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## **A study on evaluating the effectiveness of multi- channel marketing strategies in building brand for Sunpay Solar India pvt ltd.**

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## **Introduction:**

In today's fast-changing business world, creating a strong brand presence is no longer limited to a single advertising platform. Customers interact with brands through multiple touchpoints—whether it is a social media post they scroll through in the morning, an email they read during work, a website they explore in the evening, or even a brochure handed over during a site visit. This mix of digital and offline channels has given rise to the concept of multi-channel marketing, where brands reach their audience consistently across different platforms. For growing companies, the challenge is not just to be visible but to be memorable. A scattered or inconsistent approach can confuse customers, while a well-coordinated strategy across multiple channels can build trust, engagement, and long-term loyalty. Evaluating how these strategies perform is crucial, as it helps organizations understand whether their efforts are truly creating value or simply adding noise in a crowded marketplace.

This study focuses on assessing the effectiveness of multi-channel marketing strategies in building a brand's visibility and credibility. It seeks to understand how customers perceive brands when they engage through different mediums, and how these interactions collectively strengthen brand recall. By identifying the strengths and gaps within current practices, the study also aims to suggest practical improvements that can make campaigns more impactful.

Ultimately, the success of multi-channel marketing lies not in the number of platforms used, but in how well they work together to deliver a unified brand message. This research will provide insights that can help businesses move from fragmented efforts to a more connected and customer-centric approach, ensuring that their brand not only reaches the audience but also stays in their minds.

**Keywords:** Multi-channel marketing, brand presence, customer engagement, brand awareness, digital communication, customer perception, brand recall, marketing effectiveness, integrated marketing, customer interaction, brand visibility, business growth.

## Scope and Importance of the Study

**1. Understanding How Channels Work Together:** The study focuses on exploring how different marketing channels—such as digital platforms, offline promotions, and social media—interact with each other to create a unified brand presence. Instead of looking at each channel in isolation, it aims to understand the combined effect of these platforms in shaping customer awareness, recall, and trust in the brand.

**2. Measuring Customer Engagement and Perceptions:** Another important scope is to assess how customers actually respond to multi-channel strategies. The study examines customer perceptions, satisfaction, and levels of engagement across channels. By doing so, it helps reveal which approaches resonate best with the audience and how these experiences influence their loyalty and long-term connection with the brand.

**3. Identifying Gaps and Areas for Improvement:** The study also covers identifying the strengths and weaknesses in the existing multi-channel approach. It goes beyond celebrating success and highlights the gaps or inconsistencies that may reduce brand impact. This allows businesses to refine their strategies, ensuring a smoother and more consistent brand presence across all touchpoints.

## Literature Review

1. **Gupta, N. (2024).** "The Effectiveness of Multichannel Marketing in Sales Growth." *Journal of Marketing and Sales Management*, Vol. 8, Issue 1. This paper highlights how multichannel marketing enhances brand visibility, engagement, and sales growth by integrating online, offline, social media, and email channels cohesively. The study includes empirical data showing improved customer acquisition, retention, and brand loyalty through synchronized channel strategies.
2. **Liu, Y. (2021).** "How to Catch Customers' Attention? A Study on Brand Social Media Strategies." This article in a research journal emphasizes the influence of social media content and response strategies on digital customer engagement, which contributes significantly to brand presence.
3. **Study on optimizing multichannel marketing using big data (2024).** Published in *Educational Administration: Theory and Practice*, this research explores how big data and consumer behavior analysis improve brand image and loyalty via multichannel strategies, emphasizing personalized content and targeted ads.

4. **Laradi, S. (2023).** "Unlocking the power of social media marketing capabilities." This research published on Taylor & Francis Online discusses the impact of social media marketing capabilities on consumer-based brand equity, which is a key component of building brand presence.

5. **Jamil, K. (2022).** "Role of Social Media Marketing Activities in Influencing Consumer Intentions." *Frontiers in Psychology*. This study focuses on how social media marketing activities influence consumer behavior and brand engagement, elevating brand presence through digital channels.
6. **Dwivedi, Y. K. et al. (2021).** "Setting the future of digital and social media marketing research." This comprehensive article in a scientific journal reviews digital and social media marketing strategies and their role in brand building and customer engagement.
7. **Vaishnav, B. (2023).** "A thematic exploration of the evolution of research in marketing." This article reviews marketing research trends and notes the growing importance of multichannel and digital marketing in brand strategy.
8. **Study on multichannel marketing trends (2025).** An overview article published in a marketing trends blog highlights how multi-channel marketing builds brand presence by using diverse platforms to reach a wider audience.
9. **Study on multichannel marketing impact (2024).** Published in the *International Journal of Research in Engineering and Advanced Manufacturing*, this paper discusses multichannel marketing's role in expanding market reach and increasing brand engagement.
10. **An article on multi-channel marketing trends and insights (2024).** This marketing insights publication discusses best practices and current trends that illustrate the effectiveness of multichannel approaches for brand awareness and loyalty.

## Objectives of the study

1. To study the role of different marketing channels in strengthening brand presence
2. To analyse customer engagement and perceptions across multiple marketing platforms
3. To identify areas of improvement in existing multi-channel marketing strategies

## Statement of the problem

### 1. Inconsistent brand experience across channels:

Many businesses struggle to maintain a consistent brand image when using multiple platforms. Customers often experience mixed messages or varying tones across digital, offline, and social media channels, which can weaken brand identity instead of strengthening it.

### 2. Limited understanding of customer engagement:

Although companies invest in different marketing channels, they often lack a clear understanding of how customers actually engage with these efforts. Without proper insights, it becomes difficult to know which channels are building trust, loyalty, and recall, and which ones are underperforming.

### **3. Gaps in strategy evaluation and improvement:**

Brands may use multi-channel strategies, but they often fail to regularly evaluate their effectiveness. This leads to missed opportunities in identifying what works well and what needs improvement, resulting in inefficient use of resources and reduced overall impact on brand presence.

## **Limitations of the Study**

### **1. Limited sample size and coverage**

The study may not capture the opinions of every customer segment. Since the data is collected from a specific group of respondents, the findings might not fully represent the views of a larger or more diverse population.

### **2. Rapidly changing marketing trends**

Marketing platforms and consumer behaviours evolve very quickly. What seems effective today may lose its relevance tomorrow. This makes it difficult for the study to provide long-term conclusions that remain valid in a fast-changing market environment.

### **3. Dependence on self-reported data**

Much of the analysis relies on customer responses through surveys or interviews. These answers may sometimes reflect personal bias, incomplete information, or temporary opinions, which can limit the accuracy of the results.

### **4. Focus on selected channels only**

The study may not be able to include all possible marketing channels due to time and resource constraints. As a result, the evaluation might miss out on the impact of certain emerging platforms or niche marketing strategies.

## About the Company

### **a) History of Sunpay Solar:**

Founded in 2022, the company was established by its Director, who brings over 30 years of experience in the solar energy sector. The Director's extensive expertise spans Solar R&D, the setup of solar cell and panel manufacturing plants, and the execution of solar rural electrification projects across India. Additionally, the company has successfully installed solar power plants ranging from kilowatt to megawatt capacities, delivering significant contributions to India's renewable energy landscape.

With a strong presence in Karnataka, Tamil Nadu, Telangana, Andhra Pradesh, and various northern states of India, the company is well-positioned as a key player in the Indian solar energy industry. Their focus on providing affordable, sustainable energy through solar power solutions has made them a trusted name in the market.

The company employs a dedicated workforce of 75 skilled professionals in its Solar Power Plant Installation Wing across the country. This team is responsible for ensuring the efficient setup and commissioning of solar power plants, which includes everything from design and engineering to installation and maintenance.

The company's technical capabilities are a cornerstone of its success, offering end-to-end solar power plant solutions, with expertise ranging from concept development to final execution. The company's experience extends across various project sizes (from KW to MW), ensuring high-quality performance and reliable power generation. This blend of technical proficiency, experienced leadership, and a highly capable workforce has enabled the company to consistently deliver on its promise of clean and sustainable energy solutions for India.

### **b) Departments in Sunpay Solar India Pvt Ltd**

#### **1. Admin Department**

The Admin Department ensures the smooth functioning of daily operations within the company. They handle essential tasks like managing documentation, organizing internal communications, and overseeing office logistics. They play a key role in ensuring compliance with regulations and keeping the office environment running efficiently, which allows other departments to focus on their core functions without disruption.

#### **2. Accounts Department**

The Accounts Department is responsible for maintaining the company's financial health. They track all financial transactions, manage budgets, and prepare detailed financial reports. Their role includes handling payments, salaries, and taxes, ensuring the company stays compliant and financially stable,

while also providing insights that guide strategic business decisions.

### **3. Design Team**

The Design Team is crucial in creating customized solar panel solutions for clients. They design efficient and

effective solar power systems tailored to each client's needs, ensuring that all designs comply with safety and

regulatory standards. Their work directly impacts the quality and performance of installations, making sure that the systems are both cost-effective and high-performing.

#### **4. Procurement Department**

The Procurement Department ensures that all materials and equipment needed for solar installations are sourced efficiently. They handle everything from negotiating with suppliers to maintaining inventory levels, ensuring that projects are not delayed due to a shortage of materials. Their role is key in securing quality components at competitive prices, enabling smooth project execution.

#### **5. Installation and Commissioning Department**

The Installation and Commissioning Department brings the solar systems to life. They manage the physical installation of solar panels and all associated components on-site, ensuring that every installation meets safety standards and performs as expected. Their work doesn't stop at installation—they also test and commission systems, ensuring everything is running smoothly before the project is handed over.

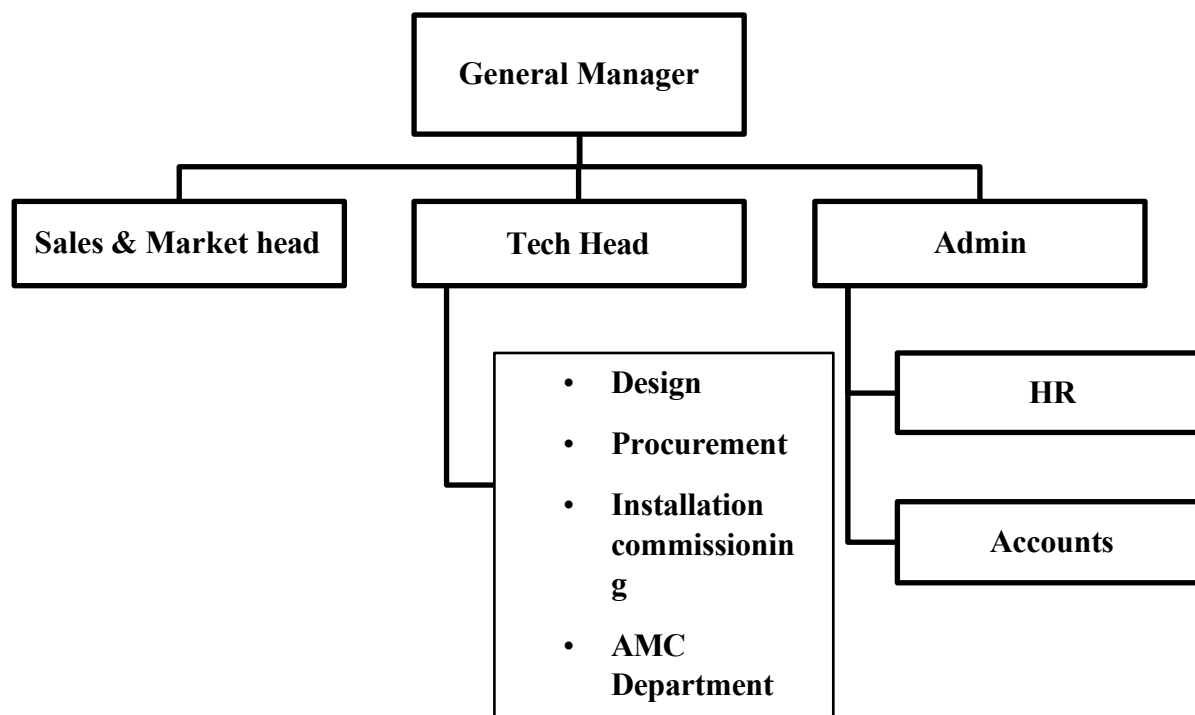
#### **6. Sales and Marketing Department**

The Sales and Marketing Department is responsible for driving the company's growth by promoting its products and services. They craft marketing strategies, run advertising campaigns, and engage with potential customers to close sales. They play a vital role in educating clients on the benefits of solar power and building lasting relationships that help grow the business.

#### **7. HR Department**

The HR Department ensures that the company attracts and retains the right talent. They manage recruitment, employee relations, and career development, ensuring a positive and productive work environment. HR also handles payroll, benefits, and ensures compliance with labor laws, supporting the overall well-being and satisfaction of employees.

## Organisation structure of Sunpay Solar India Pvt Ltd



The organizational structure of Sunpay Solar India Pvt Ltd is designed to streamline operations and enhance efficiency. At the top, the General Manager oversees all functions, ensuring smooth coordination across departments. Reporting directly to the General Manager are the Sales & Marketing Head and the Tech Head. The Sales & Marketing Head supervises key roles like Telecaller, Marketing, and Channel Partner Engagement, focusing on customer acquisition and brand growth. On the technical side, the Tech Head manages teams in Design, Procurement, Installation Commissioning, and AMC (Annual Maintenance Contract) Department, ensuring the technical execution of solar projects. The Admin department supports operations, while HR handles employee-related functions, and Accounts manages financial activities, maintaining a strong internal structure for seamless operations.

### Range of Projects at Sunpay Solar India Pvt Ltd

#### 1. Residential Projects

The company offers solar installations for residential customers with scalable capacities ranging from 1 KW to 5 KW. These systems are designed to meet the energy needs of individual homes, helping homeowners reduce electricity bills and become more energy-independent. By providing customized solutions based on the household's energy consumption, the company ensures that each installation delivers optimal efficiency and long-term reliability, enabling homeowners to fully harness the power

of solar energy.

## **2. Commercial Projects**

For commercial establishments, the company provides solar solutions with capacities ranging from 10 KW to 50 KW, ideal for small to medium-sized businesses. These systems are designed to cover a significant portion of a business's energy consumption, helping them cut costs and improve sustainability. By integrating solar power into the company's operations, businesses benefit from reduced reliance on grid electricity, lower operating expenses, and a positive impact on their carbon footprint.

## **3. Industrial Projects**

In the industrial sector, the company specializes in large-scale solar installations with capacities ranging from 100 KW to 1 MW. These projects cater to manufacturing plants, warehouses, and other large industrial facilities. By providing efficient, high-capacity systems, the company helps industries reduce their energy costs while ensuring reliable, uninterrupted power supply. Solar power also contributes to a greener, more sustainable approach to energy use in industrial operations.

## **4. Agricultural Projects**

The company's solar solutions also extend to the agriculture sector, offering solar-powered water pumping systems and irrigation solutions with capacities ranging from 1 KW to 10 KW. These systems provide farmers with a cost-effective, sustainable alternative to traditional grid-based electricity, enabling them to irrigate crops, pump water, and power agricultural operations without the need for expensive and unreliable power sources. By providing solar power for rural electrification and farm operations, the company is helping improve productivity, reduce operational costs, and promote sustainability in agriculture.

## **Major Competitors of Sunpay Solar India Pvt Ltd**

### **1. Apollo Power Systems**

With over three decades in electrical contracting, Apollo Power Systems has established itself as a leading solar EPC contractor in Bangalore. They specialize in rooftop solar installations for commercial and residential clients, offering end-to-end solutions from design to commissioning. Their clientele includes prominent names like Manipal Group and Brigade Enterprises

### **2. Somaya Solar**

Somaya Solar is recognized for its expertise in solar energy solutions, providing comprehensive EPC services across Bangalore. They handle everything from system design and procurement to installation and maintenance, catering to both residential and commercial sectors.

### **3. Seundo Energy**

Seundo Energy is an emerging player in the solar EPC sector in Bangalore, known for its integrated

approach to energy solutions. They manage projects ranging from solar parks to complex oil and gas installations, demonstrating versatility and technical prowess in the renewable energy space.

## 4. Power Planet

Power Planet is a leading solar company specializing in rooftop installations in Bangalore. They offer smart, affordable, and sustainable solar energy solutions, focusing on delivering high-quality installations for residential and commercial client.

These companies represent a cross-section of the competitive landscape in Bangalore's solar EPC sector. They vary in scale, specialization, and market focus, contributing to a dynamic and evolving industry. For Sunpay Solar India Pvt. Ltd., understanding the strengths and offerings of these competitors can provide valuable insights into market positioning and potential areas for differentiation.

### Mission and vision of Sunpay Solar India Pvt Ltd

#### Mission.

- Make the brand synonymous with Quality and Innovation in the consumer's mind.
- Drive growth through quality and innovation.
- Our mission is to empower communities by providing innovative and sustainable solar energy solutions.
- Our mission is to provide innovative and sustainable solar energy solutions that empower individuals, businesses, communities.
- Delivering high-quality solar Projects and services, we aim to make clean, renewable energy accessible to all, contributing to a greener and more sustainable future.

#### Vision

- To be part of every household in the country
- We envision a future where every home, business, and institution harnesses the power of the sun.
- Leading to a world with reduced carbon footprints, and a sustainable energy ecosystem for generations to come.
- To be a major player in every product category we venture into
- To be one of the most respected marketers in the country

## **SWOT Analysis of Sunpay Solar India Pvt Ltd:**

### **a. Strengths (S):**

The company's primary strength lies in its innovative solar energy solutions, offering customized systems that cater to the unique energy needs of both residential and commercial clients. With a strong technical foundation in solar research and development, the company is equipped with cutting-edge products like solar panels, battery storage systems, and inverters. Furthermore, the company's dedicated workforce of over 75 employees ensures high-quality installations and reliable customer support, enhancing customer satisfaction and trust.

### **b. Weaknesses (W):**

As a relatively new player in the market, the company faces challenges related to brand recognition and market penetration compared to well-established competitors. Additionally, reliance on third-party suppliers for key components could lead to supply chain risks and cost fluctuations, potentially affecting project timelines and profitability. There is also a need for further diversification in its service offerings to cater to the expanding market demand.

### **c. Opportunities (O):**

The growing demand for renewable energy solutions, driven by increasing environmental awareness and government incentives, presents significant growth opportunities. The company can leverage this trend by expanding its offerings to include large-scale industrial solar solutions and tapping into emerging markets like rural electrification. Additionally, the rapid adoption of smart home technology provides an opportunity to integrate solar solutions with other energy-saving innovations, increasing customer engagement.

### **d. Threats (T):**

The solar industry is highly competitive, with well-established players offering similar services at competitive prices. Additionally, fluctuations in raw material costs and government policy changes related to solar incentives pose external risks. Economic downturns and supply chain disruptions could also negatively impact the company's growth and financial stability.

## 2.7 Conclusion

Sunpay Solar India Pvt. Ltd. stands at the forefront of India's renewable energy revolution, offering innovative solar solutions tailored to the unique energy needs of residential, commercial, and industrial clients. With a firm foundation in solar research and development, the company provides cutting-edge solar panels, battery storage systems, and inverters, backed by a dedicated team committed to delivering quality installations and exceptional customer service. This focus on innovation, quality, and customer satisfaction sets the company apart in a highly competitive market.

As a relatively new player, Sunpay Solar's expansion is supported by the increasing demand for clean, sustainable energy solutions and the growing adoption of solar energy across the country. While facing competition from well-established industry giants, the company's focus on customized solutions, local support, and reliable installations positions it as a strong contender in the solar energy sector. Moreover, with the world's push towards reducing carbon footprints, Sunpay Solar is well-positioned to leverage emerging market opportunities such as rural electrification and large-scale solar projects.

Looking ahead, the company's mission to make renewable energy accessible to all remains at the heart of its vision. With a focus on expanding product offerings and enhancing brand presence, Sunpay Solar India Pvt. Ltd. is poised to become a leading provider of solar energy solutions in India. Through strategic innovation and continuous learning, the company will continue to play a pivotal role in powering a sustainable future.

## RESEARCH TYPE

This study uses a quantitative research approach, which is especially appropriate for evaluating the effectiveness of multi-channel marketing strategies in building brand presence. Quantitative research involves the gathering and analysis of numerical data, which allows the researcher to measure customer engagement, brand perception, and the performance of different marketing channels. This method is well-suited for understanding the impact of marketing strategies that can be quantified, as it is methodical, objective, and allows for statistical analysis.

The purpose of using a quantitative research approach in this study is to collect measurable data that helps in analyzing the effectiveness and reach of different marketing channels (digital, offline, and social media) in strengthening brand presence. It provides a structured way to evaluate how various marketing efforts contribute to brand visibility and customer engagement, making the findings reliable, data-driven, and suitable for recommending improvements in Sunpay Solar marketing strategies.

## **Sampling Technique**

For your study on “Evaluating the Effectiveness of Multi-Channel Marketing Strategies in Building Brand Presence,” the Non-Probability Sampling Technique, specifically Purposive Sampling, is a highly suitable approach. This method was deliberately chosen because the primary goal of the research is to gather insights from individuals who have direct experience and knowledge in marketing, particularly those familiar with multi-channel marketing strategies. These individuals could include marketing professionals, brand managers, digital marketing specialists, and customer engagement experts.

By using Purposive Sampling, the study aims to collect data from a targeted group of respondents who possess the expertise necessary to provide valuable, informed opinions on how various marketing channels (digital, offline, social media) contribute to building a brand's presence. This ensures that the study focuses on people who have hands-on experience and deep understanding of marketing strategies, rather than relying on a general sample from a broader population.

This approach aligns with the study's objective of obtaining a realistic and accurate understanding of how different marketing strategies impact brand visibility, customer engagement, and perception. By selecting individuals who are actively involved in the planning, execution, or analysis of marketing campaigns, the research can gain insights grounded in practical, real-world experiences. The findings will, therefore, be more relevant and reflective of actual practices in the field of multi-channel marketing.

## **Sample Size**

The sample size for this study is 90 respondents. The participants were selected using the Purposive Sampling technique, focusing on individuals with direct experience in marketing, such as marketing professionals, brand managers, and digital marketing specialists.

A sample of this size is sufficient to provide reliable and meaningful insights into the effectiveness of multi-channel marketing strategies, while allowing for statistical analysis of trends, engagement patterns, and perceptions across different marketing channels. This ensures that the findings are representative of professionals actively involved in brand-building activities and reflect practical, real-world experiences.

## **Sample Design**

Purposive sampling, as mentioned earlier, forms the basis of the sample design for this study. This approach is most effective when the research focuses on a specialized area, such as marketing strategy, where the respondents' practical expertise and experience are essential. In this case, the study requires insights from individuals who are directly

involved in planning, executing, or analyzing multi-channel marketing campaigns in their organizations.

## **Target Population**

The target population for this study includes marketing professionals, brand managers, digital marketing specialists, and customer engagement executives who have hands-on experience with multi-channel marketing initiatives. These respondents were chosen because their direct involvement ensures that the data collected is relevant, informed, and reliable, reflecting real-world practices and perceptions of brand-building strategies.

## **Sample Frame**

The sample frame comprises employees from Sunpay Solar marketing and brand departments who are actively involved in designing and managing marketing campaigns across digital, offline, and social media channels. The internal staff directory and departmental lists were used to identify potential respondents, ensuring that only individuals with relevant experience in multi-channel marketing were included in the study.

## **Sources of Data**

### **1. Primary Data**

Primary data was gathered directly from marketing professionals, brand managers, and digital marketing specialists at Sunpay Solar through structured questionnaires and informal interactions. This data provides firsthand insights into how different marketing channels are used, customer engagement is measured, and brand presence is enhanced.

### **2. Secondary Data:**

Secondary data was collected from published sources, including industry reports, research papers, marketing journals, company websites, and credible online databases. This information helped in understanding existing trends, benchmarking best practices, and supporting the analysis of the findings from primary data.

### **3.6 Method of Data Analysis**

The questionnaire for this study was developed and distributed using Google Forms, targeting marketing professionals at Sunpay Solar. The platform facilitated the creation of questions in an organized format, including multiple-choice, Likert scale, and yes/no questions, ensuring alignment with the research objectives. Its online nature allowed for rapid distribution across different teams, reaching participants efficiently while minimizing logistical constraints. All responses were automatically captured in spreadsheet format, which reduced the risk of errors during data collection.

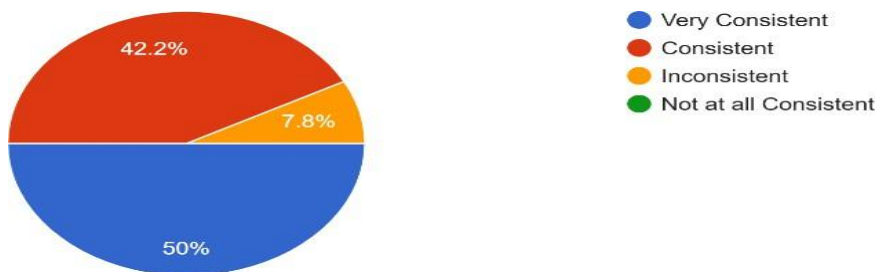
After collection, the data was exported to Microsoft Excel for systematic organization, sorting, and initial review. Analytical techniques such as percentages, frequency distributions, charts, and descriptive statistics

were applied to uncover patterns, trends, and insights from the responses. This structured analysis provided a clear understanding of the effectiveness of different marketing channels, customer engagement levels, and brand recognition, helping to draw meaningful conclusions and actionable recommendations for enhancing multi-channel marketing strategies.

## 4.1 Analysis Based on Research Objectives

### 4.1.1 How would you rate company consistency in branding across different marketing platforms (digital, offline, and social media)?

Serial no	Response	Percentage (%)
1	45	50
2	38	42.2
3	7	7.8
4	0	0



#### Interpretation

The pie chart reflects responses from 90 participants regarding company consistency in branding across different marketing platforms (digital, offline, and social media). It shows that the majority of respondents (50%) rated the company's branding as "Very Consistent," indicating a strong alignment in brand messaging across platforms. A smaller portion (42.2%) rated the consistency as "Consistent," suggesting that while there is some uniformity, there may be slight discrepancies across platforms. Only 7.8% of respondents considered the branding "Inconsistent," and no participants felt the branding was "Not at all Consistent." This suggests that overall, the company maintains a fairly consistent brand presence across various marketing channels.

#### Inference:

The majority of respondents believe that the company maintains a strong and consistent brand presence across its marketing channels, with 50% rating it as "Very Consistent." Only a small percentage noted discrepancies, indicating that while the branding is mostly aligned, there may be minor areas for

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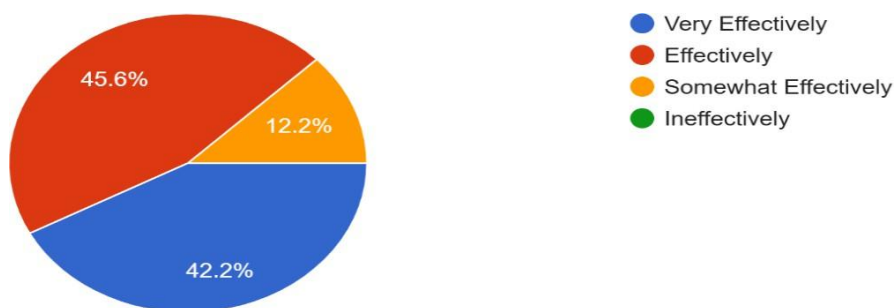
improvement to achieve complete uniformity across all platforms.

**4.1.2 How effectively do you think Company uses its digital channels (website, social media, email campaigns) to build brand presence?**

Serial no	Response	Percentage (%)
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1	38	42.2
2	41	45.6
3	11	12.2
4	0	0



### Interpretation

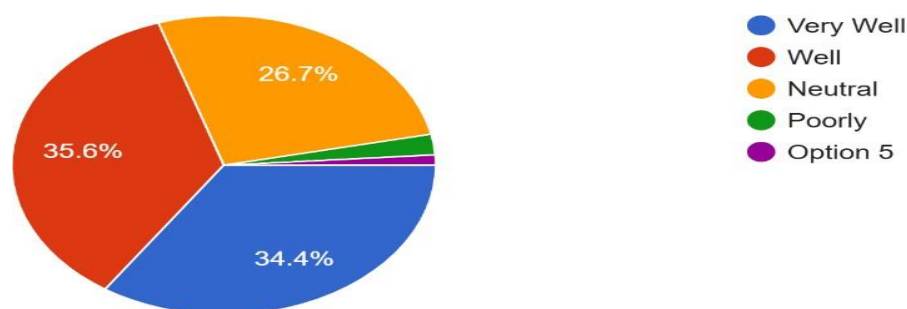
The survey results indicate that the majority of respondents believe the company is using its digital channels effectively to build brand presence. Out of 90 responses, 45.6% stated that the company uses its digital channels effectively, while 42.2% believe it is done very effectively. This shows that a combined 87.8% of participants view the company's digital marketing efforts positively. However, 12.2% of respondents feel that the company is only somewhat effective, suggesting there is still room for improvement. Notably, no participants rated the company as ineffective, highlighting a generally strong perception of the company's digital marketing strategies.

### Inference:

The survey results show that a significant majority (87.8%) of respondents view the company's digital marketing efforts positively, with nearly half rating them as "very effective." However, the 12.2% who feel the digital strategy is only somewhat effective suggests there are opportunities to further enhance digital engagement and optimize marketing performance.

### 4.1.3 How well does offline marketing (print, events, and brochures) complement its digital marketing efforts?

Serial no	Response	Percentage (%)
1	31	34.4
2	32	35.6
3	24	26.7
4	3	3.3



### Interpretation:

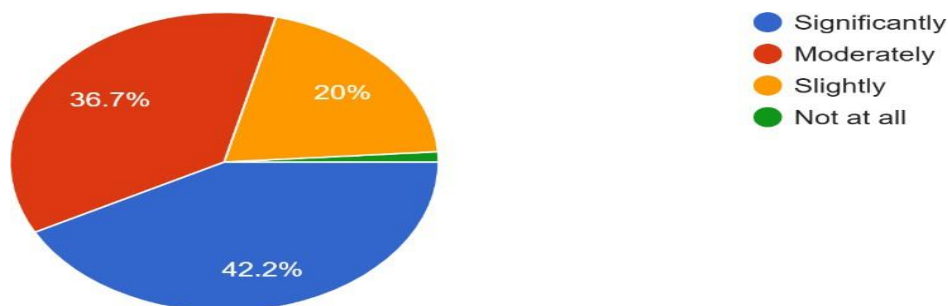
The survey results suggest that offline marketing efforts, such as print, events, and brochures, are generally seen as supportive of the company's digital marketing strategy. Out of 90 respondents, 35.6% believe offline marketing complements digital marketing efforts well, and 34.4% feel it does so very well, making up a combined 70% positive response. However, 26.7% of respondents remain neutral, indicating that they neither strongly agree nor disagree about the effectiveness of offline marketing integration. A very small percentage rated it poorly, while only a negligible number selected the fifth option. This indicates that while offline marketing is largely viewed as effective, there is an opportunity to further align and integrate it with digital strategies to strengthen overall marketing performance

### Inference:

The survey results indicate that 70% of respondents view offline marketing as effectively supporting the company's digital efforts, with many acknowledging its complementary role. However, the 26.7% who were neutral suggest there is room to further align offline marketing with digital strategies to enhance overall marketing performance and improve integration.

#### 4.1.4 To what extent do you believe multi-channel strategy enhances its overall brand visibility?

Serial no	Response	Percentage (%)
1	38	42.2
2	33	36.7
3	18	20
4	1	1.1



### Interpretation

The data indicates that the majority of respondents believe the factor in question has a notable impact. Out of the total responses, 42.2% stated that it affects them significantly, while 36.7% indicated a moderate impact. This shows that nearly 79% of participants view the factor as having a meaningful influence. Additionally, 20% of respondents felt it impacts them slightly, and a very small percentage reported that it has no impact at all. Overall, the results highlight that this factor plays an important role for most respondents, though a small segment perceives it as less influential.

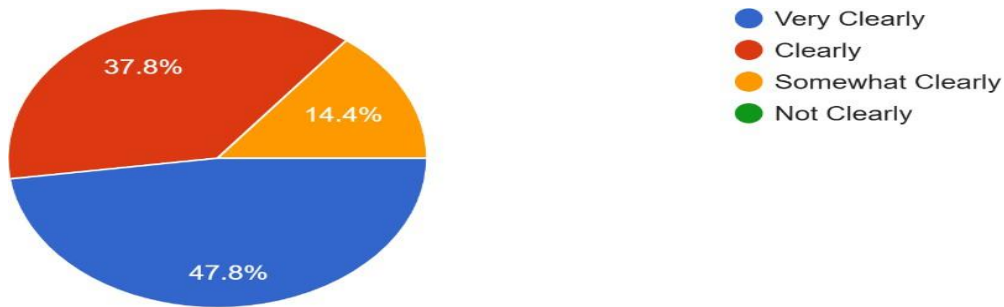
### Inference:

The results show that 79% of respondents believe the factor in question has a significant or moderate impact, highlighting its importance to the majority. However, the 20% who felt the impact was slight suggests there is still a segment of individuals who may not fully recognize its relevance or influence.

### 4.1.5. How clearly does company communicate its brand values and mission across all marketing

**channels?**

Serial no	Response	Percentage (%)
1	49	47.8
2	34	37.8
3	13	14.4
4	0	0



### Interpretation

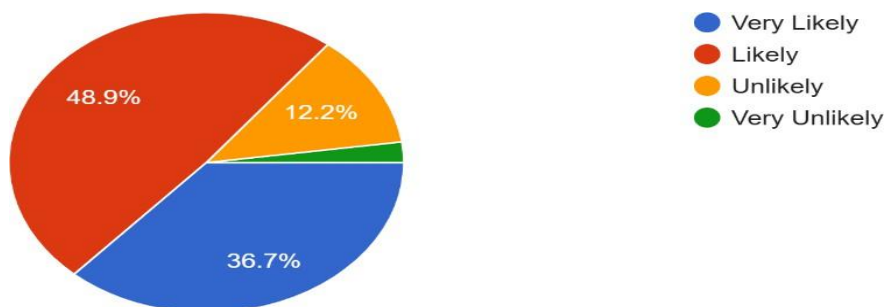
The survey results indicate that most respondents have a clear understanding of the factor being assessed. Out of all participants, 47.8% reported that they understood it very clearly, while 37.8% stated they understood it clearly. This shows that a combined 85.6% of respondents have a strong level of clarity. Meanwhile, 14.4% indicated that they understood it only somewhat clearly, and none of the respondents selected the not clearly option. Overall, this suggests that communication or presentation of the subject matter is effective, though there is a small opportunity to improve clarity for a minority of respondents.

#### Inference:

The results indicate that 85.6% of respondents have a strong understanding of the factor being assessed, suggesting that the communication or presentation is largely effective. However, the 14.4% who reported only a somewhat clear understanding highlights an opportunity to further enhance clarity for a small portion of the audience.

**marketing channels?**

Serial no	Response	Percentage (%)
1	33	36.7
2	44	48.9
3	11	12.2
4	2	2.2



### Interpretation

The pie chart illustrates the distribution of responses to a question, likely related to the likelihood of taking a particular action or responding positively to a certain stimulus. A majority of respondents (48.9%) indicated they are "Very Likely" to take the action, while 36.7% are "Likely." A smaller proportion, 12.2%, expressed being "Unlikely," and a minimal number (around 2.2%) selected "Very Unlikely." This distribution indicates that the overwhelming majority of respondents are inclined toward the action or response in question, with a relatively small number either uncertain or opposed to it.

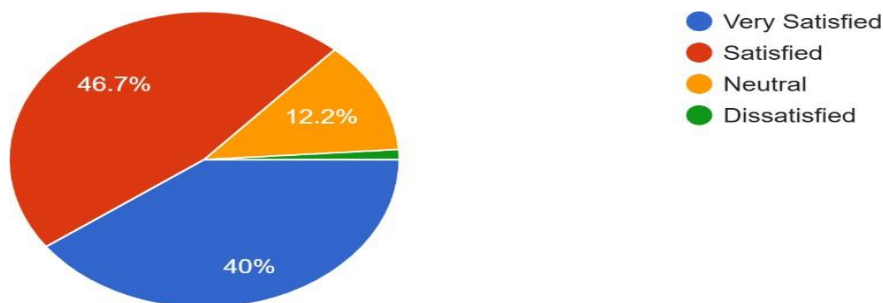
### Inference:

The data shows that 85.6% of respondents are either "Very Likely" or "Likely" to take the action, indicating a strong positive response. However, the 14.4% who are "Unlikely" or "Very Unlikely" suggests there is a small group that may need additional motivation or reassurance. Overall, the response indicates a high level of inclination toward the action, with only a minor portion opposing it.

#### 4.1.7. How satisfied are you with the consistency of information across marketing platforms

**(website, social media, email, etc.)?**

Serial no	Response	Percentage (%)
1	36	40
2	42	46.7
3	11	12.2
4	1	1.1



**Interpretation**

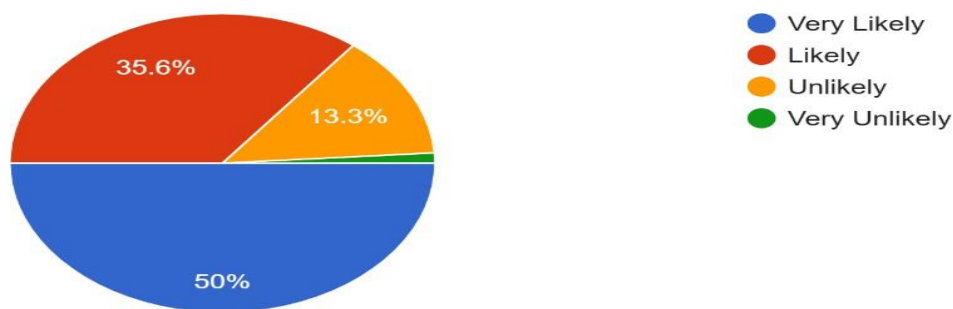
The pie chart illustrates the results of a survey measuring customer satisfaction. The largest portion, 46.7%, represents respondents who are "Satisfied" with the service, followed closely by 40% who are "Very Satisfied." A smaller group, 12.2%, chose "Neutral," indicating a lack of strong opinion, while only a tiny fraction, represented by the green section, expressed "Dissatisfaction." This suggests that the majority of respondents are satisfied or very satisfied, while a minimal portion felt indifferent or dissatisfied.

**Inference:**

The survey results indicate that the majority of respondents, 86.7%, are either satisfied or very satisfied with the service, reflecting a positive customer experience overall. However, the 12.2% who selected "Neutral" and the small fraction expressing "Dissatisfaction" highlight areas where customer sentiment could be further improved or addressed.

**4.1.8. When you engage with brand on social media, how likely are you to recommend the company to others?**

Serial no	Response	Percentage (%)
1	45	50
2	32	35.6
3	12	13.3
4	1	1.1



### Interpretation

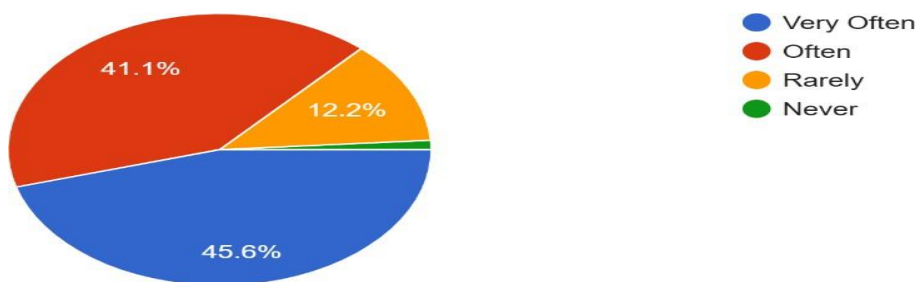
The pie chart illustrates the distribution of responses to a question regarding the likelihood of a certain action or behavior. The largest portion, 50%, of respondents indicated that they are "Very Likely" to take the action. Following that, 35.6% of respondents chose "Likely," while a smaller percentage, 13.3%, indicated that they are "Unlikely" to take the action. A very minimal 1.1% of respondents selected "Very Unlikely," highlighting that only a small fraction of participants are strongly opposed to the action in question. This suggests that the majority of respondents are either likely or very likely to engage in the behavior or action being surveyed.

### Inference:

The results show that 85.6% of respondents are either "Very Likely" or "Likely" to take the action, indicating a strong inclination towards the behavior or action in question. The 14.4% who are either "Unlikely" or "Very Unlikely" represent a small minority, suggesting that overall, there is a high level of interest or willingness to engage in the behavior being surveyed.

#### 4.1.9. How often do you interact with marketing content (such as posts, newsletters, advertisements) on digital platforms?

Serial no	Response	Percentage (%)
1	41	45.6
2	37	41.1
3	11	12.2
4	1	1.1



### Interpretation

The pie chart represents the frequency of a particular activity or behavior based on survey responses. According to the data, 45.6% of respondents reported that they engage in the activity "Very Often," represented by the blue section. A smaller portion, 41.1%, indicated they engage "Often," shown in red. 12.2% of respondents reported participating "Rarely," marked in orange, and a very small percentage, represented in green, stated they "Never" engage in the activity. This suggests that the majority of respondents frequently or very frequently participate in the activity, with only a minimal portion rarely or never doing so.

### Inference:

The data shows that 86.7% of respondents engage in the activity "Very Often" or "Often", indicating a high level of participation. Only a small minority, 12.2%, participate "Rarely", and an even smaller fraction "Never" engage in the activity, suggesting that the behavior is widely practiced among the majority of respondents.

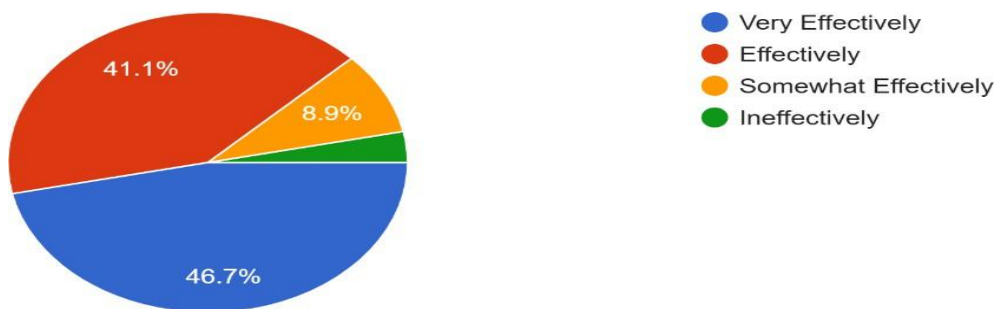
#### 4.1.10. Do you feel that company effectively engages with its audience through its marketing efforts?

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Serial no	Response	Percentage (%)
1	42	46.7

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2	37	41.1
3	8	8.9
4	3	3.3



### Interpretation

The pie chart illustrates the effectiveness of a particular process or tool, as reported by respondents. The largest group, accounting for 46.7%, indicated that the process/tool is perceived as effective. Meanwhile, 41.1% of respondents rated it as being somewhat effective. A smaller percentage, 8.9%, found it to be very effective, suggesting a positive yet not overwhelmingly strong sentiment toward its performance. Only 3.3% of respondents felt the process/tool was ineffective, indicating minimal dissatisfaction. Overall, the data highlights a majority positive response, with most users seeing it as effective or somewhat effective.

### Inference:

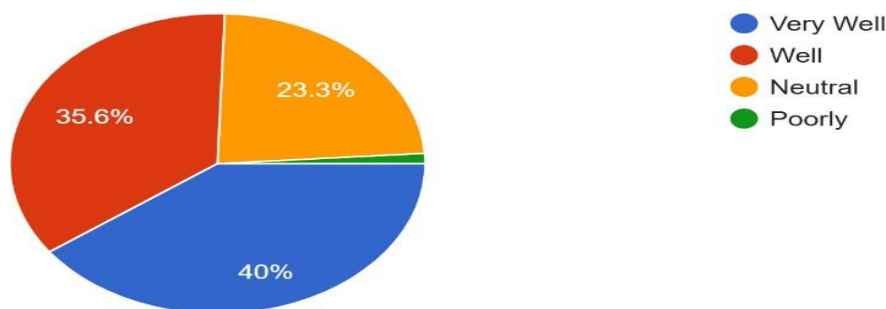
The results indicate that 87.8% of respondents view the process/tool as effective or somewhat effective, reflecting a generally positive perception. However, the 8.9% who found it to be "very effective" suggests that there is still potential to improve its impact. Only a small fraction, 3.3%, expressed dissatisfaction, indicating that the tool is largely well-received but could benefit from further optimization.

#### 4.1.11. How well does Sunpay track customer responses or feedback from its marketing

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## **campaigns across different platforms?**

Serial no	Response	Percentage (%)
1	36	40
2	32	35.6
3	21	23.3
4	1	1.1



### Interpretation

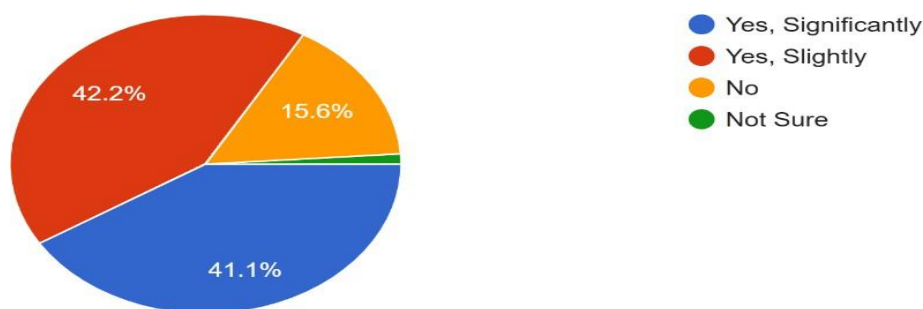
The pie chart illustrates the distribution of responses to a survey question regarding the performance of a particular subject or process. A significant portion of respondents, 40%, reported that it was handled "Very Well," indicating a high level of satisfaction. On the other hand, 35.6% of respondents felt that it was handled "Well," reflecting a relatively positive view but not as strong as the "Very Well" category. A smaller percentage, 23.3%, selected "Neutral," suggesting indifference or no strong opinion on the matter. Only a very small segment, represented by the green color, indicated that it was handled "Poorly," showing minimal dissatisfaction. Overall, the results suggest that most respondents view the subject positively, with a majority perceiving it to be managed either very well or well.

### Inference:

The results indicate that 75.6% of respondents feel the subject or process was handled either "Very Well" or "Well", reflecting a strong positive perception. The 23.3% who selected "Neutral" suggest some indifference, while the small percentage expressing "Poorly" indicates minimal dissatisfaction. Overall, this suggests that the subject or process is largely seen as effective and well-managed by the majority of respondents.

#### 4.1.12. Do you feel that company could improve its brand messaging to create a more unified experience across all marketing channels?

Serial no	Response	Percentage (%)
1	37	41.1
2	38	42.2
3	14	15.6
4	1	1.1



### Interpretation

The pie chart illustrates the responses to a survey question regarding a specific aspect of brand engagement. The majority of respondents, accounting for 42.2%, indicated that they experienced a significant positive impact, represented by the blue section. A smaller group, 41.1%, felt there was a slight impact, as shown by the red segment. Only 15.6% of participants reported no impact, marked by the orange portion. A minimal 1.1% were unsure, represented by the green slice. These results suggest that the majority of respondents observed some level of positive impact, with a slightly larger portion attributing it to a significant effect.

### Inference:

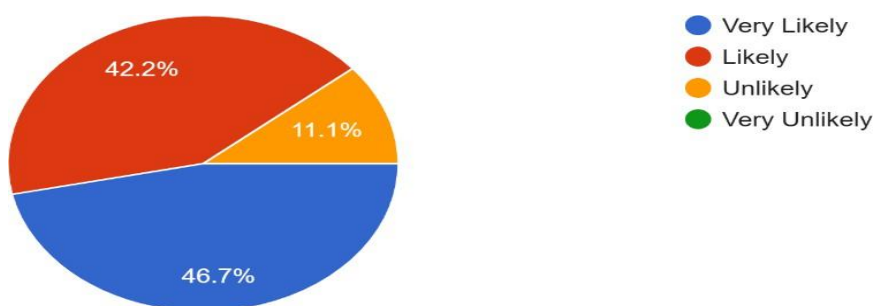
The results show that 83.3% of respondents experienced some level of positive impact, with 42.2% perceiving it as significant and 41.1% as slight. Only a small portion (15.6%) felt there was no impact, and an even smaller group (1.1%) were unsure. This indicates that the majority of respondents view the brand engagement as having a positive effect, with a larger share attributing it to a more significant impact.

#### 4.1.13. How likely are you to engage with a new platform (for example, a new social media

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**platform or app) if they expand their marketing reach**

Serial no	Response	Percentage (%)
1	42	46.7
2	38	42.2
3	10	11.1
4	0	0



**Interpretation**

The pie chart illustrates the distribution of responses to a particular question, with a focus on likelihood. The majority of respondents, 46.7%, indicated that they are "Very Likely" to engage with the subject in question, represented by the blue segment. Following that, 42.2% of respondents selected "Likely," indicated by the red portion. A smaller group of 11.1% chose "Unlikely," represented by the orange segment. Notably, no respondents selected "Very Unlikely," as there is no green segment present in the chart. This suggests a general positive inclination towards the subject, with most respondents leaning towards a favorable response.

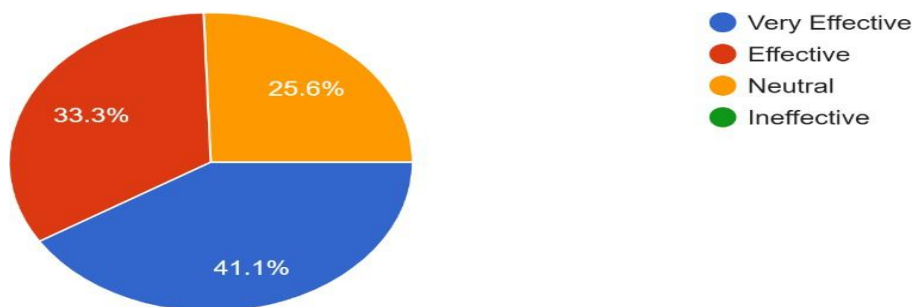
**Inference:**

The results indicate that 88.9% of respondents are "Very Likely" or "Likely" to engage with the subject, showing a strong positive inclination towards it. The 11.1% who are "Unlikely" suggest that there is a small group with reservations, but overall, the data reflects overwhelming support and a favorable response toward the subject.

**4.1.14. How would you rate the overall effectiveness of multi-channel marketing strategy in strengthening its**

**brand presence?**

Serial no	Response	Percentage (%)
1	37	41.1
2	30	33.3
3	23	25.6
4	0	0



**Interpretation**

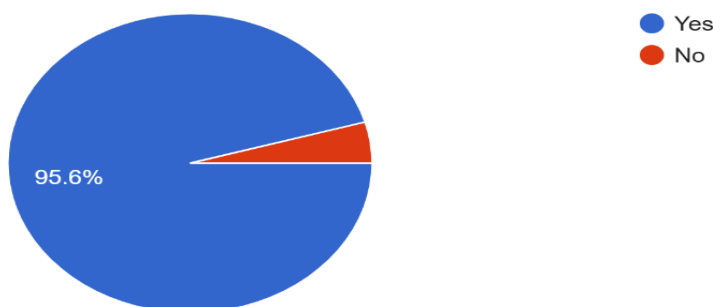
The pie chart displays the effectiveness of a particular approach based on the survey responses. The majority of respondents, 41.1%, felt that the approach was "Very Effective" (indicated by the blue section). A significant portion, 33.3%, rated it as "Effective" (represented by the red section). Additionally, 25.6% of participants were neutral about the effectiveness (depicted in orange). There were no responses in the "Ineffective" category (green). These results suggest that the approach is generally well-regarded, with most respondents viewing it positively, though a notable proportion remains neutral.

**Inference:**

The results show that 74.4% of respondents consider the approach to be "Very Effective" or "Effective", indicating a strong positive perception of its performance. However, the 25.6% who are neutral suggest that while the approach is well-regarded, there is still room for improvement to increase its effectiveness or appeal. No respondents felt the approach was ineffective, highlighting overall satisfaction.

**15. Do you think digital marketing channels (website, social media, online ads) effectively reach its target audience?**

Serial no	Response	Percentage (%)
1	86	95.6
2	4	4.4



### Interpretation

The pie chart represents a question with a binary choice: "Yes" or "No." The majority of respondents, 95.6%, selected "Yes," indicating a strong preference or agreement with the statement or condition being assessed. In contrast, a very small percentage, 4.4%, chose "No," suggesting that only a minor portion of the respondents disagreed or did not meet the criteria outlined in the question. This disparity highlights a high level of consensus or uniformity in the responses, with almost all participants aligning with the "Yes" option.

### Inference:

The results show that 95.6% of respondents agree or prefer the statement, indicating a strong consensus in favor of the condition being assessed. The 4.4% who selected "No" represent a small minority, suggesting that the overwhelming majority of participants are aligned with the statement, reflecting a high level of agreement.

## **Findings**

1. The majority of respondents (92.2%) believe the company maintains a consistent or very consistent brand

presence across platforms, with only minor discrepancies.

2. A strong 87.8% of respondents view the company's digital marketing efforts as effective or very effective, with no participants rating it as ineffective, though 12.2% feel it is only somewhat effective.
3. A combined 70% of respondents believe offline marketing effectively supports the company's digital efforts, while 26.7% remain neutral, suggesting some uncertainty about its integration.
4. 79% of respondents believe the factor has a significant or moderate impact, indicating it plays an important role for most participants, while 20% feel the impact is slight.
5. 85.6% of respondents have a strong understanding of the factor, indicating that the communication is generally clear, while 14.4% feel it is only somewhat clear.
6. A strong majority of 85.6% of respondents are either "Very Likely" or "Likely" to take the action, suggesting a positive inclination towards the behavior, with only 14.4% being "Unlikely" or "Very Unlikely".
7. The majority of respondents (86.7%) are satisfied or very satisfied with the service, indicating a generally positive customer experience, while a small portion (12.2%) are neutral and very few are dissatisfied.
8. A significant 85.6% of respondents are "Very Likely" or "Likely" to take the action, indicating strong interest or intention to engage. Only 14.4% expressed being "Unlikely" or "Very Unlikely", suggesting minimal opposition.
9. The majority of respondents (86.7%) engage in the activity "Very Often" or "Often", indicating frequent participation, while only a small portion participates "Rarely" or "Never".
10. The majority of respondents (87.8%) perceive the process/tool as effective or somewhat effective, with only a small portion expressing dissatisfaction.
11. The majority of respondents (75.6%) view the subject as being handled "Very Well" or "Well", with only a small portion expressing neutral or poor opinions.
12. The majority of respondents (83.3%) experienced a positive impact, with a slightly larger portion attributing it to a significant effect.
13. The majority of respondents (88.9%) are "Very Likely" or "Likely" to engage with the subject, showing strong positive inclination.
14. The majority of respondents (74.4%) view the approach as "Very Effective" or "Effective", with a small portion being neutral.
15. A significant 95.6% of respondents agreed with the statement, showing strong consensus, while only 4.4% disagreed .

## **Suggestions:**

1. To further strengthen brand alignment, the company could address the small inconsistencies to ensure

complete uniformity across all channels.

2. To enhance its digital strategy, the company could focus on optimizing areas where it is perceived as somewhat effective, ensuring continuous improvement and greater engagement.
3. The company could work on enhancing the integration of offline marketing with digital strategies to ensure a more cohesive brand experience and increase overall marketing effectiveness.
4. The company could focus on further amplifying the factor's influence to increase its positive impact on the remaining 20% and ensure broader effectiveness.
5. The company could work on further enhancing clarity for the 14.4% by refining the presentation or communication to ensure all respondents fully understand the subject matter.
6. The company could focus on addressing the concerns of the 12.2% who are unlikely to engage, potentially offering more incentives or information to convert this group into active participants.
7. The company should continue maintaining high service standards and consider gathering feedback from the neutral group to further enhance satisfaction and address any minor concerns.
8. The company should capitalize on the high likelihood of engagement by further encouraging the positive group and exploring ways to address the concerns of the 13.3% who are "Unlikely" to ensure broader participation.
9. The company should continue to encourage frequent participation and explore ways to engage the 12.2% who participate "Rarely".
10. The company should optimize the process/tool to increase its perceived effectiveness, aiming to convert the 41.1% who rated it "somewhat effective" into stronger supporters.
11. The company should focus on enhancing the experience for the neutral group and ensure continuous improvement to convert them into stronger supporters.
12. The company should focus on amplifying the positive impact for those who felt the effect was slight, ensuring a more significant experience for all respondents.
13. The company should focus on addressing the concerns of the 11.1% who are "Unlikely" to engage, to further increase participation and enthusiasm.
14. The company should aim to convert the neutral group into supporters by addressing any potential gaps in the approach's effectiveness.
15. The company should maintain and build upon this strong alignment by understanding and addressing the concerns of the small group who selected "No."

## **CONCLUSION FOR THE STUDY:**

This study demonstrates that multi-channel marketing strategies effectively strengthen brand presence, especially when digital and offline efforts are integrated consistently. Digital platforms have been highly

successful in boosting visibility and engagement, while offline channels provide valuable touchpoints that reinforce brand identity. The findings indicate that most respondents recognize the strong impact of digital campaigns, though some neutrality toward offline integration suggests opportunities for better alignment. Enhancing the connection between online and offline strategies can maximize overall effectiveness, ensuring offline efforts complement digital initiatives more fully. By addressing these minor gaps, the company can build a more unified, cross-channel marketing approach, fostering trust, consistency, and sustained growth in a competitive market.

## **DIRECTION FOR THE FUTURE RESEARCH**

For future research, it would be valuable to explore deeper into customer perceptions and preferences across different market segments (such as age, location, and industry) to understand how various demographics respond to multi-channel marketing strategies. Additionally, a more detailed examination of offline marketing channels—such as print media, events, and brochures—could provide insights into how these can be better integrated with digital strategies to create a more cohesive brand presence.

Another avenue for future research could focus on measuring the long-term impact of multi-channel marketing on customer loyalty and retention, beyond initial engagement. By evaluating customer behavior over time, researchers could assess the sustainability of brand engagement and its influence on repeat business and referrals.

Exploring innovative digital tools, such as artificial intelligence and marketing automation, to optimize personalization and engagement across channels could offer valuable insights into how these technologies enhance brand interactions. Additionally, examining consumer feedback through interactive platforms could provide real-time data to further refine marketing strategies.

Lastly, expanding the study to include cross-cultural or global perspectives could highlight differences in how marketing strategies are perceived and engaged with in diverse regions, leading to more customized and region-specific marketing approaches. These future research directions can help companies like Sunpay Solar refine their strategies and achieve even greater success in building brand presence.

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