

The Impact of Personal Selling on Consumer Buying

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Abstract

Every firm requires sales staff to help them advertise their products and services to customers through its sales representatives. In today's industry, sales promotion and distribution are critical components of success. As a result, it is critical to understand how far these marketing strategies are succeeding in raising brand awareness in the minds of customers and impacting them to purchase products and services. It is also necessary to improve the quality, creativity, and use of technology in the distribution and sales promotion processes. Main goal of the study is to examine the advertising and promotional strategies used by FMCG firms to advertise their products and services, as well as to determine which sales promotion techniques are the most effective for specific items offered by the companies under consideration. For this purpose, a sample of 150 respondents was gathered, and the data was analysed using percentage analysis, mean rank, and chi square as statistical tools. The findings revealed that while the companies have a reach towards the advertisements they produce, more effective measures must be implemented by the companies in order to make the advertisements more effective in the future.

Keywords: Personal Selling, Sales Promotion and Creativity.

Introduction

Conventional promotion is being phased out in favour of various marketing methods and communication platforms as organisations compete for the attention of customers in a highly competitive market environment.

In marketing, sales promotion is the process of convincing potential customers to purchase a product or service. It is not the intention of sales promotion to be used as a long-term approach to increase consumer loyalty; rather, it is intended to be used as a short-term tactic to increase sales.

Every firm requires sales staff to help them advertise their products and services to customers through its sales representatives. In today's industry, sales promotion and distribution are critical components of success. As a result, it is critical to understand how far these promotional activities are succeeding in raising brand perception in the mind of customers and stimulating them to purchase products and services. It is also essential to improve the quality, innovation, and use of technology in the distribution and sales promotion processes.

Process of Developing a Promotional Concept

It is never possible to build marketing concepts in a vacuum. Creating the appropriate "Concept" for the entire task can only be accomplished via a thorough grasp of each of the following components of the assignment.

Objectives for a brand or a company.

Objectives in terms of promotion.

Brand identity, including its profile, image, and personality.

Understanding of the intended audience.

Promotional Methods and Techniques.

Promotional tools for Increasing Sales

In the marketing world, sales promotions are short-term marketing methods used by manufacturers to achieve a specific goal, such as growing market share or encouraging sales during off-peak hours. Sales promotions are frequently included as a part of a broader advertising or marketing strategy. Various sales promotion tactics, such as price discounts, product freebies, and trial periods, are accessible for use in order to increase sales.

Free Samples

Offering free samples is a no-risk option for customers to check out a new product before making a purchasing decision. Manufacturers frequently utilise the postal service to deliver a tiny box containing a new laundry detergent to homeowners. It is common for manufacturers to incorporate vouchers with their products in order to stimulate subsequent sales.

Promotional Periods

A promotional period enables consumers to utilise a product for free for a specific length of time, such as 30 days, during which time the product is being promoted. Promotional or guarantee periods are frequently used in television advertisements to entice viewers to purchase a product. The consumer is immediately invoiced or a charge is made to her credit card if she does not cancel the purchase or return the product during the promotional time. If the customer does not cancel the purchase or return the goods, she will be charged.

Displays at the Point of Purchase

Points of sale (or points of distribution) Displays are used in retail businesses to draw a customer's attention to a particular product. The things chosen may be on sale, but they may also be limited-edition or seasonal items in great demand. The displays are constructed in a prominent area, such as at the end of an aisle or at the front of the store, right at the entrance. It is also possible that the retailer will display signs at the product's usual rack positions.

Literature Review

Close Finney, lacey & sneath (2006) Corporations use event marketing to achieve a number of goals in a range of industries. The most often stated aims are greater brand recognition, increased revenue, and image enhancement.

Dawes (2004) if some new users are enticed to a sales campaign, the promotion can have a beneficial after-effect if the new users continue to make purchases in the following months. The data does not support any long-term positive advantages for establishment brands, however, according to the research. The primary reason is that price

promotions are most often used to target irregular consumers, and that the tiny number of new purchasers that are persuaded has a poor likelihood of making a second purchase.

Hellam (2005) when the product in issue is vital to a prospect's business, sales promotional efforts might be centered on the product itself. Such promotions might include free samples, a factory tour, free value-added training, and other forms of assistance to the customer. These many actions are referred to as intrinsic activities, and they are the most direct, cost-effective, and efficient strategy since a product makes the greatest sales argument for itself, as opposed to a service.

Statement of the Problem

Advertising is considered to be a component of the communication or promotion blend. Advertising is a short-term inducement designed to stimulate the purchase of an item or service in the near term. Advertising consists of marketing campaigns that, for a limited period of time, add to the fundamental value of a product or service and that directly stimulate consumer purchasing, stimulate distributors to carry and/or promote the product, or directly stimulate the effort of the sales force through sales representatives. Effective advertising increases the sales turnover, profits, market share and also improves the good will of the organization. This has motivated the researcher to undertake a research on the topic "A Study on Customer Perception with regard to Advertising techniques by FMCG companies.

Objectives of the Study

1. To study the advertising and promotional techniques of FMCG companies based on the service provided.
2. To analyses the relationship between the demographic variables of the respondents and the service provided by FMCG companies.
3. To identify the most effective sales promotion technique for selected products marketed at based on the companies.
4. To know about the level of satisfaction of customers towards various brand.

Scope of the Study

The study is conducted with customers of various service providers of mobile network. The study aims to analyze the various sales promotion techniques, customer perception, relationship between delivery of service FMCG companies and customer perception. It also analyses the most effective sales promotion technique for selected products marketed by the companies based on various strategies.

Significance of the Study

Advertising is deserving of more serious scholarly consideration than it obtains on occasion. It is concerned with individuals and their reactions to the world around them, much as psychology, political science, and economics are concerned with the world around them. Advertising is the most powerful persuasive power on the planet right now. Firms engaged in the promotion of their products through advertising invest a significant amount of money. Still, only a small number of items are commercially successful. In order to determine why just a small number of individuals utilise a certain product, an extensive study should be carried out.

Research Methodology

It is vital to take a methodical approach in order to complete any work. The methodology that was used in this investigation is described in detail here.

Type of Study

The study was of a descriptive character, as was the purpose of the research. It is the goal of descriptive studies to correctly reflect the opinions or viewpoints of a certain group of individuals regarding a given circumstance.

Source of Information

The following sources provided information about the issue under investigation that was important to the study. Primary data: These information was gathered from the store's consumers through the use of a questionnaire and an interview schedule.

Sampling Design

For the research, the convenience sampling approach was utilised.

Sample Size

Sample size is 150 and the respondents are the customers of FMCG companies.

Tools for Data Collection and Analysis

The tools used for data analysis include, percentage analysis and chi square test.

Limitations

- During certain time of the day, most of these outlets would be very busy with their business, as they would not encourage all these research activities.
- The Survey was restricted to Coimbatore only.
- The respondents were less enthusiastic about doing the questionnaire.as it was perceived as a disruption to their daily job.

Analysis and Interpretation

Personal factors	Particular	No. of respondent	Percentage
Gender	Male	52	34.7
	Female	98	65.33
	TOTAL	150	100
Age	21-30	66	44
	31-40	37	24.7
	41-50	30	20
	Above50	17	11.33
	TOTAL	150	100
Marital status	Married	58	38.7
	Unmarried	92	61.33
	TOTAL	150	100
Educational qualification	School level	38	25.33
	College level	112	74.7
	TOTAL	150	100
Occupation	Agriculturalist	19	12.7
	Businessman	45	30
	Professional	30	20
	Private Employee	35	23.33
	Government Employee	21	14
	TOTAL	150	100
Income level	Below 10000	30	20
	10001-20000	29	19.33
	20001 –30000	17	11.33
	30001 –40000	27	18
	Above 40000	47	31.33
	TOTAL	150	100
No of members in the family	Up to 3 members	33	22
	4 - 6members	67	44.7
	Above 6 members	50	33.33
	TOTAL	150	100
Type of family	Joint family	39	26
	Nuclear family	111	74
	TOTAL	150	100

Interpretation

Out of 150 respondents 65.33% of the respondents are female and remaining 34.7% of the respondents are male. 44% of the respondents are comes under 21-30 years and 24% of the respondents having age group between 31-40 and 20% of respondents are 41-50 age group, 11% respondents having more than 50 years of age. 61% of the respondents are single and 38% of the respondents are married. 74% completed school level education and 25% finished their degree and 23% of the respondents are private employee, and 20% of respondents are professional, 14% respondents Government employee 12% of respondents are Agriculturalist. 31% of the respondents earned Above 40000, and 20% of the respondents are earned Below 10000, and 19% of respondents are Rs10000 to Rs20000, 18% respondents earned 30000 to 40000. 11% of respondents are earned Rs 20000 to Rs30000. 44% of the respondents are 4-6 members, and 33% of the respondents are Above 6 members, and 22% of respondents are Up to 3 members. 74% of the respondents having Nuclear family, and 26% of the respondents belong to Joint family.

Classification of Respondents According to Advertisement Status Respondents

PARICULAR	NO.OF RESPONDENT	PERCENTAGE
Newspapers and magazines	30	20
FM radio	22	14.7
Television	35	23.33
Internet	19	12.7
Cell phone	20	13.33
Others specify	24	16
TOTAL	150	100

Inference

The table above depicts that 23% of respondents by Television, 20% of the respondents by Newspapers and magazines, and 16% of the respondents by others specify, 14% respondents by FM radio and 13% respondents by Cell phone 12% respondents by Internet.

Classification of Respondents According to Advertisement related Respondents

PARICULAR	NO.OF RESPONDENT	PERCENTAGE
Create an awareness of the cause and product	34	22.7
Create and maintain brand loyalty and price deal	39	26
Encourage the buyers to support good cause	26	17.4
Other if any (specify)	51	34
TOTAL	150	100

Inference

The above table implies that 34% of respondents by Others, 26% of the respondents by Create and maintain brand loyalty and price deal, and 22% of the respondents by Create an awareness of the cause and products, 17% respondents by Encourage the buyers to support good cause.

Classification of Respondents of Commercial Source

COMMERCIAL SOURCE	MEAN	STD DEVIATION	RANK
ADVERTISE	2.3333	1.20773	4
SALESPERSO	2.4867	1.03455	2
DEALERS	2.6333	1.07076	1
PACKING	2.4800	1.10957	3

Interpretation

From the above table by considering Mean value we should conclude that 2.6333 of respondents are influenced by the source dealers, 2.4867 of respondents are influenced by the source sales promotion, 2.4800 of respondents are influenced by the source packing, and 2.3333 of respondents are influenced by the source advertisement.

Majority of the respondents (2.633) of respondents are influenced by the source.

Chi-square Analysis

Relationship between Gender and Family Income

MONTHLY INCOME GENDER	Below 10000	RS 10001- Rs20000	Rs20001- Rs30000	Rs30001- 40000	Above 400000	Total
Male	7	13	10	14	01	45
Female	10	50	17	23	05	105
Total	17	63	27	37	06	150

Inference

In the above table, the calculate value is greater than the table value. Hence the null hypothesis is rejected it is founded that there is a significant relationship between gender and preference of monthly income.

Table value = 9.488 for degrees of freedom and 5% level of significance.

Calculator value = 10.22.

As calculator value > table value the null hypothesis is rejected.

Therefore, it is that there is a significant relationship between gender and monthly income.

Findings

- 65% of the respondents are female.
- 44% of the respondents are coming under 21-30years of age.
- 74% of the respondents have completed their school level education.
- 30% of the respondents are Business man.
- 31% of the respondents earned Above Rs.40000.

Suggestions

- Incentives such as increased quantities of the same product are preferred by consumers over value added offerings such as free samples or free samples of different products. Bonus pack strategies are more efficient than free gifts and praises in terms of increasing sales.
- Consumers like to get coupons in the form of newspapers and magazines, thus the coupon distribution method should be made more simplified.
- Price-off or discount strategies may be used by advertisers to accomplish short-term objectives of promotion such as brand switching, trial purchases, and accumulating ahead of subsequent initiatives.
- The efficacy of sales promotion over the long run is quite restricted. Sales promotion does not result in increased repeat purchases or the development of brand loyalty in a satisfying manner. As a short-term solution, it might be used to reduce inventory or keep competitors from entering the market.
- Sales promotion is more effective in non-food categories such as detergent, toothpaste, and other personal care products. These products can be advertised on a much more regular basis.
- Women are more likely than males to be drawn to point-of-purchase displays and feature commercials, according to research. As the number of female customers continues to rise, counter and window displays, as well as feature ads, may become increasingly popular.
- A sample of a new product may be delivered in conjunction with another product from the same marketer or through the retail counter in order to increase its effectiveness.

Conclusion

The conclusion is that the companies have a reach towards the advertisement made by them but some effective measure has to be taken by the to make the advertisement more effective in future period of time.

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