



## impact of marketing communication on product development

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### ABSTRACT :

Marketing communication is an indispensable component of product development, exerting substantial influence across multiple dimensions throughout the entire process. Its impact is pervasive, shaping not only the conception and design stages but also influencing decisions related to market positioning, target audience identification, feature prioritization, and even technological advancements. At the outset, effective marketing communication helps in the identification of consumer needs and preferences through market research and analysis. By engaging in comprehensive market studies, companies can gain insights into existing gaps in the market, emerging trends, and competitor strategies, all of which inform the development of new products or the enhancement of existing ones.

During the design phase, marketing communication serves as a bridge between the creative team and the target audience, ensuring that the product aligns with consumer expectations and desires. By translating market insights into actionable design requirements, marketers play a crucial role in ensuring that the product meets the needs of the intended market segment. Moreover, marketing communication also influences decisions regarding product features, packaging, branding, and pricing, all of which contribute to the overall value proposition of the offering.

### INTRODUCTION:

Marketing communication plays a significant role in product development, impacting various aspects throughout the process. Here's how marketing communication influences product development as product development progresses, marketing communication continues to play a pivotal role in guiding strategic decisions. For instance, it informs decisions regarding market entry strategies, distribution channels, and promotional tactics. By understanding the communication preferences of the target audience, marketers can develop tailored messaging strategies that resonate with consumers and drive adoption. Additionally, marketing communication serves as a feedback loop, allowing companies to gather insights from early adopters and iterate on the product based on real-world usage and feedback.

### ADVANTAGES OF marketing communication

**Building Brand Awareness:** Effective marketing communication helps businesses increase brand visibility and recognition among their target audience. Through consistent messaging across different channels, companies can establish a strong brand presence in the market.

**Creating Brand Equity:** By conveying the unique value proposition of their products or services, marketing communication helps companies build brand equity. Positive associations formed through branding efforts can lead to increased customer loyalty and willingness to pay premium prices.

**Generating Leads and Sales:** Marketing communication activities such as advertising, promotions, and sales campaigns are instrumental in attracting potential customers and driving sales. By targeting specific demographics and segments, businesses can generate leads and convert them into paying customers.

### product development

**Idea Generation:** The product development process often starts with generating ideas for new products or improvements to existing ones. Ideas can come from various sources, including market research, customer feedback, competitive analysis, and internal brainstorming sessions.

**Concept Development and Screening:** Once ideas are generated, they are evaluated and refined to create product concepts. Concept development involves defining the product's features, benefits, target market, and value proposition. Concepts are then screened to assess their feasibility, market potential, and alignment with business goals.

**Market Research:** Market research plays a crucial role in product development by providing insights into customer needs, preferences, and behaviours. Through surveys, focus groups, interviews, and data analysis, companies gather information to validate product concepts, identify market

opportunities, and understand competitive landscapes.

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## OBJECTIVES OF THE STUDY

- To Analyse Consumer Perceptions and Preferences
- To Identify Effective Communication Channels and Messaging
- To Evaluate Brand Equity and Market Positioning
- To Understand Competitive Dynamics and Market Trends
- To Measure the Effectiveness of Communication Initiatives

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## REVIEW OF LITERATURE

**Anirrbhan Ghosh's (2023)** The study on the impact of marketing communication on product development, emphasizing the significance of understanding marketing programs and data collection processes

**Agarwal, S., & Mishra, P. (2020)** This review explores the influence of marketing communication on product innovation.

**Gupta, M., & Verma, D. (2020)** They explore the impact of digital marketing communication on product development processes.

## HYPOTHESIS OF THE STUDY

To understand the degree of influence that marketing communication has on shaping consumers' perceptions of brands in a concise manner top of form  
**Null Hypothesis (H0):** There is no significant relationship between the influence of marketing communication on brand perception and the Age of the consumers.

**Alternative Hypothesis (H1):** There is a significant relationship between the influence of marketing communication on brand perception and the Age of the consumers.

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## SOURCE OF DATA

The data are collected from the primary data and data collection is the term used to Describe a process of data collecting.

- **Primary Data** - Questionnaire was prepared and given to 94 respondents
- **Secondary Data** - Online journals and websites & review of literature from published articles.

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## TOOLS AND TECHNIQUES

The study utilise a questionnaire as its research instrument for data collection this questionnaire was designed an alignment with the studies objectives and was administered to consumers to gather their perspectives the information was collected using a statured question

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## STATISTICAL TOOLS

- **PERCENTAGE ANALYSIS** - It refers to a special kind of rates, percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.
- **PIE CHART** - A pie chart is a circular statistical graphic, which is divided into slices to illustrate numerical proportion. In a pie chart, the arc length of each slice is proportional to that will represents the data as per the responses by respondents throughout the questionnaire.
- **CHI-SQUARE TEST:**A chi-square test is a statistical test that is used to compare observed and expected results. The goal of this test is to identify whether a disparity between actual and predicted data is due to chance or to a link between the variables under consideration. As a result, the chi-square test is an ideal choice for aiding in our understanding and interpretation of the connection between our two categorical variables.

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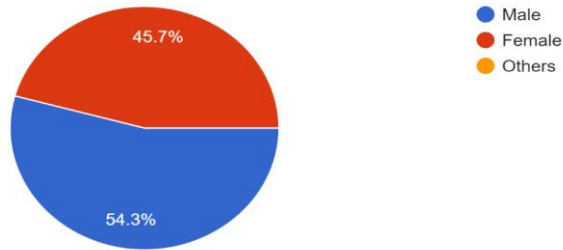
## ANALYSIS AND INTERPREATION OF THE DATA

**TABLE NO 1: GENDER**

SINO	PARTICULARS	NO: OF RESPONDENTS	PERCENTAGE
1	MALE	51	54.3%
2	FEMALE	43	45.7%

CHARTNO.:3.1

1. Gender:  
94 responses



**INTERPRETATION:** From the above analysis **54.3%** of respondents are **Male** and **45.7%** of respondents are female.

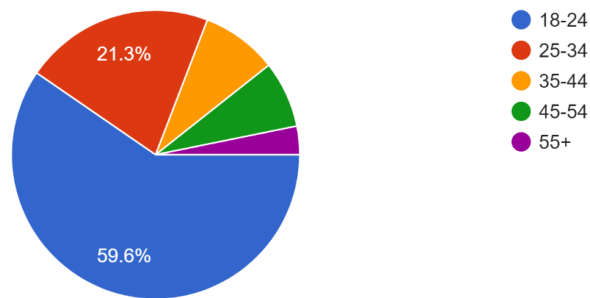
**INFERENCE:-** Majority 54 Percentages of respondents are Male

**TABLE NO 2: AGE OF RESPONDENTS**

SINO	PARTICULARS	NO: OF RESPONDENTS	PERCENTAGE
1	18-24	56	59.6%
2	25-34	20	21.3%
3	35-44	8	8.5%
4	45-54	7	7.4%
5	55+	3	3.2%

**CHART NO:3.2**

2. Age:  
94 responses



**INTERPRETATION:** From the above analysis **59.6%** of respondents are from the age group of **18-24**, **21.3%** of respondents are from the age group of **25-34** and **8.5%** of respondents from the age group of **35-44**.

**INFERENCE:-** Majority **59** percentage of respondents are 18 to 24 in this question

**TABLE NO 14: the level of trust you have in a brand based on marketing communication**

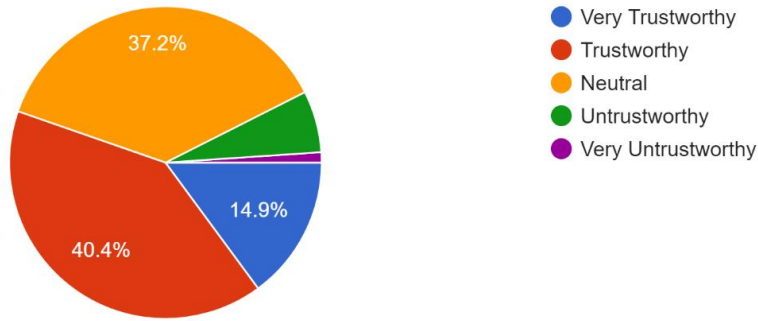
SINO	PARTICULARS	NO: OF RESPONDENTS	PERCENTAGE
1	Very Trustworthy	14	14.9%
2	Trustworthy	38	40.4%

3	Neutral	35	37.2%
4	Untrustworthy	6	6.4%
5	Very Untrustworthy	1	1.1%

CHART NO :3.14

14. Rate the level of trust you have in a brand based on marketing communication:

94 responses



**INTERPRETATION:** From the above analysis **14.9%** Very Trustworthy, **40.4%** Trustworthy, **37.2%** Neutral, **6.4%** Untrustworthy, **1.1%**Very Untrustworthy.

**INFERENCE:** - Majority **40** percentage of responded to Trustworthy.

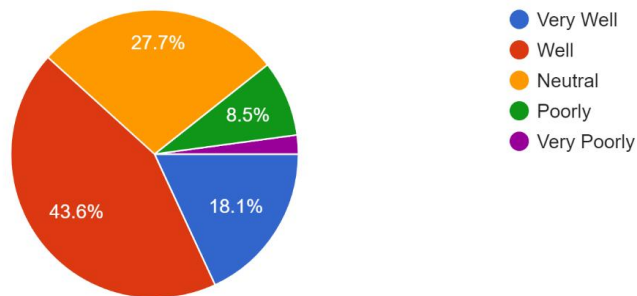
TABLE NO 15: marketing communication addressed your specific needs or pain points

SINO	PARTICULARS	NO: OF RESPONDENTS	PERCENTAGE
1	Very Well	17	18.1%
2	Well	41	43.6%
3	Neutral	26	27.7%
4	Poorly	8	8.5%
5	Very Poorly	2	2.1%

CHART No:3.15

15.How well do you think marketing communication addressed your specific needs or pain points?

94 responses



**INTERPRETATION:** From the above analysis **18.1%** Very Well, **43.6%** Well, **27.7%** Neutral, **8.5%** Poorly, **2.1 %** Very Poorly.

**INFERENCE:** - Majority **43** percentage of responded to Well.

**CHI SQUARE**

<b>OBSERVED VALUE (O)</b>	<b>EXPECTED VALUE (E)</b>	<b>O-E</b>	<b>(O-E)<sup>2</sup></b>	<b>(O-E)<sup>2</sup> / E</b>
17	19.72	-2.72	7.3984	0.375172
24	20.32	3.68	13.5424	0.666457
12	13.15	-1.15	1.3225	0.10057
2	1.79	0.21	0.0441	0.024637
10	6.81	3.19	10.1761	1.494288
5	7.02	-2.02	4.0804	0.581254
3	4.54	-1.54	2.3716	0.522379
1	0.61	0.39	0.1521	0.249344
3	2.86	0.14	0.0196	0.006853
3	2.95	0.05	0.0025	0.000847
2	1.91	0.09	0.0081	0.004241
1	2.51	-1.51	2.2801	0.908406
2	2.58	-0.58	0.3364	0.130388
4	1.67	2.33	5.4289	3.250838
2	1.07	0.93	0.8649	0.808318
1	0.71	0.29	0.0841	0.118451
<b>CALCULATED VALUE</b>				<b>9.242443</b>

LEVEL OF SIGNIFICANCE: 0.05

**CORRELATION**

<b>X</b>	<b>Y</b>	<b>X<sup>2</sup></b>	<b>Y<sup>2</sup></b>	<b>XY</b>
14	17	196	289	238
38	41	1444	1681	1558
35	26	1225	676	910
6	8	36	64	48
1	2	1	4	2

94	94	2902	2714	2756
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$$r = \frac{N \sum xy - \sum x \sum y}{\sqrt{N \sum x^2 - (\sum x)^2} \sqrt{N \sum y^2 - (\sum y)^2}}$$

$$r = \frac{5(2756) - (94)(94)}{\sqrt{5(2902) - (94)^2} \sqrt{5(2714) - (94)^2}}$$

$$r = \frac{13780 - 8836}{\sqrt{14510 - 8836} \sqrt{13570 - 8836}}$$

$$r = \frac{4944}{\sqrt{5674} \sqrt{4734}}$$

$$r = \frac{4944}{75.32 * 68.80}$$

$$r = \frac{4944}{5182}$$

$$r = 0.9540$$

### **INFERENCE**

1 indicates a perfect positive correlation, (-1) indicates a perfect negative correlation, and 0 indicates no correlation.

That is, if the correlation coefficient is greater than zero, it is a positive relationship. Conversely, if the value is less than zero, it is a negative relationship.

Therefore, a correlation coefficient of 0.9540 indicates a positive correlation between the level of trust you have in a brand based on marketing communication and marketing communication addressed your specific needs or pain points

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### **KEY FINDINGS**

- Gender influences brand perception, with males and females responding differently to marketing messages.
- Younger age groups (18-24) are highly susceptible to marketing influence compared to older demographics.
- Heavy online users show a stronger response to digital marketing efforts than minimal users.
- Advertising and social media are key channels for product awareness, reflecting a blend of traditional and digital strategies.

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### **CONCLUSION**

The research shows that how companies talk about their products really affects what people think and do. Men and women may see brands differently, so companies need to talk to them in specific ways. Younger people and those who use the internet a lot are more influenced by ads, so it's crucial to use online ads well. When ads are clear and interesting, people understand the products better and decide to buy them. Even though some people doubt ads, they are crucial for making people trust and stick with a brand. But sometimes, ads that make you feel something might be more important than talking about the product itself. In general, good ads are key for how people see brands, what they buy, and how involved they are. This shows that it's vital to use smart and personal ads that fit different types of customers and what they like.

### **REFERENCE :**

1. <https://www.schoolthesis.com>
2. <https://www.proquest.com>
3. <https://www.globalmediajournal.com>
4. <https://samphina.com.ng>