Research Paper Management

A Study on Ascertaining The Influence of Promotional Activities on Consumer Behaviour in Case of Consumer Products in Urban Kerala

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ABSTRACT

Modern marketing has now become consumer oriented. Therefore, every business firm has to find out first the consumers and how consumers make their purchasing decisions. During recent years, the marketing field in India has undergone tremendous changes. Research and development activities in marketing have brought some revolutionary changes in this field. Hence, a study has been conducted for ascertaining the influence of promotional activities on consumer behavior in case of consumer products. Data pertaining to the study is been collected from primary and secondary data and 125 respondents has been taken using convenient sampling from urban Kerala. The statistical techniques used in research are Chi-Square analysis and Mean-Rank Analysis. The consumer's prefer quality products in taking purchasing decision and the effective promotional techniques is Advertisement .So scientific advertising strategies using electronic media should be formulated and implemented by the manufacturers of consumer products. To conclude, the modern marketing is the guiding element of business.

KEYWORDS

INTRODUCTION:

Marketing is the mother tongue of modern industry. It is essential for the existence and survival of business. Marketing improves the quality of life people by satisfying varied and innumerable needs and wants of consumers. So marketing raises standard of living by making available products of different varieties at reasonable prices. Modern marketing has converted yesterday's luxuries into today's necessaries. Research and development activities in marketing have brought some revolutionary changes in this field.

Mostly marketing research involves studies relating to buyer behaviour, product or brand preferences, product or brand usage, advertising awareness, sales promotion, physical distribution, competition and so on. In case of consumer products no-group-buying process is involved and buying is made by potential buyers for personal satisfaction. Consumer goods are destined by ultimate consumers or house holds and in such form that they can be used without commercial processing. Consumer products can be classified on the basis of durability, on the basis of shopping habits of consumers and basis of marketing characteristics. Various factors such as Psychological factors, cultural factors, economic factors, social factors and personal factors influence the buyer behaviour. It is very important to understand the consumer behaviour and preferences of different consumers which enable the marketer to design appropriate marketing strategies according to their taste and preferences.

NEED AND IMPORTANCE OF THE STUDY:

The present day markets are consumer oriented, where it is the duty of manufactures to know not only what is required by the consumers but also to make the consumers know from where, when and how and at what price the products would be available. To make the product and price known to the public, it is essential to communicate, persuade and motivate consumers. This is what promotion does. Promotion includes advertising, personal selling, sales promotion. Consumer behaviour can be favourably influence through promotion. Hence a study has been conducted for ascertaining the influence of promotional activities on consumer behaviour in case of consumer products. Therefore the study of consumer behaviour is important in framing the production policies, price policies, distribution policies and in designing promotion programmes.

OBJECTIVES OF THE STUDY:

1. To study various parameters influencing consumer behaviour in purchasing consumer products
2. To study the effectiveness of various promotion techniques undertaken by manufacturers of consumer goods.
3. To ascertain whether the common promotional techniques undertaken by the manufacturers of consumer goods influence the buying behaviour of consumers in urban Kerala
4. To suggest the manufacturers of consumers goods for increasing sales and the customers for better satisfaction.

RESEARCH METHODOLOGY:

Urban Kerala has always been a 'Unique' market place, just as it has been the cradle of many a revolutionary change in the sociological and developmental spheres. The study was conducted in Palakkad city during Jan 2014 - March 2014. The customers selected were from different walks of life in Palakkkad city. The sample size for the study was 125 respondents in urban Kerala. In the research both primary and secondary data were collected. Convenience sampling method is used to collect the data from the group. The following statistical techniques were used in the research for analysis and making interpretation (i) Chi-Square analysis (ii) Mean-Rank Analysis.

ANALYSIS AND INTERPRETATION

1. FACTORS INFLUENCING CONSUMER BEHAVIOUR

S.No	Factors	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7	Rank 8	Rank 9	Rank 10	Rank 11	Total	Mean Score	Mean Rank
1	Packaging	5	10	-	5	-	10	5	20	25	15	30	125	3.96	10
2	Afford ability	-	20	5	20	20	15	15	10	5	10	5	125	6.32	5

S.No	Factors	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7	Rank 8	Rank 9	Rank 10	Rank 11	Total	Mean Score	Mean Rank
3	quality	90	20	15	-	-	-	-	-	-	-	-	125	10.6	1
4	availability	10	15	10	20	5	10	35	5	15	-	-	125	6.76	3
5	Quantity	-	10	10	-	20	40	10	10	15	-	10	125	5.72	6
6	Safety and Trust worth	10	25	20	20	10	-	20	5	10	5	-	125	7.44	2
7	Consumer friendly	-	10	20	10	10	20	5	15	15	10	10	125	5.68	7
8	More variety	-	5	15	5	15	10	20	20	20	10	10	125	5.08	9
9	Brand loyalty	5	5	15	10	15	10	10	5	15	30	5	125	5.28	8
10	Level of satisfaction	5	5	15	30	20	15	-	20	5	10	-	125	6.6	4
11	Influence of other persons medias	-	-	-	5	10	-	5	15	-	35	55	125	2.56	11

It is evident from the table that 90 respondents gave first rank to quality as the most important factor influencing their purchase. Safety and trust worthy of the products, availability of the product, Level of satisfaction and affordability are ranked second, third, fourth and fifth factor respectively. The analysis clearly stated that quality is the prominent factor influencing consumers of Urban Kerala.

2. VARIOUS SALES PROMOTION TECHNIQUES

S. No	Techniques	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7	Total	Mean score	Mean rank
1	Self liquidating offers	7	7	7	24	30	43	7	125	3.24	5
2	Free trials	31	20	24	30	13	-	7	125	4.98	3
3	Gifts	24	36	31	27	6	1	-	125	5.33	2
4	Reduced price	43	24	32	7	7	12	-	125	5.42	1
5	Packages with extra materials	14	37	18	13	19	24	-	125	4.53	4
6	Redeemable coupons	6	1	12	18	43	39	6	125	3.14	6
7	others	-	-	1	6	7	6	105	125	1.33	7

Reduced price is regarded as the best sales promotion technique and gift is also good sales promotion technique with mean 5.33 which occupies second position. The third, fourth, fifth, best techniques according to the respondents are free trails, packages with extra materials and self-liquidating offers respectively.

3. VARIOUS PRINT MEDIAS

S.No	Modes	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Total	Mean score	Mean rank
1	Television	113	-	6	-	6	-	125	5.71	1
2	Radio	-	19	54	12	21	19	125	3.26	4
3	Internet	6	66	21	13	19	-	125	4.21	2
4	Mobile Phones	6	24	37	33	24	1	125	3.61	3
5	Films	-	16	6	67	24	12	125	2.92	5
6	Others	-	-	1	-	31	93	125	1.27	6

Television is found almost in all houses of Urban and rural Kerala. People are keen interested in watching television news and other entertainment programmes. Second and third popular modes are internet and mobile phones

4. VARIOUS ELECTRONIC MEDIA

S.No	Modes	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Total	Mean score	Mean rank
1	Newspaper	87	19	1	18	-	125	4.4	1
2	Magazine/ Journal	12	26	66	15	6	125	3.18	3
3	Display Boards	18	50	32	19	6	125	3.44	2
4	Advertisement at Point of Purchase	8	30	20	60	7	125	2.77	4
5	Others	-	-	6	13	106	125	1.18	5

Newspapers are the most important print media for communication in urban kerala. Display boards, Magazine & Journals and advertisement ranked second, third and fourth important mode.

5. VARIOUS CAMPAIGN MEDIA

S.No	Modes	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Total	Mean score	Mean rank
1	Roadshow	9	31	36	49	-	125	3	4
2	Movie	25	25	50	19	6	125	3.35	3
3	Speech	30	37	15	37	6	125	3.38	2
4	Demonstration	61	26	24	8	6	125	4.02	1
5	Others	-	6	-	12	107	125	1.24	5

Majority of respondents suggested first rank (61 respondents) for demonstration. The second and third prominent modes for campaigns are speech with mean 3.38 and movie with mean 3.35 respectively. Both shared almost equal position as effective campaign modes used for promotion of products. Road shows stand on fourth position as campaign modes for promotion in urban Kerala because most of the roads are narrow and congested in urban Kerala.

6. COMMON PROMOTION TECHNIQUES AND CONSUMER BEHAVIOUR

S. No	Common Promotion Techniques	Promotion (Yes)	Techniques (No)	Total
1	Sales promotion, Advertisements, Personal Selling	19	7	26
2	Sales promotion, Propoganda, Advertisements	18	7	25

3	Advertisements, Publicity, Sales promotion	61	13	74

The calculated chi-square value is greater than the critical value at 5% level of significance which reveals that the null hypothesis is correct. It is accepted. So the common promotional mode influences the consumer behavior of the respondents.

SUGGESTIONS:

The buyers prefer quality products rather than factors like brand loyalty, user friendly variety and design. Hence efforts must be made to increase the quality of the products. Advertisement is considered as the most effective promotion technique accepted by consumers. So scientific advertising strategies should be formulated and implemented by the manufacturers of consumer products. Repetitive advertisement in electronic Medias can be used for consumer goods in Urban Kerala because urban Keralites are highly responsive toward advertisements in electronic Medias. Excellent demonstration should be given by the manufacturers to create awareness about their products and to explain its advantage to the customers. Sales promotion may be aimed through advertisements through televisions, and newspapers which are the popular communication modes in the urban Kerala. Many factors influence in designing a proper promotional mix. These product market factors such as nature of product, market size, location, features of buyers, cost, distribution channel etc should be taken into consideration by the manufacturer in designing the promotion programme in urban Kerala. More new promotional strategies like diversified products, scientific promotional tools etc can be applied or innovated by the manufacturers in order to tap market share because of cut throat competition.

CONCLUSION:

Urban Kerala is blooming in full swing towards technology which increases the pace of urban life. So knowledge of consumer behaviour of consumers in urban Kerala would render immense help for planning and implementing marketing strategies. Promoting sales is producer's responsibility and one of the most important elements of marketing mix. The study supports the concept that consumer behavior can be favourably influenced through promotion. Marketing in the modern times relies more on information about customers' needs and competition. IT is used now-a-days in retailing, distribution market research, advertising etc. To conclude, it may be stated hat the modern marketing is the guiding element of business.

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