING

It creates a plot that graphically displays the size of the Eigen value associated with each component. This can be used to perform a scree test to determine how many components should be retained.

Figure 2- Set1- scree plot- boutique store attributes of automation marketing



Factor Analysis: Rotated Component Matrix

The table 4 displays rotated component matrix and reports the factor loadings for each variable on the components or factors after rotation. Each number represents the partial correlation between the item and the rotated factor. These correlations can help us formulate an interpretation of the factors or components. This is done by looking for a common thread among the variables that have large loadings for a particular factor or component. Factor analysis rotation methods start with the original axes and apply a mathematical rotation which simplifies the relationships between factors and variables.

Table: 5- Major boutique store attributes of automation marketing factors Influencing customer relationship

Communalities Table of Extraction-: Rotated Component Matrix

Factors Name	boutique store attributes of automation marketing	Factor Loading	Eigen Value	Cumulated % of Variance
Factor-1 Lead generation Marketing Automation	Better leads	0.9062	4.462	17.352
	Lead generation	0.9078		
	Knowing customer interest	0.8733		
	More accurate sales forecasting	0.8452		
	Text message	0.7627		
Factor-2 Visitors tracking Marketing Automation	Generate and nurture leads	0.8583	3.429	30.540
	Visitors tracking	0.8104		
	Optimization of customer tracking	0.8453		
	Extraordinary customer base	0.8088		
Factor-3 Social media advertisement	Social media advertisement	0.8926	3.271	43.121
	Progressive profiling	0.8345		
	Zoho CRM	0.8009		
	Unique market content	0.7140		

	Journey builder	0.5469		
Factor-4 Higher productivity and efficiency	Quick response	0.8115	2.743	53.670
	Reporting and analysis	0.8799		
	Higher productivity and efficiency	0.5238		
	Net promoter score	0.8099		
Factor-5 Automated sales report	Youngsters push notification	0.8205	2.691	64.019
	Automated sales report	0.7857		
	Websites optimization tools	0.9023		
Factor-6 Digital marketing channels	Facebook and whatsapp marketing	0.8792	2.355	73.075
	Digital marketing channels	0.8476		
	Communication with prospective leads	0.8047		
Factor-7 Email and SMS marketing	Improve customer segmentation	0.9318	2.270	81.807
	Email and SMS marketing	0.8663		

*Source : primary data**Extraction method: principal component analysis. Rotation Method: Varimax with Kaiser Normalization.*

Exploratory factor analysis: For analyzing the data, 26 variables were subjected to factor analysis using PCA (principal component analysis). The KMO was measured at, 0.523 (Table 4..28). Using the criteria of an Eigen value greater than 1, Seven Factors emerged, accounting for 81.80% of the total variance (Table: 4). As is common practice, a Varimax rotation with Kaiser Normalization was performed to achieve a simpler and theoretically more meaningful factor solution; it is clear from the factor loadings (in the table 4.30) that seven factors are grouped into the following factor names, likely

Boutique store attributes of automation marketing

Factor 1 Lead generation Marketing Automation: From the factor analysis is emerged that, lead generation contributed to the highest degree of variance (4.462). Lead generation is the process of retaining the interest of potential customers to increase future sales. **Factor 2**

Visitors tracking Marketing Automation: The second factor contributed to the lowest degree of variance (3.429) than factor 1(**Lead generation Marketing Automation**). Visitor tracking is one of the most important techniques to know customers to visits our websites. When new people visit our website for various purposes but automation marketing is a facility to collect new customer's data. Visitors tracking is facilitate to organize customer data and an opportunity to convert customer data for future purpose. **Factor 3 Social media advertisement:**

The third factor pertains to the social media advertisement with regard to managing customer relationship by using latest CRM software, it is contributed to the lowest degree of variance (3.271) than factor 2 (**Visitors tracking Marketing Automation**).

Factor 4 Higher productivity and efficiency: The Fourth factor groups into the higher

productivity and efficiency. This factor is contributed to the lowest degree of variance (2.743) than factor 3 (**Social media advertisement**). **Factor 5 Automated sales report**: The fifth factor contributed to the lowest degree of variance (2.691) than factor 4 (**Higher productivity and efficiency**). **Factor 6 Digital marketing channels**: The sixth factor contributed to the lowest degree of variance (2.355) than factor 5 (Automated sales report). **Factor 7 Email and SMS marketing**: The last factor loaded in the Email marketing and SMS refers to sending marketing messages directly to your customers' email inboxes. This may refer to direct marketing messages about sales or events, but it can also include things like newsletters, customer re-engagement emails, and abandoned cart summaries. SMS marketing and email marketing are both permissions-based.

CONCLUSION:

Results revealed that influencing factors of boutique store attributes of organized retail outlet in Chennai city. Boutique store attributes of automation marketing is highly influenced the customer relationship management. In recent days Customer retention techniques is play vital role to collect and manage the customer information for the future needs of the business. The importance of these marketing automation stores attributes was expected by the consumers, because they are consistent with the image of retail sectors development. The results also show that the customers relationship is highly emphasize on boutique stores like customer attraction, retentions, passing information, communicating new offers, sending greeting (birthday, wedding anniversary), Retail stores and boutiques stores are play important role in customer retention strategies by recent customer relationship software.

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