

## CUSTOMER AWARENESS AND GROWTH OF BLENDING MARKETING IN ERA OF GLOBALIZATION.

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### **INTRODUCTION:**

Fusion marketing is based on winning the competition through cooperation between the likeminded businesses. Fusion marketing allows companies to focus their energy on working together instead of against one another. By using fusion marketing a company can use time more efficiently and achieve growth and maximise business potential. Some forms of fusion marketing are collaborative marketing, tie-ins, link sharing, contract/ lead exchange and co operative advertising. Fusion marketing also includes publicity, networking, advertising, sales and promotions.

Fusion marketing is increasing exposure and reducing marketing expenses by sharing costs with one or more businesses. The aim is for a business to work with other like-minded businesses to achieve and exceed their targets and goals. Fusion is a model based on Distinction over Competition, allowing you to focus your energy on working with others, instead of against them. By doing this you will realize a more efficient use of your time, achieve growth and maximize your business potential. Utilizing models of Cooperation to work together with like-minded individuals will aid you in better achieving your goals, as you will have a team to work with, and will be able to tap into their established network, which may introduce your business to new customers, while offering value added service to your own clientele. Fusion model examples are Tie-Ins, Collaborative Marketing, Co-operative Advertising, Link Sharing and Contact/Lead Exchange. Fusion Marketing encompasses Advertising, Sales, Promotions, Publicity, Networking and Manufacturing. Fusion marketing takes into account all aspects of your business and finds the areas in which a collaborative effort will benefit you. In essence, you will be taking on a Fusion Lifestyle, which to some will be a challenge and to others will come naturally.

### **RESEARCH DESIGN**

Research design is the plan, structure and strategy of investigations conceived to obtain answers to research questions and to control variance. The research design constitutes the blue print for the collection, measurement and analysis of data. It aids the researcher in the allocation of his limited resources by posing crucial choices.

### **SAMPLE SIZE:**

Sample sizes of 200 respondents were selected for this study.

### **SAMPLING METHOD:**

Simple random sampling has been effective for this study purpose.

### **DATA COLLECTION:**

Data is collected from both primary and secondary sources of information.

**PRIMARY SOURCE:**

All necessary information about the study has been collected from personal contact and discussion by using of Questionnaire method.

**SECONDARY SOURCES:**

Data has been collected from both internal and external sources such as personal records, annual reports, published articles, websites, web links etc.

**OBJECTIVES OF THE STUDY:**

1. To study on the Co operative Purchasing Power.
2. To study on the Business Growth Goals in fusion marketing.
3. To study on the Effective Market Promotions.
4. To study on Fusion Sales.
5. To study on the increased Brand Exposure.

**SCOPE OF THE STUDY:**

The study helps to know the new marketing strategy that is FUSION MARKETING and also help to know its achievement of Growth and Sales.

**LIMITATION OF THE STUDY:**

- a) Time was one of the major constraints for the study.
- b) The sample respondents' response may not be true.
- c) The interaction with the employees was very limited because of work schedule.
- d) Analysis of the data collected is done on the assumption that the information provided by the respondent is true.
- e) Employees were reluctant to give their answers.

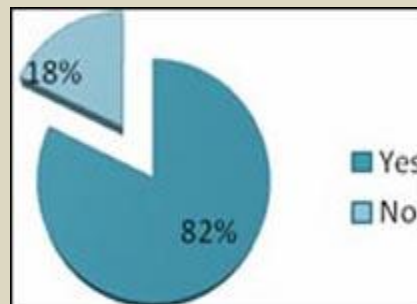
**TABLE: 1 Table shows the awareness about the Fusion Marketing.**

Particulars	Number of Respondents	Percentage
Yes	164	82%
No	36	18%
<b>Total</b>	<b>200</b>	<b>100%</b>

**ANALYSIS**

From the above table it is clear that, 164 respondents are aware about Fusion marketing out of 200. Rest of the respondents is not aware about Fusion marketing.

**GRAPH: 1- Graph shows the awareness about the Fusion Marketing.**



**INTERPRETATION**

The graph shows that 82% of the respondents are aware about Fusion marketing, rest of the respondents is not aware about Fusion marketing. Fusion marketing is a new marketing strategy, so all are not aware about this.

**Due to this, other analysis & interpretations are on the basis of 164 respondents.**

**TABLE: 2 Table shows the degree level of success or failure of Fusion marketing.**

Particulars	Number of Respondents	Percentage
Success	154	94%
Failure	10	6%
<b>Total</b>	<b>164</b>	<b>100%</b>

**ANALYSIS**

According to the above table, the Fusion marketing strategy used that 154 respondents' organizations are success and others are failure.

**GRAPH: 2 . Graph shows the degree level of success or failure of Fusion marketing.**



**INTERPRETATION**

The above graph shows that, 94% of the organizations' Fusion marketing strategy is successful and rest of the 6% is a failure. The reason for failure may be due to improper selection of fusion partner.

**TABLE: 3. Table shows the reason for selecting the Fusion marketing as marketing strategy.**

Particulars	Number of Respondents	Percentage
Limited expenditure on marketing budget	33	20%
Helps in acquiring targeted customers	16	10%
Effective market promotions	49	30%
All of above	66	40%
<b>Total</b>	<b>164</b>	<b>100%</b>

**ANALYSIS**

The table shows the reasons for adopting Fusion marketing strategy by the respondents' organization. Most of them gave combined reasons for it.

**GRAPH: 3 . Graph shows the reason for selecting the Fusion marketing as marketing strategy.**



**INTERPRETATION**

In the graph, 20% of the respondents saying that the reason for adopting Fusion marketing is "Limited expenditure on marketing budget" , 10% choose this because "It helps in acquiring targeted customers" , 30% choose because of "Effective market promotions" and 40% of the respondents giving the above three reasons together.

**TABLE: 4. Table shows possibility of Fusion marketing growth & sales of the organization.**

Particulars	Number of Respondents	Percentage
To Great Extent	98	60%
To Little Extent	25	15%
To Some Extent	16	10%
Can't Say	25	15%
<b>Total</b>	<b>164</b>	<b>100%</b>

**ANALYSIS**

In the above table, 98 respondents have the opinion that Fusion marketing increases the organizations' growth & sale to a great extent. 25 and 16 respondents say that it increases the growth & sale to little and some extent respectively. 25 respondents say that they can't say whether it increases the organizations' growth & sales.

**GRAPH: 4 Graph shows possibility of Fusion marketing growth & sales of the organization.**



**INTERPRETATION**

In this graph, 60% of the respondents have the opinion that Fusion marketing increases the organizations' growth & sales to a great extent. 15% and 10% of the respondents say that it increases the growth & sales to little and some extent respectively. 15% of the respondents say that they can't say whether it increases the organizations' growth & sales.

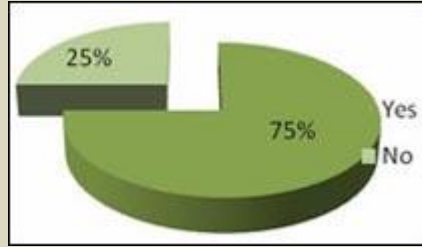
**TABLE: 7 . Table shows Fusion marketing is a determinant for sales promotion technique or not.**

Particulars	Number of Respondents	Percentage
Yes	123	75%
No	41	25%
<b>Total</b>	<b>164</b>	<b>100%</b>

**ANALYSIS**

According to the table, 123 respondents have the opinion that Fusion marketing is a sales promotion technique and others say that it is not a sales promotion technique.

**GRAPH: 7. Graph shows Fusion marketing is a determinant for sales promotion technique or not.**



### INTERPRETATION

The graph shows 75% of the respondents having the opinion that Fusion marketing is a sales promotion technique and 25% of the respondents are opposing this statement.

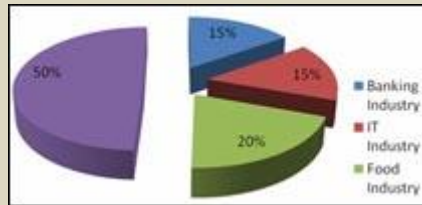
**TABLE: 8. Table shows Fusion marketing applicability.**

Particulars	Number of Respondents	Percentage
Banking Industry	25	15%
IT Industry	25	15%
Food Industry	33	20%
All Industries	81	50%
<b>Total</b>	<b>164</b>	<b>100%</b>

### ANALYSIS

In the table, each 25 of the respondents says that Fusion marketing is more reliable for Banking & IT industry, 33 respondents have the opinion that it is more reliable for Food industry and remaining 81 say that it is reliable for all industries.

**GRAPH: 8. Graph shows Fusion marketing applicability.**



### INTERPRETATION

In the graph, both the 15% of the respondents says that Fusion marketing is more reliable for Banking & IT industry, 20% of the respondents have the opinion that it is more reliable for Food industry and others say that it is reliable for all industries. Most of the respondents say that Fusion marketing is reliable for all industries.

### SUMMARY OF FINDINGS

- Majority of the respondents are aware about Fusion marketing.
- Most of the companies are using Fusion marketing as Marketing strategy.
- According to the respondents' opinion, Fusion marketing will increase the growth and sales of the organizations.
- Fusion marketing is type of sales promotion activity.
- Most of the respondents say that, Fusion marketing helps the organization to achieve its goals to a great extent.
- Fusion marketing creates a new source of income.

- g) Fusion marketing increases brand exposure and value of brand.
- h) Fusion marketing helps in acquiring new customers.
- i) Fusion marketing ensures limited expenditure on marketing budget.
- j) Fusion marketing ensures effective market promotion.

### **RECOMMENDATIONS**

- a) The organizations should give awareness about the new marketing strategies to the employees.
- b) Every organization should implement Fusion marketing strategy because it helps to increase growth and sales of the organization.
- c) The organization should select proper Fusion partner to reach a good position in the market.
- d) While selecting the Fusion partner, the organization should identify what the partner would offer each other.
- e) The organization should not form a Fusion alliance that is out of budget.
- f) The organization should not form a Fusion alliance with any interested business.
- g) The organization should not take any action without putting everything in writing.
- h) Organizations should analyze the present marketing conditions and implement new marketing strategies which are suitable to that market conditions.

### **CONCLUSION**

Fusion marketing is a marketing strategy where two or more businesses combine resources to jointly achieve sales and marketing goals. It is a valuable strategy if incorporated into all marketing plans and can create a win-win situation for all businesses involved. Fusion Marketing concept is to identify and satisfy customers in a way that helps build a solid and, hopefully, sustained relationship that encourages customers to continue doing business with the marketer.

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### **WEBSITES:**

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- 2) [www.guerrillamarketing.com](http://www.guerrillamarketing.com)
- 3) [www.businessonline.com](http://www.businessonline.com)

