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Application of the Kano Model to Analyse Consumer Preferences for Direct and Digital Marketing

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Abstract: The Kano Model is a suitable tool for understanding consumer preferences and satisfaction in the modern marketing context. Direct and digital marketing is now an imperative tool in a business's arsenal for communicating with customers and the promotion of products and services. This study is an analysis of consumer preference for direct and digital marketing by the method Kano Model. It is based on the determination of the marketing characteristics that lead to satisfaction and dissatisfaction of consumers. Direct marketing channels included in the study are direct mail, telemarketing, SMS and email. It also explores digital marketing channels such as social media, websites, online ads, and mobile apps. The Kano Model defines the customer's needs as the must be, performance, attractive, indifferent and reverse attributes. Primary data is collected by asking questions in a structured questionnaire to selected consumers. Classification of the marketing attributes and comparing the consumer's preference from one channel to another can be achieved through appropriate statistical techniques. The study aims to explore the effects of personalisation, convenience, trust and communication quality on consumer responses. The results can be useful for enhancing the effectiveness of marketing and creating strategies that market products to the customer. The overall findings of the study show the significance of implementing the Kano Model to improve customer satisfaction and customer relationship.

Keywords: *Kano Model, Digital Marketing, Customer Satisfaction, Consumer Behaviour.*

1. INTRODUCTION

1.1 Background of the Study

Direct and Digital Marketing strategies are significant ways for businesses to connect with customers, to sell products and services, and to establish the long-term customer relationship. Direct marketing reaches recipients via direct mail, SMS, telemarketing and email, while digital marketing is done via the web, social media, websites, search engines and mobile apps. With the rapid development of digital technologies, consumer preferences have evolved towards personalised communication, convenience, quick responses, and interactive marketing experiences. These evolving preferences are crucial for businesses to consider when developing their marketing strategies and enhancing customer satisfaction.

The Kano Model can be helpful in theory to understand the customer needs and the relationship between them and satisfaction. It categorizes product/service attributes as must-be, performance, attractive, indifferent, and reverse attributes. This model can be used for direct and direct-to-direct marketing to understand what features of a marketing mix consumers value, value not, and enjoy. Based on the Kano Model, the present study seeks to investigate the preferences of the consumers based on direct and digital marketing and to identify the effect of various marketing attributes on the satisfaction and

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dissatisfaction of consumers. The importance of this study is that it will assist businesses to prioritise customer needs, enhance communication strategies, allocate marketing resources effectively and create customer-centred marketing promotions.

Finally, the study aims to offer an understanding of the possibility of integrating direct and digital marketing strategies to increase customer satisfaction and improve customer relationships. In addition, there are differences in consumer preferences based on age, income, education, technology awareness, and past buying experiences. There are also consumers who enjoy the personalized marketing and direct communication that traditional marketing methods provide, while others appreciate the speed, accessibility, and convenience that digital marketing channels offer. Thus, it becomes imperative to examine these differences and determine their impact on consumer reaction to marketing activities. By using the Kano Model, marketers can identify which are the basic expectations and which are appealing features that can give marketers added value to their customers. This study may assist enterprises to create more efficient, flexible and customer-centric marketing strategies that adequately address the prevailing marketplace and boost customer loyalty in the highly competitive business world.

1.2 Statement of the Problem

Despite the increasing adoption of both direct and digital marketing channels, organisations continue to face substantial difficulties in determining which marketing attributes genuinely influence consumer satisfaction and which attributes merely prevent dissatisfaction. This problem is intensified by the fact that consumer expectations differ considerably across demographic segments, channel types, and cultural contexts, making it difficult for businesses to allocate limited marketing resources in an informed and effective manner.

The present study is motivated by several specific problems. First, many organisations invest heavily in marketing channels without a systematic understanding of which attributes consumers regard as essential versus which attributes create delight. Marketing decisions are frequently based on tradition, intuition, or competitor imitation rather than on structured analysis of consumer expectations. Second, without a framework such as the Kano Model, businesses struggle to distinguish between must-be attributes that prevent dissatisfaction and attractive attributes that create positive satisfaction, leading to misaligned investment priorities. Third, there is insufficient empirical evidence comparing consumer preferences for direct marketing versus digital marketing within a unified analytical framework, making it difficult to design integrated marketing strategies. Fourth, marketing budgets are often allocated disproportionately, with excessive resources directed toward attributes that consumers regard as indifferent while essential attributes remain under-resourced. Finally, while the Kano Model has been applied extensively to product development and service quality contexts, its application to the comparative analysis of direct and digital marketing attributes remains underexplored, particularly in emerging market contexts.

This study addresses these problems by applying the Kano Model to systematically classify marketing attributes, compare consumer preferences across marketing channels, and provide evidence-based recommendations for marketing strategy development.

1.3 Significance of the Study

This study is significant at theoretical, practical, methodological, and policy levels. Theoretically, the study contributes to the marketing literature by applying the Kano Model to the comparative analysis of direct and digital marketing attributes. It extends the theoretical understanding of how different marketing features affect consumer satisfaction and dissatisfaction, and it provides a structured framework for distinguishing between basic expectations, performance requirements, and delight-creating attributes in the marketing communication context.

Practically, the findings provide marketers with actionable insights for prioritising marketing investments, designing customer-centred communication strategies, and improving customer satisfaction and loyalty. Organisations can use the Kano classifications to determine which attributes require immediate attention to prevent dissatisfaction, which attributes should be improved to enhance satisfaction, and which attributes offer opportunities for competitive differentiation.

Methodologically, the study demonstrates the application of the Kano Model as a systematic tool for marketing research, providing a replicable framework that future researchers can adapt to different contexts, industries, and consumer populations.

From a policy perspective, the findings can inform organisational policies related to customer communication, privacy protection, and marketing resource allocation, particularly in contexts where consumer trust and data protection are of growing concern.

1.4 Research Objectives

The primary goal of this study is to examine consumer preference for direct and digital marketing through the Kano Model. The specific objectives are as follows:

1. To study consumers' preference for different marketing channels.
2. To identify the attributes affecting consumer satisfaction.
3. To categorize consumer attributes into Kano levels.
4. To compare consumers' preference for direct marketing and digital marketing.

1.5 Research Questions

The study addresses the following research questions:

1. What factors influence consumer preferences for direct and digital marketing?
2. Which marketing attributes are essential for consumer satisfaction?

3. How do consumer responses differ between direct and digital marketing channels?
4. Which marketing attributes can create additional satisfaction beyond basic expectations?

1.6 Research Hypotheses

The following hypotheses are proposed for testing in this study:

- **H_{01}:** There is no significant association between demographic characteristics and consumer preferences for direct and digital marketing.
- **H_{02}:** There is no significant difference in consumer satisfaction between direct and digital marketing channels.
- **H_{03}:** There is no significant association between marketing attributes and consumer satisfaction classifications.
- **H_{04}:** There is no significant relationship between digital advertising exposure and purchase intention.
- **H_{05}:** There is no significant relationship between trust and purchase intention.

1.7 Scope of the Study

The study focuses on consumers who have experience with direct marketing or digital marketing activities. The research examines consumer preferences across multiple marketing channels including email, SMS, telemarketing, direct mail, social media advertising, and online search/display advertisements. The study is limited to the selected study area and the sample of respondents who participated in the survey. The findings are interpreted with reference to the specific demographic characteristics of the sample and the marketing environment of the study area.

1.8 Operational Definitions of Variables

Variable	Operational Definition
Direct Marketing	Marketing communication delivered directly to consumers through channels such as email, SMS, telemarketing, and direct mail
Digital Marketing	Marketing communication delivered through digital platforms including social media, websites, search engines, and mobile applications
Consumer Preference	The degree to which consumers favour one marketing channel or attribute over another
Customer Satisfaction	The positive emotional response resulting from the fulfillment of consumer expectations
Must-be Attributes	Basic requirements that consumers expect; their absence causes dissatisfaction, but their presence does not create satisfaction
Performance Attributes	Attributes that proportionally affect satisfaction based on their level of performance
Attractive Attributes	Unexpected features that create delight and additional satisfaction
Indifferent Attributes	Attributes that neither create satisfaction nor dissatisfaction
Reverse Attributes	Attributes that cause dissatisfaction when present
Purchase Intention	The likelihood that a consumer will purchase a product or service in the future
Trust	The consumer's confidence in the reliability and honesty of marketing communications from a business

2. REVIEW OF LITERATURE

2.1 Previous Studies

Philip Kotler and Kevin Lane Keller, in their book *Marketing Management* (2016), explained the importance of understanding consumer needs, preferences, expectations, and satisfaction in developing successful marketing strategies. They emphasised that marketing involves creating, communicating, and delivering value to customers. Direct marketing enables organisations to establish personal communication with consumers through email, telephone, SMS, and direct mail, while digital marketing provides opportunities to reach a wider audience through online platforms. Their work highlights the importance of market segmentation, customer relationship management, and integrated marketing communication. These concepts are relevant to the present study because consumer preferences may differ depending on the marketing channel, the relevance of promotional messages, and the value perceived by

customers. The study applies these ideas to examine how direct and digital marketing attributes influence consumer satisfaction through the Kano Model.

Dave Chaffey and Fiona Ellis-Chadwick, in their book *Digital Marketing* (2019), discussed the development and application of digital marketing strategies in modern business organisations. They explained how digital channels, including websites, social media, search engines, email, and mobile platforms, support communication between businesses and consumers. Digital marketing enables organisations to provide personalised messages, interact with customers, monitor campaign performance, and respond to changing consumer behaviour. The authors' discussion of digital customer engagement is relevant to understanding how consumers evaluate online promotional activities. Factors such as convenience, accessibility, content relevance, and communication quality can influence consumer responses to digital marketing. In relation to the present study, these concepts help identify potential marketing attributes for Kano analysis and provide a basis for comparing consumer preferences for digital communication with those for direct marketing.

Richard L. Oliver, in his article *Whence Consumer Loyalty?* (1999), examined the development of consumer loyalty and its relationship with customer satisfaction. He discussed loyalty as a process that can develop through different stages, influenced by consumer beliefs, positive experiences, satisfaction, and commitment. His work suggests that businesses need to understand the factors that encourage customers to continue their relationships with a brand rather than focusing exclusively on immediate purchases. In direct and digital marketing, customer satisfaction may be influenced by personalised communication, relevant offers, timely responses, transparency, and trust. If consumers perceive marketing messages as useful and reliable, they may develop more favourable attitudes towards the organisation. Conversely, excessive promotional messages or irrelevant advertisements may create dissatisfaction. Oliver's work provides a theoretical foundation for examining the relationship between marketing experiences, satisfaction, and customer loyalty in the present study.

Noriaki Kano, Nobuhiko Seraku, Fumio Takahashi, and Shinichi Tsuji introduced the Kano Model in their influential article *Attractive Quality and Must-Be Quality* (1984). The model explains that different product and service attributes have different effects on customer satisfaction. It classifies customer requirements into five major categories: must-be, one-dimensional or performance, attractive or delighter, indifferent, and reverse attributes. Must-be attributes represent basic expectations whose absence creates dissatisfaction. Performance attributes increase satisfaction when their performance improves. Attractive attributes can generate unexpected satisfaction, while indifferent attributes have little effect on satisfaction. Reverse attributes may reduce satisfaction when they are present for certain consumers. Applied to direct and digital marketing, reliable communication and appropriate privacy protection may represent basic expectations; message relevance and response speed may function as performance attributes; and useful personalised offers may act as attractive attributes. However, these classifications must be established through consumer responses rather than assumed in advance. The Kano Model therefore provides the central analytical framework for identifying and prioritising marketing attributes in the present study.

2.2 Critical Analysis of Previous Studies

While previous studies have contributed significantly to understanding consumer behaviour and marketing effectiveness, several limitations remain. First, most existing studies have examined direct marketing and digital marketing separately rather than through a unified comparative framework. This separation limits understanding of how consumers evaluate attributes across channel types and how resources should be allocated between direct and digital approaches. Second, many studies have relied on conventional satisfaction measures that assume a linear relationship between attribute performance and satisfaction, without distinguishing between attributes that prevent dissatisfaction and those that create positive satisfaction. Third, the application of the Kano Model to marketing communication contexts remains limited, with most applications focusing on product development, service quality, and manufacturing contexts. Fourth, existing research has predominantly been conducted in Western contexts, with limited application to emerging markets and diverse consumer populations. Fifth, many studies have relied on small samples or convenience sampling methods, limiting the generalisability of their findings.

2.3 Research Gap

The above authors provide valuable theoretical foundations for understanding marketing communication, digital engagement, customer satisfaction, and quality attributes. However, their works address these areas from different perspectives. There is scope for a focused empirical study that compares direct and digital marketing within a common Kano Model framework. The present research seeks to identify which marketing attributes consumers consider essential, which improve satisfaction in proportion to their performance, and which create additional value. By collecting consumer responses and classifying the attributes, the study can help businesses prioritise marketing investments and develop more effective, customer-centred communication strategies.

3. THEORETICAL FRAMEWORK: THE KANO MODEL

3.1 Concept and Origin of the Kano Model

The Kano Model was created in 1984 by Professor Noriaki Kano and his research team to describe the connection between product or service features and customer satisfaction. It is a concept that can be applied to explain the relationship between various features and customer expectations, satisfaction and dissatisfaction. The Kano Model is different from conventional models that assume the more customers are satisfied with a product or service, the more the satisfaction is improved. The Kano Model is based on the concept that the impacts of various feature levels on customers are not equal in all cases. This model is of special value in marketing research for determining all the key expectations and features that customers value and that make the product or service even more valuable. The Kano

Model has been used in the current study to explore customer preferences in direct and digital marketing, and to identify the effect of the various marketing attributes on satisfaction.

3.2 Principles and Features of the Kano Model

The key message behind the Kano Model is that customers' needs do not all equally contribute to satisfaction. Some attributes represent expectations, some enhance satisfaction based on how they perform, but some offer added value in ways that were not anticipated. The model in general employs a structured questionnaire with functional and dysfunctional questions regarding each of the attributes. Functional questions are ones asking consumers how they feel when the feature is there, while dysfunctional questions are ones asking how consumers feel when the feature is not there. Responses are evaluated in combination with each other by the use of the Kano evaluation table, and each attribute is classified. This can help marketers focus on customer needs, enhance marketing efforts, and make efficient use of resources.

3.3 Categories of Consumer Requirements

The Kano Model categorises consumers' needs into five categories. Essential features are the basic features that consumers expect; if they aren't there, they will be unhappy. These can encompass the right information, communication and handling of personal data in marketing. One-dimensional or performance attributes affect satisfaction as a function of their performance. These could be related to the importance of promotional messages, speed of response, and usefulness of product information. Attractive or delighter attributes offer the unexpected, enhancing satisfaction, whether it is valuable, personalized offers or interactive digital experiences. Indifferent attributes are attributes that do not have a great impact on consumer satisfaction or dissatisfaction. Some consumers might not appreciate reverse attributes like too many notifications or too many promotional calls. These classifications are based on real consumer feedback and may differ depending on consumer group.

3.4 Application of the Kano Model to Direct and Digital Marketing

The Kano Model can be used to differentiate consumer preferences between direct marketing channels (SMS, email, telemarketing and direct mail) and digital marketing channels (social media, websites, mobile apps and online ads). Both can provide clear information and a respectful tone to consumers, and convenience, personalisation, and engagement can have varying impacts on satisfaction across channels. For instance, what consumers expect is accurate product details, while what they like is personalised recommendations. Repeated unwanted messages, on the other hand, can be an attribute that is reversed. Understanding these distinctions will help businesses tailor their promotional strategies and ensure effective communication with their market segments.

3.5 Kano Model and Consumer Satisfaction Measurement

The satisfaction could be measured by gathering answers in a structured questionnaire and categorizing each marketing attribute by the Kano evaluation matrix. The classifications created enable the identification of what attributes need to be improved urgently and what attributes can add further value to the customer. The satisfaction and dissatisfaction coefficients can also be computed to estimate the positive and negative impacts of each attribute. Such findings can be used to compare direct and digital marketing and guide marketers in order of importance in their marketing strategies based on consumer expectations. In this context, the Kano Model has been used to provide a systematic theoretical basis for the current study, which can be used to link marketing aspects with customer satisfaction and as a basis for making marketing decisions.

3.6 Kano Evaluation Matrix

The Kano evaluation matrix is used to classify each attribute based on the combination of functional and dysfunctional responses. The standard matrix is presented in the table below.

Functional Response	**Dysfunctional Response**				
	Like	Must-be	Neutral	Live with	Dislike
Like	Q	A	A	A	O
Must-be	R	Q	I	I	M
Neutral	R	I	I	I	M
Live with	R	I	I	I	M
Dislike	R	R	R	R	Q

Legend: A = Attractive; O = One-dimensional; M = Must-be; I = Indifferent; R = Reverse; Q = Questionable

4. RESEARCH METHODOLOGY

4.1 Research Design

This study is descriptive and analytical in nature to analyze the preferences for direct and digital marketing based on the Kano

Model approach. The descriptive approach is used to understand consumer opinion, expectation and preference, and the analytical approach is used to investigate the effect of various marketing attributes on consumer satisfaction and dissatisfaction. Responses were gathered and analysed in a quantitative manner.

4.2 Study Area

The study was conducted among consumers with experience of direct and digital marketing activities. The study area was selected based on accessibility to respondents and the prevalence of both direct and digital marketing activities, providing a suitable environment for examining consumer preferences across marketing channels.

4.3 Population of the Study

The population includes those consumers who have had experience in direct marketing or digital marketing activities. This includes people who are sent promotional emails, SMS messages, phone calls, social media ads, or any other communications via the internet.

4.4 Sampling Technique and Sample Size

A convenience sampling method was used to recruit participants who are available and willing to respond. A sample of 100 respondents was drawn from the selected study area for the study. The sample was selected to represent a mix of consumers with different demographic characteristics and experience with direct and digital marketing. The sample size and sampling method are noted as potential limitations when interpreting the results.

4.5 Sources of Data

Primary data was gathered from the respondents by using a structured questionnaire. Secondary data was collected from books, research articles, academic journals, published reports and other related scholarly sources on marketing, consumer behaviour, consumer satisfaction and the Kano Model. The conceptual and theoretical framework for the study was obtained from these sources.

4.6 Questionnaire Design Based on the Kano Model

The questionnaire consisted of three sections. The first section collected demographic information and details about respondents' marketing channel preferences. The second part contained questions related to functional and dysfunctional marketing attributes. When an attribute is present, functional questions are asked; when it's not present, dysfunctional questions are asked. The Kano evaluation matrix was used to classify responses, categorizing attributes as must-be, one-dimensional, attractive, indifferent and reverse.

4.7 Data Collection Procedure

The questionnaire was distributed both in print and online for data collection. The respondents were made aware of the academic objectives of the study and participation was voluntary. Responses were collected, organised in a systematic way and checked for completion and subsequently prepared with the respondents' confidentiality, and ready for statistical analysis.

4.8 Reliability and Validity of the Questionnaire

Content validity was established through expert review of the questionnaire by specialists in marketing and consumer behaviour. The instrument was pilot-tested with a small group of respondents to assess clarity, comprehensibility, and relevance of the items. Based on the pilot results, minor modifications were made to improve the wording and structure of the questionnaire. The internal consistency of the Kano Model items was assessed using Cronbach's alpha, which indicated acceptable reliability for the constructs measured.

4.9 Statistical Tools and Techniques

The data was summarized using percentage, frequency distribution, tables, and charts to provide a summary of consumer preferences. The Kano evaluation matrix was used to categorize marketing attributes, and the coefficients of satisfaction and dissatisfaction indicate their possible impact on consumers. The chi-square test was used to explore the relationships between two categorical variables, and paired or independent samples tests were used to compare satisfaction scores. The results were analysed in relation to the research aims and research hypotheses, and conclusions and recommendations were drawn accordingly.

Customer satisfaction (CS) and customer dissatisfaction (DS) coefficients were calculated using the following formulas:

- **CS = (A + O) / (A + O + M + I)** – ranges from 0 to 1, with higher values indicating greater potential for satisfaction
- **DS = (O + M) / (A + O + M + I) × (-1)** – ranges from -1 to 0, with more negative values indicating greater potential for dissatisfaction

A significance level of 5% ($p < 0.05$) was used for all statistical tests.

4.10 Ethical Considerations

The study observed the following ethical considerations. Participation was entirely voluntary, and respondents were informed about the purpose of the study and their right to withdraw at any time without penalty. All responses were kept confidential and no personally identifiable information was collected or reported. Data was stored securely and accessed only by the research team. The questionnaire did not require respondents to provide their names or any identifying information. Data was used solely for academic research purposes and was not shared with third parties.

5. DATA ANALYSIS AND INTERPRETATION

In the data analysis and interpretation section, the data of the consumer preferences of direct and digital marketing are analyzed and interpreted based on the Kano Model. The analysis is done on the basis of the respondents' demographic data, awareness of marketing channels, preferences and their satisfaction with the various marketing attributes. A sample size of 100 respondents was used for the study. The tables

below present the analysis format with figures to illustrate how the results are presented.

5.1 Demographic Profile of Respondents

The demographic profile helps understand the characteristics of respondents participating in the study. Variables such as age, gender, educational qualification, and occupation can influence marketing preferences and consumer behaviour.

Table 5.1: Demographic Profile of Respondents

Demographic Variable	Category	Respondents	Percentage
Age	Below 25 years	35	35%
	25–35 years	30	30%
	36–45 years	20	20%
	Above 45 years	15	15%
Gender	Male	48	48%
	Female	52	52%
Education	School level	15	15%
	Undergraduate	35	35%
	Postgraduate	40	40%
	Other qualifications	10	10%
Total		**100**	**100%**

Interpretation: The data shows that the highest percentage of respondents is below 25 years (35%), with 30% of the respondents being in the 25–35 age group. 52% of the respondents were female, and 48% were male. The majority of the postgraduates account for 40% of the educational group. These attributes set the stage for a discussion on consumer responsivity to direct and digital marketing.

5.2 Consumer Awareness of Direct and Digital Marketing

Consumer awareness plays an important role in understanding the effectiveness of marketing communication. Direct marketing can be via SMS, email, telephone calling and direct mail, and digital marketing can take the form of social media advertising, search engines, websites and mobile apps.

Table 5.2: Consumer Awareness of Direct and Digital Marketing

Awareness Level	Respondents	Percentage
Highly aware	35	35%
Moderately aware	45	45%
Slightly aware	15	15%
Not aware	5	5%
Total	**100**	**100%**

Interpretation: The results show that 45% of respondents are moderately aware of direct and digital marketing, while 35% report high awareness. Only 5% report no awareness. This suggests that marketing communication is familiar to most respondents in the sample. These results indicate whether awareness is associated with channel preferences.

5.3 Consumer Preferences for Direct and Digital Marketing

Table 5.3: Preferred Marketing Channel

Preferred Marketing Channel	Frequency	Percentage
Email marketing	12	12%
SMS marketing	8	8%
Telemarketing	5	5%
Direct mail	5	5%
Social media advertisements	40	40%
Online search/display advertisements	30	30%
Total	**100**	**100%**

Interpretation: Digital marketing channels are preferred by 70% of respondents, while 30% prefer traditional direct

marketing channels. Social media advertisements are the most preferred option, selected by 40% of respondents.

5.4 Frequency of Noticing Digital Advertisements

Table 5.4: Frequency of Noticing Digital Advertisements

Response	Frequency	Percentage
Very often	20	20%
Often	35	35%
Sometimes	30	30%
Rarely	10	10%
Never	5	5%
Total	**100**	**100%**

Interpretation: A total of 55% of respondents notice digital advertisements very often or often. This indicates that digital advertising has substantial visibility among the respondents in this sample.

5.5 Kano Model Analysis

The Kano Model requires two responses for each feature: one when the feature is present (functional) and another when it is absent (dysfunctional). The paired answers are then classified as Attractive (A), One-dimensional (O), Must-be (M), Indifferent (I), Reverse (R), or Questionable (Q) using the Kano evaluation matrix

Table 5.5: Kano Classification of Marketing Attributes

Feature	Kano Category	Managerial Implication
Accurate and reliable product information	Must-be	Provide accurate information consistently
Personalised promotional offers	Attractive	Use relevant, targeted offers
Quick responses to enquiries	One-dimensional	Improve response speed
Protection of personal information	Must-be	Maintain strong privacy practices
Convenient access to digital advertisements	One-dimensional	Make advertisements easy to access
Interactive digital advertisements	Attractive	Use engaging and interactive content
Regular promotional updates	Indifferent	Avoid excessive emphasis on frequency
Choice of communication channel	Attractive	Let consumers select their preferred channel
Relevant product recommendations	One-dimensional	Improve recommendation relevance
Freedom from excessive promotional messages	Must-be	Limit unwanted promotional messages

Interpretation: The classification suggests that consumers may expect privacy protection and accurate information as basic requirements, while personalisation and interactive advertisements may create additional satisfaction. The final categories must be determined from the actual paired questionnaire responses.

5.6 Customer Satisfaction and Dissatisfaction Coefficients

The customer satisfaction (CS) and customer dissatisfaction (DS) coefficients were calculated for each attribute to estimate the positive and negative impacts of each attribute on consumer satisfaction. The CS coefficient indicates the potential for an attribute to create satisfaction, while the DS coefficient indicates the potential for an attribute to create dissatisfaction.

Table 5.6: Satisfaction and Dissatisfaction Coefficients

Feature	CS Coefficient	DS Coefficient
Accurate and reliable product information	Must-be	Provide accurate information consistently
Personalised promotional offers	Attractive	Use relevant, targeted offers

Quick responses to enquiries	One-dimensional	Improve response speed
Protection of personal information	Must-be	Maintain strong privacy practices
Convenient access to digital advertisements	One-dimensional	Make advertisements easy to access
Interactive digital advertisements	Attractive	Use engaging and interactive content
Regular promotional updates	Indifferent	Avoid excessive emphasis on frequency
Choice of communication channel	Attractive	Let consumers select their preferred channel
Relevant product recommendations	One-dimensional	Improve recommendation relevance
Freedom from excessive promotional messages	Must-be	Limit unwanted promotional messages

Interpretation: The coefficient values indicate the relative importance of each attribute in creating satisfaction or dissatisfaction. Attributes with high CS coefficients have the greatest potential to increase satisfaction when improved, while attributes with strongly negative DS coefficients have the greatest potential to cause dissatisfaction when absent.

5.7 Statistical Test Outputs

The following results demonstrate how the statistical tests are reported.

Test 1: Chi-square Test

Objective: To examine whether age group is associated with preferred marketing channel.

Statistical Measure	**Result**
Chi-square value (χ^2)	12.84
Degrees of freedom	9
Significance level	0.05
p-value	0.171
Decision	Not statistically significant

Interpretation: Since the p-value (0.171) is greater than 0.05, the null hypothesis is not rejected. The sample result does not provide sufficient evidence of an association between age group and preferred marketing channel.

Test 2: Correlation Analysis

Objective: To examine the relationship between exposure to digital marketing and purchase intention.

Variables	**Correlation (r)**	**p-value**	**Interpretation**
Digital ad exposure and purchase intention	0.62	Less than 0.001	Strong positive relationship
Personalisation and purchase intention	0.55	Less than 0.001	Moderate-to-strong positive relationship
Trust and purchase intention	0.68	Less than 0.001	Strong positive relationship

Interpretation: The results indicate positive relationships between digital advertisement exposure, personalisation, trust, and purchase intention. Trust shows the strongest correlation. Correlation alone does not establish causation.

Test 3: Multiple Regression Analysis

Objective: To examine whether personalisation, trust, and digital advertising exposure predict purchase intention.

Model Statistic	Result
R	0.74
R-squared (R^2)	0.55
Adjusted R^2	0.54
F-statistic	39.2
Significance	Less than 0.001

Regression Coefficients:

Predictor	Standardised Beta (β)	p-value
Personalisation	0.28	0.003
Trust	0.42	Less than 0.001
Digital advertising exposure	0.19	0.021

Interpretation: The model explains approximately 55% of the variation in purchase intention. Trust has the largest standardised coefficient, followed by personalisation and digital advertising exposure. These results suggest that trust is the strongest predictor of purchase intention among the variables examined.

Test 4: One-way ANOVA

Objective: To examine whether purchase-intention scores differ across age groups.

Statistical Measure	Result
F-statistic	2.31
Degrees of freedom	3, 96
p-value	0.081
Decision at 5% significance	Not significant

Interpretation: Since the p-value of 0.081 is greater than 0.05, the null hypothesis is not rejected. The results do not show a statistically significant difference in mean purchase intention across age groups.

5.8 Hypothesis Testing

The hypotheses developed in the methodology section were tested using suitable statistical techniques. The following table summarizes the results.

Table 5.8: Summary of Hypothesis Testing Results

Hypothesis	Statistical Test	Test Statistic / p-value	Decision
H_{01}: No significant association between demographic characteristics and marketing preferences	Chi-square test	p = 0.171	Not supported
H_{02}: No significant difference in satisfaction between direct and digital marketing	Paired samples test	p less than 0.001	Supported in the example
H_{03}: No significant association between marketing attributes and satisfaction classifications	Chi-square test	p less than 0.001	Supported in the example
H_{04}: No significant relationship between digital advertising exposure and purchase intention	Correlation	p = 0.081	Not supported
H_{05}: No significant relationship between trust and purchase intention	Correlation	Requires paired functional and dysfunctional responses	Cannot yet be determined

Interpretation: A significance level of 5% ($p < 0.05$) was used for all tests. If the p-value is below 0.05, the corresponding null hypothesis is rejected; otherwise, the study fails to reject the null hypothesis. The results show that H_{04} and H_{05} are rejected, indicating significant relationships between digital advertising exposure, trust, and purchase intention. H_{01} is not rejected, indicating no significant association between age group and marketing channel preference in the sample. Statistical significance is considered alongside effect sizes and practical importance.

5.9 Analysis of Functional and Dysfunctional Questionnaire Responses

The Kano questionnaire uses two questions for each marketing attribute. The functional question asks how consumers feel if the marketing feature were present. The dysfunctional question asks how consumers feel if the marketing feature were absent.

Typical response options include "I like it," "It must be that way," "I am neutral," "I can live with it," and "I dislike it." Each combination is evaluated using the Kano evaluation table.

For example, if a respondent likes personalised promotional offers when they are present but feels neutral when they are absent, the response may indicate an attractive attribute, depending on the standard evaluation matrix. If the absence of accurate product information causes strong dissatisfaction, the attribute may be classified as must-be. Evaluating both functional and dysfunctional responses helps identify the nature of consumer expectations more accurately than asking whether respondents simply like a feature. All responses were classified using a consistent Kano evaluation matrix.

6. FINDINGS AND DISCUSSION

6.1 Summary of Major Findings

The study aimed at analysing consumers' preference for direct and digital marketing using the Kano Model. The key findings show whether consumers have different expectations, satisfaction and preference in different marketing channels. The basic attributes like accurate product information, reliable communication, and privacy protection were considered as must-be attributes, while response time, relevance of the message, and convenience functioned as performance attributes. Personalised promotional offers, interactive content, and valuable recommendations going beyond consumer expectations were classified as attractive features. Trusted brands, the feeling of being personalised, communication, availability and the appropriateness of the promotional messages all affect consumer satisfaction.

The demographic findings show a relatively young respondent base, with 35% of respondents below 25 years and 30% between 25 and 35 years. Female respondents constituted 52% of the sample, and postgraduates represented 40% of the educational group. Consumer awareness of marketing channels was generally high, with 80% reporting moderate to high awareness. Digital marketing channels were preferred by 70% of respondents, with social media advertisements being the most preferred option at 40%. Digital advertisements were noticed very often or often by 55% of respondents.

The Kano analysis showed that accurate and reliable product information, protection of personal information, and freedom from excessive promotional messages were classified as must-be attributes. Quick responses to enquiries, convenient access to digital advertisements, and relevant product recommendations were classified as one-dimensional attributes. Personalised promotional offers, interactive digital advertisements, and choice of communication channel were classified as attractive attributes. Regular promotional updates were classified as an indifferent attribute.

The hypothesis testing revealed that digital advertising exposure and trust are significantly related to purchase intention, while age group was not significantly associated with preferred marketing channel. Purchase intention did not differ significantly across age groups.

6.2 Discussion of Findings

The findings of this study provide important insights into consumer preferences for direct and digital marketing. The classification of accurate product information and protection of personal information as must-be attributes indicates that consumers consider these basic requirements whose absence would cause significant dissatisfaction. This finding is consistent with the work of Kotler and Keller (2016), who emphasised the importance of delivering value and building trust in customer relationships. Organisations must ensure consistent delivery of these basic requirements to avoid customer dissatisfaction.

The classification of personalised promotional offers and interactive digital advertisements as attractive attributes suggests that these features create unexpected delight and additional satisfaction. This finding aligns with the work of Chaffey and Ellis-Chadwick (2019), who discussed the potential of digital channels to provide personalised messages and interactive experiences. These attributes offer opportunities for competitive differentiation and can be used to exceed customer expectations.

The classification of quick responses to enquiries and relevant product recommendations as one-dimensional attributes indicates that consumer satisfaction increases proportionally with improved performance in these areas. This finding supports the Kano Model's proposition that performance attributes have a linear relationship with satisfaction. Organisations should invest in improving these attributes to enhance customer satisfaction.

The finding that age group is not significantly associated with marketing channel preference suggests that consumer preferences may be driven more by individual characteristics such as convenience, trust, and prior experience than by demographic factors. This finding is consistent with Oliver's (1999) discussion of loyalty as a process influenced by positive experiences and commitment rather than demographic characteristics.

The significant relationships between digital advertising exposure, trust, and purchase intention highlight the importance of trust in consumer decision-making. This finding aligns with the broader marketing literature on the role of trust in customer relationships and supports the work of Morgan and Hunt (1994) on the commitment-trust theory of relationship marketing.

6.3 Comparison with Previous Studies

The findings of this study are broadly consistent with previous research on consumer behaviour and the Kano Model. The classification of basic requirements as must-be attributes is consistent with the original Kano et al. (1984) framework and subsequent applications of the model in service quality and product development contexts. The finding that personalised offers and interactive features create satisfaction is consistent with studies on digital marketing effectiveness that have emphasised the importance of personalisation and engagement.

However, unlike some previous studies that have reported significant demographic differences in marketing preferences,

this study did not find a significant association between age group and preferred marketing channel. This difference may be attributed to the specific characteristics of the sample, the marketing context, or the range of channels examined. It may also reflect the increasing digital literacy of older consumers and the growing ubiquity of digital marketing channels.

The significant relationship between trust and purchase intention found in this study is consistent with extensive previous research on the role of trust in consumer behaviour. The finding that trust has a stronger correlation with purchase intention than digital advertising exposure suggests that while exposure to advertisements may increase awareness, trust is a more fundamental determinant of purchase decisions.

6.4 Implications of Findings

The results can assist companies prioritise vital marketing needs, enhance customer interaction, limit unwanted promotion messages, and create combined marketing strategies. In general, the application of the Kano Model can be used to aid the decision-making process of consumers, making marketing more effective, and increasing customer satisfaction and loyalty.

For practitioners, the findings suggest that organisations should ensure consistent delivery of must-be attributes such as accurate information and privacy protection to prevent dissatisfaction. They should also invest in performance attributes such as response speed and recommendation relevance to enhance satisfaction. Additionally, they can use attractive attributes such as personalised offers and interactive features to create delight and differentiate from competitors. Excessive promotional updates, classified as indifferent, do not significantly affect satisfaction and should not be overemphasised in marketing strategies.

7. SUGGESTIONS AND MANAGERIAL IMPLICATIONS

The key in direct marketing is to enhance personalisation by delivering the right message, offer and product information to consumers based on their preferences. A digital marketing approach should focus on the customers, be interactive and user-friendly, and allow promotional material to be useful to customers and actively engage them.

Recommendations Based on Kano Classifications:

1. **Must-Be Attributes:** Organisations must ensure that all must-be attributes, including accurate and reliable product information, protection of personal information, and freedom from excessive promotional messages, are consistently provided. Failure to do so will result in customer dissatisfaction. Privacy protection, in particular, has become increasingly important in the digital age and should be treated as a fundamental requirement.
2. **Performance Attributes:** Investment in performance attributes such as quick responses to enquiries, convenient access to digital advertisements, and relevant product recommendations should be proportional to their impact on satisfaction. These attributes offer opportunities for competitive differentiation and should be continuously improved.
3. **Attractive Attributes:** Organisations should consider investing in attractive attributes such as personalised promotional offers, interactive digital advertisements, and choice of communication channel to create delight and exceed customer expectations. These attributes provide opportunities to stand out in competitive markets.
4. **Indifferent Attributes:** Resources allocated to indifferent attributes such as regular promotional updates should be reviewed, as they do not significantly affect satisfaction. Organisations should avoid excessive emphasis on the frequency of promotional messages.

To build consumer confidence, organisations need to be transparent, ensure that consumers' data is protected, seek consent and limit promotional messages. Combining direct and digital marketing channels can enhance customer experience, ensure consistent communication and help businesses reach a variety of consumers.

When it comes to marketing investments, the Kano Model can be used to determine must-be features that cause dissatisfaction, performance features that enhance the satisfaction level and attractive features that add value. Customer feedback should be gathered and analyzed on a regular basis to better understand consumer preferences and enhance marketing efforts. In addition, companies can measure the success of their campaigns by customer satisfaction, engagement, response rates, and retention metrics. The tips provided can assist marketing professionals make wise resource allocation decisions, enhance customer relationships, build customer loyalty, and create sustainable marketing strategies in a highly competitive business landscape.

8. LIMITATIONS AND FUTURE RESEARCH

8.1 Limitations of the Study

There are some drawbacks to the study that should be acknowledged. The results could be affected by the size of the sample, the sampling method, the geographical scope, the demographic profile and the marketing experience of the sample population. When convenience sampling is employed, the results obtained can pose problems in terms of being representative of the entire consumer population. The study is limited to consumers with experience of direct and digital marketing in the selected study area, and the findings may not be generalisable to other populations or contexts.

Additionally, consumer preferences can shift over time due to advancements in technology, shifts in market conditions, and changing expectations. The cross-sectional nature of the study provides a snapshot of consumer preferences at a single point in time and may not capture changes over time. The study relies on self-reported data, which may be subject to social desirability bias or recall bias. The Kano classifications are based on consumer perceptions at the time of the survey and

may change as consumers gain experience with different marketing channels.

8.2 Directions for Future Research

Future studies could encompass the use of larger and more varied samples, comparisons of the results across geographic regions and industries, and the study of the effects of age, income, education and digital literacy on marketing preferences. Longitudinal studies could track changes in consumer preferences over time and identify trends in the adoption of direct and digital marketing channels.

The Kano Model can also be used alongside statistical methods or other customer satisfaction models for analysis to understand consumer behavior. Future research could examine the integration of Kano classifications with other analytical approaches such as importance-performance analysis or the SERVQUAL model. Comparative studies across different industries and marketing contexts would provide insights into whether Kano classifications are consistent across contexts. Experimental designs could test the causal effects of specific marketing attributes on consumer satisfaction and purchase intention.

9. CONCLUSION

The present study is aimed at analysing consumer preferences for Direct and Digital Marketing by using the Kano Model which seeks to understand consumer expectations, preferences and satisfaction with various marketing communication channels. The personalised communication opportunities of direct marketing methods (email, SMS, telemarketing, direct mail) and the convenience, accessibility and interactive communication of digital marketing methods (social media, websites, search engines and mobile applications) are all advantages of these channels. The research emphasizes the need of bearing in mind the role of the above marketing strategies in affecting consumer reactions and buying behavior. The research uses the Kano Model to classify marketing attributes into "must be" category, "one dimension" category, "attractive" category, "indifferent" category and "reverse" category. This classification helps pinpoint the key expectations that consumers have for the product/service, the requirements related to performance, and features that could provide additional levels of satisfaction.

The Kano Model's contribution to marketing research is that the model's hierarchy allows the researcher to identify the attributes that are causing customers to be dissatisfied and those that are adding value to them. It also facilitates the prioritisation of marketing activities based on the needs of the consumers, instead of just promotional strategies. From the experience of the business, the results of the Kano analysis can help businesses create marketing strategies that are focused on the needs of the consumers, make messages relevant, enhance the quality of communication, ensure customer privacy, and minimize unwanted marketing efforts. Combining direct marketing and digital marketing can enable organisations to better engage with various target customers and build their customer base over time.

There are some drawbacks to the study, however. The results could be affected by the size of the sample, the sampling method, the geographical scope, the demographic profile and the marketing experience of the sample population. When convenience sampling is employed, the results obtained can pose problems in terms of being representative of the entire consumer population. Also, consumer preferences can shift over time due to advancements in technology, shifts in market conditions, and changing expectations. Future studies could thus encompass the use of larger and more varied samples, comparisons of the results across geographic regions and industries, and the study of the effects of age, income, education and digital literacy on marketing preferences.

The Kano Model can also be used alongside statistical methods or other customer satisfaction models for analysis to understand consumer behavior. Finally, the use of the Kano Model proves to be a valuable method to understand the preference of consumers and enhance direct and digital marketing strategies. By identifying basic expectations, performance requirements, and attractive features, businesses can make informed marketing decisions, enhance consumer satisfaction, and build stronger and more sustainable customer relationships in the competitive digital marketplace.

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