

A STUDY ON EMPIRICAL STUDIES ON SHOPPING PATTERN OF THE CUSTOMERS IN RESPECT OF SALES PROMOTION

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Abstract: Shopping pattern refers customs, habits, and transactions etc., of a consumer at the time of buying / consuming a product/service. These differ from person to person, time to time and so on. The following section deals with the shopping behavior of the 400 selected consumers of the FMCGs. Every variable has sub divisions and they have been shown with frequency and relevant percentages in the following table.

Keywords: Shopping pattern, FMCGs Brand, Sales Promotion.

I. INTRODUCTION

Current marketing is more than just producing high-quality products, suitable pricing and easy admission to them. New customers has become so significant in modern retailing in addition to loyal to them and labors have been paying in that perspective as known, the cost of keeping consumers present is a lesser amount of than the cost of gaining new customers. World of today's world is a benefit-cost. Firms have to rethink the relationship between approach and performance of their consumers. All business needs to communicate to the consumer what they have to offer. Promotion refers to the motivational method of getting the consumer to purchase the product. Promotion is referred to as any announcement used to notify, persuade, and/or remind citizens about an organization or individual's goods, Services, image, ideas, community involvement, or impact on the social order. Promotion primarily consists of communication and linked media that are used to communicate with the market. A marketing communications strategy which requires that a company adopt strategies that organize unusual promotional elements and that these promotional actions are integrated with other marketing actions that communicate with customers. The basics of promotional strategy engage deliver the communicational message from the producer to the consumer. The purpose of the message is to influence the audience to purchase the product or service. So the consumer wants to be open to the message and to be able to take it in such a way the intent to purchase is well-known. Companies must communicate with their present and promising customers, as well as internally and so it is very important in the marketing process. A modern company manages a multifaceted marketing communication system.

The promotion mix includes the Advertising, Public Relations, Sales Promotion, Direct marketing and Personal Selling. Sales promotion consists of a lot of incentive tools; mostly they are short term tools, which are used to encourage consumers and/or dealers to go faster the purchasing process or to boost quantities of sales. Sales promotion is certainly one of the unsafe elements in marketing mix and toolkit for the marketers. Statistics for packaging companies show that sales promotion comprise nearly 75% of the marketing budget. Marketing research, both theoretical and empirical, focus on how sales promotion impacts the behavior of consumers, mainly the consumer purchasing decision. The promotional

activity stimulates the customer for think and evaluates the brand and the quantity that they may not have been realized. So, the sales promotion is very important tools for the marketers and retailers used with different promotional tools and strategies in order to understand the customers' preferences and boost the sales of their business.

II. REVIEW OF LITERATURE

Folkes et al. [1993] take into shortage hypothesis and clarify that customer inferior consumption of products while supply is limited because they know smaller quantities as more valuable.

Wansink [1996] recognized that substantial holding expenditure pressure consumers to consume more goods. *Wansink and Deshpande [1994]* make clear that while the product is professed generally substitutable, customers will consume more than its close substitutes. They also clarified that higher expire ability increases utilization charges.

Tyremen, David; Walton, Keith (1998) inscribes about Theme-oriented displays and behavior of shopping environment in the article "Visual merchandising ups sales". He states that Visual merchandising the art of bandage merchandise display regions with theme-oriented props--creates a mood for buying. Even though shoppers live in a self-service world, surveys show service is still of prime importance.

Yalch, Richard F. & Spangenberg, Eric R. (2000) in their study on "The Effects of Music in a Retail Setting on Real and Perceived Shopping Times" has linked shopping behavior to environmental factors through changes in emotional states. Analyses revealed that individuals reported themselves as shopping longer when exposed to familiar music but in fact the customers kept shopping for longer hours when expose to unfamiliar music. Shorter actual shopping times in the familiar music condition were related to enlarged provocation. Longer saw shopping times in the recognizable music condition seem identified with unmeasured psychological variables. Albeit passionate 90 states influenced item assessments, these impacts were not specifically identified with the music controls.

Chandon and Wansink [2002] explain that stockpiling boosts consumption of high convenience products more than low convenience products. *Assuncao and Meyer [1993]* explained that consumption is an endogenous decision variable motivated by promotion and promotion added stockpiling resulting by looking ahead behavior.

III. RESEARCH METHODOLOGY

The population for this study consisted of all the households (sampling size was 400) in Thanjavur district. The sample for the study was selected from the population by descriptive method. Thanjavur Districts is the geographical areas of the study. 400 sample consumers selected at random from the large population.

Data and sources:

Both primary and secondary data was collected for this study (shopping pattern of the 400 customers). The primary data was collected through structured questionnaire.

IV. ANALYSIS OF DATA

In this section, it is attempted that find out the shopping pattern of the customer in Thanjavur of the 400 customers compared with some demographic variables. The shopping pattern of the customers was easily understood by this analysis.

Table 1: Frequency analysis for shopping pattern of the customers

Shopping pattern of the customers	Variables	Frequency	Percent
Buying selected or favorite brand of the FMCGs	Just for one year	222	55.5
	1-2 years	103	25.8
	2 years & above.	75	18.8
	Total	400	100.0
Buying the FMCGs for family members	Weekly once	105	26.3
	Fortnightly once	132	33.0
	Monthly once	111	27.8
	Occasionally	52	13.0
	Total	400	100.0

Sources of awareness to the newly marketed FMCGs	Friends / Relatives	24	6.0
	Neighbor	216	54.0
	Advertisement	160	40.0
	Total	400	100.0
Type of buying in the case of shopping for FMCGs every time	Planned buying	223	55.8
	Occasional buying	177	44.3
	Total	400	100.0
Amount spent to buy the FMCGs	Upto Rs.200	51	12.8
	Rs.201-400	120	30.0
	Rs.401 – 600	144	36.0
	Rs.601 & above	85	21.3
	Total	400	100.0
Grievance/complaint towards these FMCGs	Yes	290	72.5
	No	110	27.5
	Total	400	100.0
Influenced to buy the particular brand of FMCGs	Friends/Relatives	142	35.5
	Salesman	107	26.8
	Myself	151	37.8
	Total	400	100.0
Influenced to buy the particular brand of FMCGs	Quality of the goods	100	25.0
	Reasonable price	100	25.0
	Easy availability	122	30.5
	Advertisement	78	19.5
	Total	400	100.0

Source: Primary Data (Output generated from SPSS 20)

In respect of buying selected or favorite brand of the FMCGs, 55.5 percent consumers buy the goods for just one year. 25.8 percent consumers buy the goods for 1-2 years. 18.8 percent consumers buy them for 2 years and above. In the case of buying the FMCGs for family members, 33 percent consumers buy the goods once in fortnight. 27.8 percent consumers buy them once in month. 26.3 percent consumers buy the goods weekly once. Towards the Sources of awareness to the newly marketed FMCGs, neighbor is the major source to majority consumers (54 percent). 40 percent consumers have awareness from the advertisements. Only 6 percent consumers have secured awareness towards the FMCGs from their friends/ relatives. As the Type of buying is concerned with, majority consumers (55.8 percent) consumers have the habit of planned buying. It means that they usually buy the goods intentionally. Selection of particular brand of the FMCGs, amount to be spent, and frequency of buying and so on are predetermined by them. 44.3 percent consumers buy the FMCGs occasionally.

In the case of Amount spent to buy the FMCGs, 36 percent consumers usually spend Rs.401-600 for the FMCGs per week. 30 percent consumers spend Rs.201-400. 21.3 percent consumers spend Rs.601 and above towards the FMCGs. 12.8 percent consumers spend upto Rs.200 per week. In respect of grievance/complaint towards these FMCGs, 72.5 percent consumers have some grievances. 27.5 percent consumers do not have such grievances. In respect of Influenced to buy the particular brand of FMCGs, majority consumers (37.8 percent) are influenced by themselves. They are self-motivated in the case of buying the particular brands of the FMCGs. 35.5 percent consumers are influenced by the friends/ relatives. 26.8 percent consumers are motivated by the salesmen. In the case of Influenced to buy the particular brand of FMCGs, 30.5 percent consumers are influenced by the factor easy availability. Quality of the goods and Reasonable price are the two factors, influencing the consumers to buy the particular brands of the FMCGs and they have equal number of consumers (25 percent for each). 19.5 percent consumers are influenced by the advertisements.

V. FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS:

- ✓ In respect of buying selected or favorite brand of the FMCGs, 55.5 percent consumers buy the goods for just one year. 25.8 percent consumers buy the goods for 1-2 years. 18.8 percent consumers buy them for 2 years and above.
- ✓ In the case of buying the FMCGs for family members, 33 percent consumers buy the goods once in fortnight. 27.8 percent consumers buy them once in month. 26.3 percent consumers buy the goods weekly once.

- ✓ Towards the Sources of awareness to the newly marketed FMCGs, neighbors are the major source to majority consumers (54 percent). 40 percent consumers have awareness from the advertisements. Only 6 percent consumers have secured awareness towards the FMCGs from their friends/ relatives.
- ✓ As the type of buying is concerned with, majority consumers (55.8 percent) have the habit of planned buying. It means that they usually buy the goods intentionally. Selection of particular brand of the FMCGs, amount to be spent, and frequency of buying and so on are predetermined by them. 44.3 percent consumers buy the FMCGs occasionally.
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SUGGESTION:

Television is most preferred knowledge source and it reaches mass level, so, this media should be considered as very effective medium to reach to customers. The FMCG companies should use this media to reach the consumers at large extent.

VI. CONCLUSION

According to this study majority of the people believe in brand and they select their product based on their own preference. Brand loyalty also plays a vital role in shopping. TV plays a vital role in shopping pattern of the customer. Moreover shopping pattern is pre planned and selection of the brand is depends on the relatives and neighbors. Easy availability, Quality of the goods and Reasonable price are the three factors, influencing the consumers while shopping the products.

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APPENDIX - A

QUESTIONNAIRE:

I. SOCIO-DEMOGRAPHIC PROFILE OF THE CUSTOMERS:

Name : -----

- | | | | |
|---------------------------|---|--------------------------|-----|
| 1. Gender | : | 1. Male | [] |
| | | 2. Female | [] |
| 2. Age (in years) | : | 1. 20-40 | [] |
| | | 2. 41 – 60 | [] |
| | | 3. 61 and above | [] |
| 3. Marital Status | : | 1. Married | [] |
| | | 2. Unmarried | [] |
| 4. Literacy Level | : | 1. Upto School Final | [] |
| | | 2. Diploma/ Degree | [] |
| | | 3. Post Graduate Degree | [] |
| | | 4. Professional Degree | [] |
| 5. Occupation | : | 1. Employee | [] |
| | | 2. Business | [] |
| | | 3. Profession | [] |
| | | 4. Agriculture | [] |
| | | 5. Household | [] |
| | | 6. Others | [] |
| 6. Annual Income (in Rs.) | : | 1. Upto Rs. 2 lakhs | [] |
| | | 2. Rs.2 Lakhs -4 Lakhs | [] |
| | | 3. Rs. 4 Lakhs – 6 Lakhs | [] |
| | | 4. Above Rs.6 lakhs | [] |
| 7. Area of Residence | : | 1. Rural | [] |
| | | 2. Semi-Urban | [] |
| | | 3. Town | [] |

II. SHOPPING PATTERN OF THE CUSTOMERS:

8. For how long do you buy selected or favourite brand of the FMCGs?

1. Just for one year []
2. 1-2 years []
3. 2 years & above. []

9. How often do you buy the FMCGs for your family?

1. Weekly once []
2. Fortnightly once []
3. Monthly once []
4. Occasionally []

10. What is the source of awareness to you about the newly marketed FMCGs?

1. Friends / Relatives []
2. Neighbours []
3. Advertisement []

11. What type of buying is yours in the case of shopping for FMCGs every time?

1. Planned buying []
2. Occasional buying []

12. How much amount do you spend to buy the FMCGs?

1. Upto Rs.200 []
2. Rs.201-400 []
3. Rs.401 – 600 []
4. Rs.601 & above []

13. Do you have any grievance/complaint towards these FMCGs?

1. Yes []
2. No []

14. Who has influenced you to buy the particular brand of FMCGs?

1. Friends/Relatives []
2. Salesman []
3. Myself []

15. Which has influenced to buy the particular brand of FMCGs?

1. Quality of the goods []
2. Reasonable price []
3. Easy availability []
4. Advertisement []