

# Exploring the Perceptions of Customers Regarding the Impact of Multi-Channel Advertising on Satisfaction Levels

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## Abstract

*The current society relies heavily on technology. As such, today's business organizations have turned to complex communication strategies, including social media, e-mail, television, and online media, to target their audience. Hence, by examining these customers' experiences and feelings, the current research aims to shed light on how these advertising strategies influence overall satisfaction. This research uses face-to-face interviews as an essential data collection technique for eliciting the richness of the customers' attitudes towards these multiple-channel marketing strategies. Since the study targets a small number of customers, taking 15 participants from different backgrounds, the study focuses on qualitative data collection and analysis that captures more of the participants' perceptions and gives insights into the viewpoints of the numerous customers in Sargodha City. Early observations propose that customers' attitudes toward Multi-Channel advertising depend on clear message(s), appealing content(s), and ease of accessing data. Besides considering the satisfaction factors of multi-channel advertising, this study also investigates possible issues or drawbacks that multi-channel advertising may experience, like information overload or data privacy, that can lower the satisfaction level. Therefore, this study is significant in showing the customers' satisfaction with multi-channel advertising across the phases and highlighting potential challenges in that process. Similarly, the findings contribute to academia and industry by extending knowledge about the qualitative aspect of customer satisfaction regarding multi-channel advertising to establish improved advertising strategies that meet consumers' needs and expectations.*

**Keywords:** Multi-Channel Advertising, Customer Perceptions, Satisfaction Levels, Digital Marketing, Personalized Content, Marketing Strategies.

## Introduction

The emergence of digital technology has transformed modern marketing methods, requiring companies to adapt to the ever-changing digital world. The tremendous impact of digital on marketing strategy emphasizes the need for organizations understanding and navigating the

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difficulties and possibilities given by the digital revolution. Businesses can engage their target customers in innovative and personalized ways by integrating digital channels and technologies (Tarabasz, 2024).

Advertising has metamorphosed in response to the technological and consumer behavior demands of the modern business world (Rosário & Dias, 2023; Valenzuela, 2020). According to Rahman et al. (2020), advertising through multi-channel increases the efficiency which defines the relationship between advertising impact and its underlying investment, relative to a firm's competitors. From a business standpoint, high levels of advertising efficiency are preferred since they are a significant indicator of profitability and customer satisfaction (Weinmayer et al. 2024). Luo et al. (2010) pointed out that the use of blocks of advertisement such as television, radio, and newspaper has slowly been substituted by a method called multi-span advertising. IMA is identified as a type of multi-channel advertising that occurs when a firm communicates with consumers through different forms of communication media at the same time (Valenzuela, 2020). Multi-channel advertising has close connection with digital revolution as the later has facilitated the growth of the former. These changes created new opportunities for the consumers as the internet and such devices as mobile devices, and social media platforms brought more choice and control to the consumers (Duffett, 2015; Kaplan & Haenlein, 2010). As a result, it has been noted that the modern businesses have involved the use of a multi-channel approach that includes both the online as well as the offline channels (Rosário & Dias, 2023; Purwoko, 2024). The major 904 types of multi-channel advertising involve the social marketing regarding the Facebook, Twitter, and other social platforms, emails, both web and mobile applications, interior propaganda in the store, web-site, a simple printing media, and associated other media (Valenzuela, 2020). Although it is focused on the communication of promotional messages through several contact points, it is more about the customer journey over these points of contact (Verhoef et al., 2015; Weinmayer et al. 2024).

With a growing use of multi-channel advertising, some issues have been raised about its efficiency regarding the customer satisfaction. Despite the fact that companies allocate significant amounts of time, money and other resources in generating and implementing multi-channel Campaigns there is little research that focuses on consumers' attitudes and level of satisfaction in response to these Campaigns (Liu et al., 2018; Purwoko, 2024). Consequently, perceptions and attitudes of consumers are the key elements that define the influence of multi-channel advertising on customers' satisfaction. This is one element and it has to do with consistency across the different channels. Customers are more likely to be satisfied when there is coherence in the value propositions and communication merry-go-round (Verhoef et al., 2015). Finally, regularity benefits and strengthens the brand image and, therefore, satisfaction. On the other hand, the concern that was postulated linking multiple channel touch points and customer experiences is that this floods commodities and weakens brand perception (Palmatier et al., 2019). The opinions and the topics become influential and the rate at which the messages are delivered also matter. The relationship between the frequency of customer engagement and C-Sat rightly strike a balance in order to prevent the customers from getting over powered (Dawson et al., 2022).

Based on the ELM by Petty and Cacioppo (2012), consumers absorb the information through the central and peripheral cues. In the multichannel advertising the central route processing may also take place earlier when people not only encounter contents but become involved with them through multiple channels and make a thoughtful examination of the benefits of products and the formation of stable opinions. Whereas, peripheral route processing might have to do with relatively lower scrutiny of advertisements. While multichannel retailing emphasizes the independence of the

channels, multichannel retailing stresses on the cohesiveness of the marketing channels to supply a conclusive customer experience (Verhoef et al., 2015). In this theory, it is postulated that integration and synchronization of communications and services within the contact points have a positive impact on customer satisfaction. Nevertheless, it is crucial to point out that creating a perfect multichannel integration can be often rather difficult for companies (Rosário & Dias, 2023). Meaning that in some organizations different departments take charge of the various media, usually resulting in incongruities between the perceptions of the organization and those of the consumers (Verhoef et al., 2015). It is therefore necessary to define the extent to which firms excel in the implementation of multichannel activities and the degree of congruence between the two variables.

The traditional factors that govern satisfaction in multichannel fulfills multiple roles and responsibilities and oversees all the aspects of communication across multiple channels (Palmatier et al., 2019). Thus, the violation of a customer's personal sphere or perceived violations of their privacy can lead to dissatisfaction and a negative brand perception (Rosário & Dias, 2023). Hence, few studies have examined the effects of these variables on customers' awareness, acceptance, and satisfaction. Solving this research problem entails exploring several aspects of multi-channel advertising including the adverts' channels, content, and frequency to determine the effects on customers' satisfaction. Thus, the aim of the current research is to contribute to the identified gap by offering comprehensive insights into the sophisticated connection between multi-channel advertising and customer satisfaction which might enrich the identified field.

### **Research Objectives**

1. To assess the impact of multi-channel advertising on customer satisfaction.
2. To identify factors influencing multi-channel advertising effectiveness in enhancing customer satisfaction.
3. To examine variations in customer perceptions across industries in multi-channel advertising.

### **Research Questions**

1. How does multi-channel advertising affect customer satisfaction?
2. What factors contribute to the effectiveness of multi-channel advertising in enhancing customer satisfaction?
3. Do customer perceptions of multi-channel advertising vary across different industries or product categories?

### **Literature Review**

Cross-media for advertising and also Internet and other media can actually improve customer satisfaction. Specific features of omnichannel marketing that include the integration of promotion and information access where Lee (2020) noted that were instrumental in affecting customers' satisfaction levels. According to the Zhao (2022), there are some benefits of Online and Offline channels that are helpful in OM shopping environment and affect the consumer's perceived value and BRP. Nwokah (2018) also proved positive and significant effect of Online advertising on customer satisfaction among the e-tailing firms in Nigeria. The research done by Bakator (2018) also discovered that promotional activities affect customer satisfaction and concluded by saying that promotional activities are the determinants through which customers' post purchase perception of product is shaped. Based on these observations, one can conclude that advertised through multiple channels could raise clients' satisfaction levels.

Many researchers claim that the channels' consistency and integration should also affect customer satisfaction in B2B context. Various elements including choice of the channel, the level of satisfaction with each channel, product, and payment equity also usually contribute to satisfaction (Madaleno 2007; Palmer 2007). Moreover, the perceived service quality in virtual and traditional channels and multichannel quality have a direct positive impact on the overall satisfaction multi-channel distribution environment (Seck, 2013). Moreover, the traits of omni-channel promotion and omni-channel information search are firstly dependent variables that influence customers' satisfaction, and secondly, customers' satisfaction has a significant effect to the channel intention visited in the omni-channel (Lee, 2020). It is argued that it is crucial to be as consistent as possible across all the channels, improve the particular experiences of each channel, as well as take into account the customer values and attitude toward the multi-channeling strategies as a way of increasing customer satisfaction.

In addition, the authors discuss the effects of multi-channeling on users' satisfaction levels according to scientific research findings. An analysis of customer e-channels indicates that the resemblance of the e-channels employed also reduces the perceived worth of digital information products according to Mencarelli (2021). Gao (2020) notes that it is critical to maintain the coordination of the marketing mix in all communication phases, while the customer is in the journey. On the other hand, Michel (2019) proposes that the advantages of national advertising expenses affect losses in life satisfaction. In this respect, Geyskens (1999) helps marketing scholars to fill the gap in understanding satisfaction in marketing channel relationships, where the economic and noneconomic satisfaction is defined.

Gao (2020), also points out that there must be a strong consistency of the marketing mix across the customer touchpoints for the brand to create a consistent interaction with the target market. Referring to Akter 2018, this paper focuses on Omni channel service quality perception and the combined service elements for an appropriate quality experience. The abilities, directions and issues of multichannel quality in services marketing are defined in Hossain 2019. According to Reis (2014), the back-office processes and the control issues are among the further research opportunities in multi-channel. Also, Arief (2022) discovers that there is a positive association between the experiment marketing and consumer satisfaction. According to Schmidt (2015), meaning persistence improves the consumers' response with optimum attitude achieved with about ten ads. According to Ibrahim (2020), the study reveals a positive relationship between social media marketing activities, brand equity, and the purchase intention. According to Puccinelli (2015), energetic commercials should be designed specially taking into account the media context and the consumer activation level: since the subjects in the energetic commercial seem to arouse deactivating emotions, the subjects may have a hard time processing the commercials.

Among the characteristics of the omnichannel model, the promotional integration and the availability of integrated information affect customers' satisfaction, according to Lee (2020). According to the study by Rodríguez-Torrico (2020), the OSIE's dimensions include consistency, freedom in channel selection, and synchronized OSIE across different channels, where these factors will have a direct impact on the level of customers' satisfaction with interaction. Despite this, as stated by Hummel (2016), there is a scarcity of research on antecedents of multi-channel customer conduct, notably in serving industries. Lapoule stated in Lapoule, 2016, that the building of a multi-channel context can transform the role of salespersons from profit-oriented to consultants for business opportunity.

Also, Mencarelli (2021) driven by a panel of customer e-channels noted that the similarity in e-channels negatively influences the perceived value of the digital information product. The

convenient factors ensure that Choungprayoon (2020) identify that the expansion of online channel in grocery retailing GM increased customer expenditure and; this effect is sustained in long-term. Mehta 2021 on the impact of a direct after-sales service reveals that while there are benefits of sales in the second-tier outlet, there are costs of sales in the company outlet; Increased company revenues particularly from the second tier outlet and improved upselling but reduced company revenues, reduced assortment width and reduced upselling in the company outlet. Suharto 2023 indicates that relationship marketing and customers' experience are decisive factors affecting customers' satisfaction.

## Material and Methods

Methodology used in this qualitative research purposively used standard qualitative research strategies (Creswell & Creswell, 2017). To start with, the research used purposive sampling where the researcher only targeted twenty participants with first-hand experience in multi-channel advertising campaigns from Sargodha City (Patton, 2014). Semi structured interviews were made and these follow the qualities of data gathering as discussed by Merriam and Tisdell (2015). Since the interview goals were aligned to the study aims, the questions posed were aimed at understanding participants' perceptions and experiences in relation to aspects such as consistency of messages, relevance of content and satisfaction level in line with the proposed objectives (Creswell, 2018). Thus, thematic analysis, which is defined by Braun and Clarke (2006), was considered the most suitable approach for data analysis. In this way, more focused themes and patterns in answer data could be systematically pinpointed and certainly appraise the key factors that might enhance or depress the customers' satisfaction. Altogether, the current study was able to reveal fairly elaborate and detailed findings about how multi-channel advertising affected customers' satisfaction through the help of these qualitative research techniques. It focused on emerging trends and differences in perceptions with reference to appreciating the purpose and objectives of the study and the research questions in general (Creswell & Creswell, 2017; Tisdell & Merriam, 2025; Patton, 2014). The demographic profile of all the respondents has been presented as follows:

**Table 1: Variables**

Sr#	Demographic Variables	Frequency
<b>1</b>	<b>Age</b>	
	18-25	6
	26-32	4
	33 and Above	5
<b>2</b>	<b>Gender</b>	
	Male	4
	Female	11
<b>3</b>	<b>Living Area</b>	
	Rural	7
	Urban	8
<b>4</b>	<b>Socio-Economic Status</b>	
	Poor	3
	Middle Class	8
	Elite Class	4

## Results and Discussion

### Impact of Multi-Channel Advertising

Integrated advertising communication is an elastic concept of advertising that involves the use of more than one communication channel to target and persuade consumers and create awareness on products or services (Petty & Cacioppo, 2012). The direct marketing is helpful when the customers need to interact with a particular brand through multiple channels. The customers in the contemporary world get accessed to a wide range of advertising channels that involve the view of traditional media and the digital advertising channels (Zeng et al., 2022). That informed the multi-channel communication models to take business communication to people with consideration of touch point. This multi-channel communication and advertisement makes it possible for clients to access organization's information through the most necessary and preferred channels. Today's customers are surrounded by many advertising messages from various advertising media: traditional and new media (Chan & Li, 2020). Thus, the companies in Sargodha such as Salt & Pepper, Fri Chicks, daraz, PTCL, OLX, Cakes & Bakes, Abu-Junaid Pharmacy, Services, and Imtiaz Mall have adopted omni-channel communication method to reach to the targeted audience at different levels of interaction. Many customers interviewed stress that the multi-channel advertising has a positive impact on the level of satisfaction. Consumers frequently comment on the availability of opportunities to obtain information about a certain product and make a decision to buy it as well as get necessary support and help. A primary respondent, one of the customers of PTCL said,

*"it is still thrilling because they have window where I can check their tariff plans on their website; I also get connected to them on social networks and get to engage their support through an app."*

The above statement aligns with Petty & Cacioppo's (1986) elaboration likelihood model (ELM). model suggests that consumers can process information via one of two routes: the central route (which involves deep cognitive processing) and the peripheral route (which includes superficial cues such as aesthetics and repetition). In this regard, customers involved through multiple channels are more likely to develop favorable attitudes toward a brand due to increased exposure and deeper cognitive processing (Petty & Cacioppo, 2012).

Another factor that works in favor of multi-channel advertising and its effect on customer satisfaction is the consistency of the message that is being delivered (Rosário & Dias, 2023). Consistency in the continuous delivery of the brand message and identity in across various platforms is highly effective in the creation of trust and credibility (Verhoef et al., 2015). These two aspects of inconsistency are likely to reduce the level of customer satisfaction due to confusing messages (Petty & Cacioppo, 2012). Messages to customers often disclose that people insist on the quality of frequent and steady messages. Concerning this, Respondent 8, who last dined at Salt & Pepper, stated that

*"I recently visited this restaurant in Sargodha mainly because they use cross-media advertising on social networks. It was a good trip, and now I will be a permanent customer"*.

The above response portrays the concept of working multi-channel advertising strategies in line with the business goals and objectives. According to the Media Richness Theory (Daft & Lengel, 1986), the richness of various communication channels varies, impacting customer satisfaction and interaction quality. In consideration of this, Digital media, such as applications and social networks, provide greater interactivity, allowing for real-time reactions and individualized involvement. This statement backs MRT by emphasizing how richer media improves brand loyalty

and customer experiences. Organizational factors; type of organization goods and services provided, the target market and the competitors influence the customers. Luo et al. (2010) conducted a study with results showing that multi-channel advertising was more effective in the context of customer satisfaction within the retail industry than in the financial service industry. The use of multiple touchpoints to shop for products was also positively received by the retail customers, so satisfaction was increased. On the other hand, the financial services' customers assigned different importance to data security & privacy, and it affected their satisfaction levels.

### **Factors Affecting Multi Channel Advertising**

The effectiveness of advertising campaigns is influenced by a multitude of factors that encompass various aspects of marketing strategy, message delivery, and consumer behavior.

### **Message Consistency**

Another fundamental element that greatly affects ad appeals is the level of message consistency and message clarity. Coordination of multiple adverts is also critical because a consistent and coherent message assists in creating brand awareness for the medical facilities and gaining the trust of the health consumers (Valenzuela, 2020). Petty and Cacioppo (2012) have stated that Inconsistent message can cause confusion and decrease. Pertaining to the relationship of the participants and the advertisements, common themes again revolve around a focus on message clarity and consistency. R3 commented,

*“sometimes, if Daraz’s message is simple and clear regarding their products, they assure me of the quality of their products since they know what they are selling”.*

Multi-channel advertising was seen to have a positive effect on the level of satisfaction among customers from a study that was carried out by Chan and Li (2020). In the study it was found that digital channels were considered valuable by customers as they enable access to information about the product, buying and asking for support at one’s convenience. The opportunity to select the mode of participation that individuals liked affected the improvement of the general experience and, therefore, satisfaction levels. Interpersonal interviews results have shown that customers are concerned with the message consistency. The kind of message that the customers receive when they engage in different channels is the one that builds up their perception and makes them think that the brand is more of a reliable one. For instance, in extending an email notification of sale, and the same message encountered on the brand’s facebook page, it creates confidence on the message and hence customer satisfaction. This consistency leads to favourable attitudes toward the brand and the probability of purchasing the product (Petty & Cacioppo, 2012).

### **Content Relevance and Personalization**

Context relevance and personalization are seen as two other crucial aspects in multi-channel advertising which can have a huge potential impact on consumers’ attitudes toward brands and advertising, including consumers’ loyalty and overall assessment of advertising. Consumer marketing environment of the present day can be characterized by the excess of marketing communication, which means that only attention and relevance is needed, one has to tailor the message to a person’s needs and wants. Current consumers require adverts to be more relevant in the content that is displayed to them and according to their preferences and requirements (Kaplan & Haenlein, 2010). The use of this multi-channel broadcasting also offers chances to convey content that is appealing to the specific tastes of the target audience. Consumers who are capable of getting intimate offers or communications in different touch points gives the advertising a

positive perspective. As it will be noted, respondents 2, 6 and 14 were customers, who use the Endure brand and said that the brand remembers them.

*We are grateful when they comprehend our preferences. This is striking my ears as if they do respect our time and personal hobbies. It makes us more satisfied with their brand but this is not specifically true with consumable products where quality is paramount.*

Timeliness coupled with personalization of the content and its relevance bore a huge influence on satisfying results. Specifically, where the consumers have been receiving the recommendations /offers through different channels then the likelihood of perceiving the advertisement as positive is high (Kaplan & Haenlein, 2010). For example, the online consumer who buys athletic wear from an online store can be considered the ideal target for products related to sports and may find it useful to receive relevant promotions in their email, via applications, and Facebook. Such personalised content increases the total impression regarding the customer, while satisfying him or her greatly. Essentially, multi-channel advertising offers the kind of flexibility needed for the efficient delivery of content customization. In a way, advertisers can involve a consumer on various levels such as websites, social nets, emails, portable applications, and others (Rosário & Dias, 2023). Every channel becomes a source of supply where they provide information about the customers and their needs that can in turn be utilized to generate and disseminate relevant content. Even though the targeting of advertising in multiple channels provides impressive advantages, it is not without its difficulties or ethical issues. The issue of being as unobtrusive as possible while being helpful is immensely important. Consumers may get the feeling of being violated where they feel that their privacy is being infringed, or receive messages that are overly target, (Berger & Milkman, 2012). However, it is very important to tread this thin line very delicately. Moreover, the accumulation and implementation of the consumer data as a means of personalization linearly provoke issues of privacy and security (Harris, 2018). Adhering to data protection laws and gaining the consumers' trust is critical. Brands then going to have to be very clear about the data they are gathering and any consequent analysis, use clear settings and obtain heedful permission.

### **Emotional Appeal and Storytelling**

The focus for advertisers is not only on delivering material goods, but more often on influencing people's emotions, as emotions are an indispensable part of human life. Emotive appeals in advertising entails the use of feelings like happiness, sorrow, fear or pity so that the advertising message may have an appealing and profound impact (Dahlen et al., 2009). This section shows that the appeal to emotions and the story plot in advertisements impact the appeal of the advertisements greatly (Berger & Milkman, 2012). That is why, such an emotional appeal to consumers can build the long-term associations within the target market and initiate the consuming brand loyalty (Han et al., 2018). A good appealing story or association can be a plus when placing an advertisement. Respondent 7 shared that

*"I can recall many service ads that have made me the laughing stock. Such adverts take time to leave the mind and at times you recommend them to friends".*

Another respondent said,

*"the dairy milk commercial I recall was a short narrative about a family, which made me emotional and bonded me to the commercial and thereby the product; such emotional appeal has an impact on my buying habits,"*

A survey and analysis of prior studies indicate that when emotions are evoked in advertisements, they ensure a better headline grabbing and retention of the consumers' attention (Dahlen et al.,



2009). Furthermore, consumers may develop an affective relationship with the brands hence improving the chances of consumers changing to the brands and asking other people to do the same (Han et al., 2018). This is important because the flow of ad-consumer communication is enhanced where the latter develops an emotional connection with the advertisement (Berger & Milkman, 2012). Emotionally charged advertisements influence word of mouth channels and other social media platforms to reach a pool of people who are not initially reached by the said advertisement (Ibid, 2012). For instance, a heart-warming commercial that shares a story tugs the consumer's heartstrings is likely to be shared by this consumer with his or her friends, hence increasing its impact.

Thus, the established concept in advertising can make an advert prominent and well understood (Escalas & Stern, 2003). Through narratives the consumer is taken into that world of the brand in a way that they can be able to have an emotional connection with the brand that sells it. In this case, consumers are in a position to recall the message and relate it with developments of a favourable emotional appeal with the brand (Han et al., 2013). In addition, storytelling is a more effective tool in changing consumers' attitudes as it can help establish a certain degree of credibility, which has become a paramount necessity for businesses and brands amidst the currently informed and war-weary consumer. Since a good story nurtures empathy, it can help to depersonalize a brand, or rather make it less creepy, which leads to trust (Holt, 2020).

## Conclusion

In conclusion, this paper provides an understanding in the complex and dynamic environment of multiple channel communication with reference to the advertising and customers' perceived satisfaction. These give an understanding to advertisers as to how much they should personalize and intrude into consumers' lives, how to appeal to the emotional aspect of the consumers while at the same time remaining credible, and how to ensure the advertising campaigns are integrated to provide meaningful ads. Besides, it also stressed certain ethical and important parameters of data usage and content production. This system remains dynamic, as marketing evolves to meet the new technologies and customer interactions as the clients move on as well. Through comprehension of the significance of the customer-oriented approaches, the ethical issues, and the significance of the emotional appeal, it is possible to develop effective advertisement strategies that will contribute to creating appealing and compelling advertisements that are distinctive in the given constantly shifting environment. The quest to provide customer satisfaction in multi-channel advertising is more of a process and a never-ending one at that. It proves that it takes commitment to change, innovation and proper market perception and customer attitudes. At the same time, it is pertinent to note that marketing environment will not remain static and will present certain challenges. The new technologies and the platforms will develop. The consumers' behavior will change. By being adaptable, always ethical, and realizing that branded appeals to people's emotions will enable the advertisers to succeed in this constantly shifting environment and create perhaps some of the greatest ad campaigns seen in a long time. Therefore, multi-channel advertising is a flexible concept that continues to develop and grow as a discipline, a science of sorts that requires finesse, innovation and determination all focused on the welfare of the customer.

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