



RESEARCH PAPER

Influence of Direct Marketing on Consumers Behavior of Pakistan

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ABSTRACT

The present study focuses on direct marketing influence on buying behavior decision of consumer. Direct marketing is significant strategy in advertisement and also brings down the cost of promotion. This study explores strategic and long lasting use of direct marketing in open market. The significance of this study is to measure the effect of consumer purchasing behavior due to direct marketing. Therefore researcher used survey method to collect the data from target population. Researchers took 400 sample size from Gujranwala city. After data analysis on table and Pearson Chi Square. The findings of study show that the direct marketing is very effective, efficient, awareness and productive tool of communication about brand's products in consumer's mind. Consumers are well aware and familiar with the product features that presented the sale persons in market. The direct marketing is changing the consumers' interest toward product, in addition further influences consumers' product purchasing decision.

KEYWORDS Buying Behavior, Consumers and Purchasing Direct Marketing

Introduction

Direct marketing one of them to motivate and influence the consumer buying decision. Many worldwide firms are using direct marketing as a tool of communication to create a positive image in the consumer's minds, increase their sale of products, and leave a durable effect on consumers. Therefore, the research measured in this study in what way marketer uses the direct marketing strategy as an effective tool to grab attention, motivate the consumer toward the brand. In addition, how these strategies influence the purchasing behavior of consumers. The aim of this study is to analyze the effects of direct marketing on consumer purchasing behavior and decision power. This study investigates how new marketers adopt this tool of communication for better selling results of a brand.

Direct marketing correspondence is focused on explicit people not to divided mass markets by method for broad communications (Mary & Berger 2000). Direct Marketing is the utilization or access or falls back on the immediate channels to arrive at clients and convey merchandise and additionally administrations to clients without utilizing promoting go-betweens, middle people, or specialists or dealers. The stations of Direct Marketing incorporate eye to eye selling, standard mail, lists, telemarketing, reaction publicizing, direct selling techniques like staggered promoting, organization's sales reps/specialists, intelligent Kiosks, sites, cell phones, a large group of gadgets. The procedures of direct marketing have a particular degree of personalization, which means the correspondence is coordinated to an individual as opposed to a mass of clients.

The new promotion trend depends on two opposing methods of reasoning: the "four Ps" and relationship enhancement (Tapp, 2008). To begin with, the "four Ps" is an approach to trading that describes the outcome, price, location, and promotion. Second, relationship enhancement increasingly focuses on building long-term customer relationships, just as tempting the customer has led to quality, administration, and publicity within a company. DCR built its underlying foundations from relationship advertising (Ryals & Knox, 2001). Undoubtedly, it is used to improve relationship promotion by moving it from the methodology based on the exchange of the "four Ps", with the emphasis on finding new customers, to maintaining customers, using his increasingly creative presentation practices (Ryals & Knox, 2001) and (Breur, 2007).

Literature Review

Risselada et al. (2014) Aimed to break down the dynamic impacts of social impact and direct promotion on the reception of another high-innovation item. The outcomes demonstrated that social impact positively affects reception through various social impact factors, and the quality is as significant as a weighting factor in models of social impact. Saleh, et al. (2013) Aimed to gauge the connection between the advertisement substance of Saudi Telecom Company promotions via web-based networking media destinations and the perspectives of the clients towards the organization brand regarding sexual orientation, age, instruction level and the nationality of the clients. The outcomes demonstrated that there is a positive connection between the advertisement content via web-based networking media destinations and shopper's perspectives towards the brand.

Hulter et al. (2013) in Intention, expected to break down how web-based life exercises, specifically, a Facebook page of a vehicle maker, and communications of the client with these brand-related exercises influence the view of brands, and at last impact the buy choice by customers. The outcomes indicated a beneficial outcome of fan page commitment on buyer's image mindfulness. Vries, et al. (2012) expected to contemplate the "Prominence of Brand Posts on Brand Fan Pages", specifically, the Effects of Social Media Marketing. The outcomes indicated that embeddings the brand post on the highest point of the brand fan page improve the prevalence of the brand. Additionally, the outcomes demonstrated that various components impact the number of preferences, just as the number of remarks, while, attributes of the intuitive brand post-upgrade the quantity of prefers. Kim and Ko (2012) led an experimental examination to check whether Social Media Marketing Activities Enhance Customer Equity. The outcomes demonstrated that SMM exercises of extravagance style brands incorporate five develops: amusement, collaboration, popularity, customization, and verbal, and these advertising exercises apparently by clients strongly affect all value drivers.

Nasari and Elliott (2011) analyzed the Role of Demographics, Social Connectedness, and Prior Internet Experience in Adoption of Online Shopping: Applications for Direct advertising. The outcomes demonstrated that socioeconomics alone has an unassuming job (22.6%) of the difference in the purchasers' real utilization of web-based shopping, however on account of including the other two autonomous factors to the condition; this rate will reach to 45.4%. This implies socioeconomics has a feeble job in client shopping conduct. Khashrom and Ali (2011) expected to consider the conduct of the Syrian purchaser toward the brands of sportswear. The outcomes demonstrated that there is a noteworthy effect on the appearances made by the brand in the shopper's brain in the dedication to the brand, and the apparent quality additionally has a similar impact. Homburg et al., (2010) expected to research brand mindfulness in business markets: when is it identified with firm execution. The outcomes demonstrated

that there is a solid connection between's image mindfulness and market execution in business sectors with comparative purchasing places, more prominent purchaser time pressure, homogenous items, and a high level of innovative choppiness.

Csikósová et. al (2014) Continuing advances in the database the executives and correspondence advances have significantly quickened the capacity of promoting to turn out to be more straightforward, profoundly engaged, and progressively intuitive. Scholarly projects must have the option to give understudies both hypothetical information and the applied aptitudes to meet business desires and furnish understudies with unmistakable and reasonable vocation favorable circumstances. Experts in immediate and intuitive promoting (DIM) and coordinated advertising correspondences (IMC) have attempted to arrive at a productive harmony among science and workmanship just as procedure and innovativeness. At its best, DIM in IMC joins the opportunity to investigate new universes of inventiveness with the control of the estimated reaction. This paper offers a diagram of immediate and intuitive showcasing procedure ideas, introduced in manners that energize powerful educating and learning.

Moharam and Shawky (2012). Estimating the impacts of customized, coordinated showcasing specialized apparatuses on the shoppers' goal to buy charge cards in the private financial segment in Egypt. This investigation demonstrates a positive connection between all factors. Direct showcasing in the entirety of its structures demonstrated to make positive clients' perspectives and along these lines an aim to buy. All the sales rep's attributes picked demonstrated to frame clients' trust in sales reps and hence an aim to buy.

Hosseini and Foshtomi, 2015 as cited Rawung et. al, 2015, Effect of promotion on clients buy the goal of the store brand (Case study: Selected Arafah chain stores in Mazandaran region, Iran). In this examination, both clear insights and inferential measurements were utilized for breaking down the information acquired from the example. Marker of spellbinding measurements utilized in this examination incorporates recurrence dispersion tables, recurrence rates, and diagrams.

Rani and Swaroopa (2016) Direct selling is a kind of deals channel where items are showcased legitimately to clients, disposing of the requirement for go-betweens – wholesalers, sponsors, and retailers. Direct selling can be led one-on-one, in a gathering or gathering design, or on the web. Direct selling is a dynamic, energetic, quickly growing channel of circulation for the advertising of items and administrations legitimately to buyers. The reason for this paper is to portray direct selling and the advantages that it brings to the commercial center. There are directly more than 60 national DSAs spoke to in its enrollment, and in 2011 it is evaluated that overall retail deals by its individuals represented more than US\$154 Billion through the exercises of in excess of 91 million autonomous salespeople. The World Federation and its national DSAs have always understood the need for moral leadership in the mall and, as such, the WFDSA has developed a global code of conduct for direct selling which all national DSAs have affirmed and implemented, work in their national codes. All immediate selling organizations agree to be limited by these codes as a state of enrollment in a national DSA. What makes direct selling such an attractive vocation is the adaptability it offers.

Grech (2012) investigated the effect of direct showcasing on client connections and to examine the demeanor of nearby organizations and clients' perspectives towards client connections, dedication, and advancement. Essential research was helped out through a meeting with a business association and a survey was utilized as an

exploration apparatus with buyers. The outcomes show an absence of exertion from the piece of the organizations to make clients steadfast. Actually, clients will in general be steadfast until they discover better offers. Limited time materials are not focused on the significant crowd and as indicated by the data gathered about the clients. Direct advertising isn't viewed as critical to making connections and clients will in general get irritated when they get advancements. The discoveries are a first endeavor in making an establishment for future research in the territory of direct showcasing and relationship advertising in Malta. It is fundamental to keep on building up these suggestions by contemplating different components that affect client connections and which would make direct promoting increasingly compelling. Organizations need to concentrate more on their clients. Advancement from organizations needs to stand apart to stand out for customers. Adverts should be focused on the correct crowd and incorporate offers and items and administrations that have direct pertinence to the clients' needs and needs. This investigation gives a lift to understand the significance of direct advertising and its viability in making client connections and how much these connections are significant for business procedures. Despite the fact that client connections have become some portion of the meaning of showcasing, not many organizations hold onto it as a component of their business technique, and direct advertising isn't viewed as an instrument to build up these connections yet rather as an apparatus to sell and advise clients about their items.

Hypotheses

A hypothesis is a tentative statement that is created by researchers when they predict and speculate the possible outcomes that can be resulted in an experiment or research. (Shuttle, 2008) A hypothesis is a testable prediction of variables.

H1. Direct marketing influence the purchasing behavior and decision power of the consumer.

H2. Direct marketing is the most influencing tool of communication to enhance maximum selling of a brand.

Material and Methods

This research is a quantitative study. Researchers used survey method to collect data from respondents. Therefore researcher used questionnaire as tool to collect data. The sample size of this study was 400 respondents including male and female. The sample selected from Gujranwala city. The researcher has chosen simple random sampling to collect that data from 400 respondents of the target population, male and female equally. After the collection of data researcher used chi-square test to analyzed data and data representation through the tables.

Results and Discussion

Table 1
Direct Marketing and product features

		Strongly Agree	Agree	Neutral	Disagree		
Gender	Male	Count	142	12	18	3	175
		% within Gender	81.1%	6.9%	10.3%	1.7%	100.0%
		% within You think the sale person (Direct Marketing) can	54.0%	21.1%	75.0%	50.0%	50.0%

		present product features in better way					
		% of Total	40.6%	3.4%	5.1%	.9%	50.0%
Female	Count	121	45	6	3	175	
	% within Gender	69.1%	25.7%	3.4%	1.7%	100.0%	
	% within You think the sale person (Direct Marketing) can present product features in better way	46.0%	78.9%	25.0%	50.0%	50.0%	
		present product features in better way					
		% of Total	34.6%	12.9%	1.7%	.9%	50.0%
Total	Count	263	57	24	6	350	
	% within Gender	75.1%	16.3%	6.9%	1.7%	100.0%	
	% within You think the sale person (Direct Marketing) can present product features in better way	100.0%	100.0%	100.0%	100.0%	100.0%	
		present product features in better way					
		% of Total	75.1%	16.3%	6.9%	1.7%	100.0%

Table. 1 characterizes that 81.1% male and 69.1% female strongly agree that they think the sale person (Direct Marketing) can present product features in better way. However, 6.9% male and 25.7% female agree that they think the sale person (Direct Marketing) can present product features in better way. Meanwhile, 10.3% male and 3.4% female slightly agree that they think the sale person (Direct Marketing) can present product features in better way. On other hand, 1.7% male and female disagree that they think the sale person (Direct Marketing) can present product features in better way.

Table 1
Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.782 ^a	3	.000
Likelihood Ratio	28.306	3	.000
Linear-by-Linear Association	.493	1	.483
N of Valid Cases	350		

The Chi-Square test shows Pearson Chi Square vale .000, which is $\leq .05$ while Likelihood Ratio value $.000 \leq .05$. Both values are highly significant and present that both male and female respondents consider that the sale person (Direct Marketing) can present product features in better way.

Table 2
Sale person and interest toward product

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Gender Male	Count	65	55	15	26	14	175
	% within Gender	37.1%	31.4%	8.6%	14.9%	8.0%	100.0%
	% within Sale person can change your interest toward product	36.3%	67.9%	60.0%	55.3%	77.8%	50.0%
	% of Total	18.6%	15.7%	4.3%	7.4%	4.0%	50.0%
Female	Count	114	26	10	21	4	175

	% within Gender	65.1%	14.9%	5.7%	12.0%	2.3%	100.0%
	% within Sale person can change your interest toward product	63.7%	32.1%	40.0%	44.7%	22.2%	50.0%
	% of Total	32.6%	7.4%	2.9%	6.0%	1.1%	50.0%
Total	Count	179	81	25	47	18	350
	% within Gender	51.1%	23.1%	7.1%	13.4%	5.1%	100.0%
	% within Sale person can change your interest toward product	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	51.1%	23.1%	7.1%	13.4%	5.1%	100.0%

Table. 2 exhibits that 37.1% male and 65.1% female strongly agree that think sale person can change the interest toward product. Though, 31.4% male and 14.9% female agree that they think sale person can change the interest toward product. Meanwhile, 8.6% male and 5.7% female slightly agree that they think sale person can change the interest toward product. On other hand, 14.9% male and 12% disagree that sale person can change the interest toward product. Whilst, 8% male and 2.3% female strongly disagree that sale person can change the interest toward product.

**Table 2
Chi-Square**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.884 ^a	4	.000
Likelihood Ratio	31.626	4	.000
Linear-by-Linear Association	15.907	1	.000
N of Valid Cases	350		

The Chi-Square test shows Pearson Chi Square vale .000, which is $\leq .05$ while Likelihood Ratio value $.000 \leq .05$. Both values are highly significant and present that both male and female respondents acknowledge sale person can change the interest toward product.

**Table 3
Sale person promotion and product retain long time in mind**

Gender	Male	Count	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
		84	60	16	13	2	175	
		% within Gender	48.0%	34.3%	9.1%	7.4%	1.1%	100.0%
		% within Sale person promotes a particular product retain in your mind for long time	39.1%	63.2%	88.9%	68.4%	66.7%	50.0%
		% of Total	24.0%	17.1%	4.6%	3.7%	.6%	50.0%
	Female	Count	131	35	2	6	1	175
		% within Gender	74.9%	20.0%	1.1%	3.4%	.6%	100.0%
		% within Sale person promotes a particular product retain in your mind for long time	60.9%	36.8%	11.1%	31.6%	33.3%	50.0%

	% of Total	37.4%	10.0%	.6%	1.7%	.3%	50.0%
Total	Count	215	95	18	19	3	350
	% within Gender	61.4%	27.1%	5.1%	5.4%	.9%	100.0%
	% within Sale person promotes a particular product retain in your mind for long time	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	61.4%	27.1%	5.1%	5.4%	.9%	100.0%

Table. 3 displays that 48% male and 74.9% female strongly agree that sale person promotes a particular product retain in their mind for long time. However, 34.3% male and 20% female agree that sale person promotes a particular product retain in their mind for long time. Meanwhile, 9.1% male and 1.1% female slightly agree that sale person promotes a particular product retain in their mind for long time. On other hand, 7.4% male and 3.4% disagree that sale person promotes a particular product retain in their mind for long time. Whilst, 1.1% male and .6% female strongly disagree that sale person promotes a particular product retain in their mind for long time.

Table 3
Chi-Square

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.267 ^a	5	.000
Likelihood Ratio	34.406	5	.000
Linear-by-Linear Association	12.134	1	.000
N of Valid Cases	350		

The Chi-Square test shows Pearson Chi Square vale .000, which is $\leq .05$ while Likelihood Ratio value $.000 \leq .05$. Both values are highly significant and present that both male and female respondents perceive a sale person promotes particular product retain in their mind for long time.

Table 4
Sale person strategy and brand's product

		Strongly Agree	Agree	Neutral	Disagree		
Gender	Male	Count	117	43	8	7	175
		% within Gender	66.9%	24.6%	4.6%	4.0%	100.0%
		% within Sale person strategy appeals you to buy their brand's product	42.9%	82.7%	61.5%	58.3%	50.0%
		% of Total	33.4%	12.3%	2.3%	2.0%	50.0%
Female		Count	156	9	5	5	175
		% within Gender	89.1%	5.1%	2.9%	2.9%	100.0%
		% within Sale person strategy appeals you to buy their brand's product	57.1%	17.3%	38.5%	41.7%	50.0%
		% of Total	44.6%	2.6%	1.4%	1.4%	50.0%
Total		Count	273	52	13	12	350
		% within Gender	78.0%	14.9%	3.7%	3.4%	100.0%

% within Sale person strategy appeals you to buy their brand's product	100.0%	100.0%	100.0%	100.0%	100.0%
% of Total	78.0%	14.9%	3.7%	3.4%	100.0%

Table 4 indicates that 66.9% male and 89.1% female strongly agree that sale person strategy appeals to buy their brand's product. However, 24.6% male and 5.1% female agree that sale person strategy appeals to buy their brand's product. Meanwhile, 4.6% male and 2.9% female slightly agree that sale person strategy appeals to buy their brand's product. On other hand, 4% male and 2.9% disagree that sale person strategy appeals to buy their brand's product.

Table 4
Chi-Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.828 ^a	3	.000
Likelihood Ratio	30.795	3	.000
Linear-by-Linear Association	12.066	1	.001
N of Valid Cases	350		

The Chi-Square test shows Pearson Chi Square vale .000, which is $\leq .05$ while Likelihood Ratio value $.000 \leq .05$. Both values are highly significant and present that both male and female respondents assume sale person strategy appeals to buy their brand's product.

Table 5
Product satisfaction that promoted by sale person

			Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Gender	Male	Count	109	30	18	15	3	175
		% within Gender	62.3%	17.1%	10.3%	8.6%	1.7%	100.0%
		% within You feel satisfaction after using the product that promoted by sale person	46.0%	44.8%	90.0%	68.2%	75.0%	50.0%
		% of Total	31.1%	8.6%	5.1%	4.3%	.9%	50.0%
Female	Female	Count	128	37	2	7	1	175
		% within Gender	73.1%	21.1%	1.1%	4.0%	.6%	100.0%
		% within You feel satisfaction after using the product that promoted by sale person	54.0%	55.2%	10.0%	31.8%	25.0%	50.0%
		% of Total	36.6%	10.6%	.6%	2.0%	.3%	50.0%
Total	Total	Count	237	67	20	22	4	350
		% within Gender	67.7%	19.1%	5.7%	6.3%	1.1%	100.0%
		% within You feel satisfaction after using the product that promoted by sale person	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	67.7%	19.1%	5.7%	6.3%	1.1%	100.0%

Table. 5 describes that 62.3% male and 73.1% female strongly agree that they feel satisfaction after using the product that promoted by sale person. Though, 17.1% male and 21.1% female agree that they feel satisfaction after using the product that promoted

by sale person. Meanwhile, 10.3% male and 1.1% female slightly agree that they feel satisfaction after using the product that promoted by sale person. On other hand, 8.6% male and 4% disagree that they feel satisfaction after using the product that promoted by sale person. Whilst, 1.7% male and .6% female strongly disagree that they feel satisfaction after using the product that promoted by sale person.

Table 5
Chi-Square

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.964 ^a	4	.001
Likelihood Ratio	21.003	4	.000
Linear-by-Linear Association	10.555	1	.001
N of Valid Cases	350		

The Chi-Square test shows Pearson Chi Square vale .001, which is $\leq .05$ while Likelihood Ratio value $.000 \leq .05$. Both values are highly significant and present that both male and female respondents feel satisfaction after using the product that promoted by sale person.

Conclusion

According to the results, the above-mentioned hypothesis approved because direct marketing as a communication tool and effects on the purchasing behavior. Also, support consumers in decision power toward particular brand's product. The results of study clarify regarding the effects of direct marketing on the consumer perceptions and behaviors, effectively communicate message to consumers about brand's product features and turn up in the consumer decision-making process.

As the analysis outcomes indicated that direct marketing is the most effective tool of communication to enhance maximum selling of a brand. The direct marketing promoted the particular brand's product in consumers' mind to increase the more and more selling of that product. So the second hypothesis also approved in the light of study results.

The direct marketing is very effective, efficient, awareness and productive tool of communication about brand's products in consumer's mind. Consumers are well aware and familiar with the product features that presented the sale persons in market. Direct marketing strategies more attract consumers to product and this promotional scheme more effective as compared to advertisements of product. It is also consider the more important factor for product promotion among the public. The direct marketing has been created from the experience of organizations and it does not halt, as improvement is consistent. The effect of current strategies can be searched the world and it is changing the manner in which organizations take a gander at their items and administrations. As portable advances create and hand held gadgets become, organizations that are more famous will naturally change their mission center to tap such advances (Subramanian, 2017). The direct marketing is changing the consumers' interest toward product, in addition maintain to retain product in consumers' mind for long time. This strategy further influences consumers' product purchasing decision.

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