



International Journal of Intellectual Advancements and Research in Engineering Computations

A study on the effects of edible oil sales promotion towards customer buying behaviour with special reference to Mr.Goldoil company Pvt Ltd., Erode

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ABSTRACT

The main purpose of this research was to investigate the effect of sales promotion and natural environment that is casual factor in customer buying behavior. The survey found that there was an insignificant relationship between coupons and buying behavior. On the other hand the buy-one-get-one free, Physical surrounding has a significant relationship with the purchasing behavior. The consequences of this research will help marketers to recognize the most excellent kind of promotional tools that significantly influence the purchasing behavior of customer

INTRODUCTION

The purpose of this study is to investigate the effect of sales promotion on customers' buying behavior. The general objective of this study was to find out the effectiveness of sales promotion tools and techniques on customers' buying behavior. Marketing activities related to sales promotion are aimed at increasing consumer purchases and, directly, at earning more profit for the company.

STATEMENT OF THE PROBLEM

Sales promotion is very important as it not only helps to boost sales but it also help a business to draw new customers. there are a variety of sales promotional strategies that a business can use to increase their sales.A sales promotion strategy is an activities that is designed to boost the sales of a product and service. this can be done through an advertising ,public relation activities, free sampling ,free gift and this is importance of a sales promotion strategy.

OBJECTIVES OF THE STUDY

- ❖ To identify the demographic profile of respondents
- ❖ To analysis the problems faced by customer due to lack of sales promotion towards customer buying behaviour provide to Mr. gold oil pvt ltd

SCOPE OF THE STUDY

- ❖ The study on identify the effectiveness of sales promotion tool which carried by Mr. Gold oil company
- ❖ The fulfillment of the customers preference and expectations

LIMITATIONS

- ❖ Time constraints for the entire study
- ❖ Most of customers show hesitations to respond.

- ❖ Many of the respondents found difficult to rank the problems as the equally facing the problems
- ❖ The Many Respondents to response to the Survey in their Busy Schedule.

LITERATURE REVIEW

- ❖ Nelson and Moi, Tung, Chiew (2005) in their study evaluated the impact of sales promotional tools, namely coupon, price discount, free sample, bonus pack, and in-store display, on product trial and repurchase behavior of customers. The moderation role of fear of losing face on the relationship between the sales promotional tools and product trial was also examined. The results of study show that price discounts.
- ❖ Gould, W. Brim (1997) in his study, focused on the dynamics of the consumer purchase process and examined the effect of coupon-based price deals on inter purchase times. He used econometric models of duration to a formally purchased food commodity, cheese. Results suggested that use of coupon results in reduced inter-purchase time for all varieties of cheese products.
- ❖ Sethuraman, Raj (1996) 16 developed a Separate Effect Model that separates the total discount effect of competing high-priced brand on the sale of the focal low-priced brands in to discount effect. Findings from empirical analysis is that the leading national brand can draw sales from competing brands without reducing its price below the price of other brands.

RESEARCH METHODOLOGY

Research design

A Master plan that specifies the method and procedures for collecting and analysing needed information

Descriptive research

Descriptive research design is used for the study. it is a fact finding investigation with adequate interpretation

Sample design

Sampling is the process of selecting a sufficient number of elements from the population. A Sample Design is a definite plan for obtaining a sample from the sampling frame. It refers to the technique or the procedure the researcher would adopt in selecting some sampling units from which inferences about the population is drawn.

Non-probability sampling

Non-Probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected.

Convenience sampling

Convenience sampling (also known as Availability Sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

Size of the sample

The Sample size is 100

Data collection method

Primary data

These are data which are collected for the first time directly by the Researcher for the Specific study undertaken by him. In this research primary data are collected directly from the Respondent by using Questionnaire cum Enumeration Method.

Secondary data

These are data which are already collected and used by someone preciously. The data's are collected from journals, magazines and websites.

STATISTICAL TOOLS USED

To analyse and interpret collected data the following simple percentage and ranking were used.

Simple percentage analysis

To analyze and interpret collected data the following simple percentage and ranking were used.

FORMULA

$$\text{Percentage} = \frac{\text{Number of the respondents}}{\text{Total number of the respondents}} \times 100$$

Henry garrett ranking

Garrett's ranking technique to find out the most significant factor which influences the respondents; Garrett's ranking technique was used.

DATA ANALYSIS**Table no 1: Demographic profile of the respondents**

Details of the respondent		No.of Respondents	Percentage
Age	Below 20 years	10	10
	21-30 years	36	36
	31-40 years	36	36
	Above 41	31	31
	Total	100	100
gender	male	82	82
	Female	18	18
	Total	100	100
Marital status	Married	58	58
	Unmarried	42	42
	Total	100	100
Monthly income	Below 10000	15	15
	10000-20000	38	38
	20000-40000	34	34
	Above 50000	13	13
	Total	100	100

The Respondents participated in the research are from diversified background with gender, age group, marital status and educational qualification

Source: primary data**Interpretation**

From this study it is evident that age group of the 36% of the respondents fall under the category

of 21 – 30 years, 82% of the respondents of the gender group of male, 58% of the respondents marital status is married, monthly income of 38% of respondents falls under the category of Rs.10000 – Rs.20000.

Table no 2: To analysis the problems faced by customers due to lack of sales promotion towards customer buying behavior provide to mr. Gold oil pvt

S.NO	PROBLEMS	MEAN SCORE	TOTAL SCORE	RANK
1	Product discount	339	2373	1
2	Lucky draw	361	2166	2
3	Quantity gift	446	446	7
4	Free door delivery	372	1860	3
5	Price pack	445	890	6
6	Cents of coupons	441	1323	5
7	Price off offer	396	1584	4

Source: Primary Data

Interpretation

From this study, it is found that from the table it is evident that, product discount is ranked as no.1 with the total score of 2373, lucky draw is ranked as no.2 with a total score of 2166, and free door delivery is ranked as no.3 with the total score of 1860. Price off offer is ranked as no.4 with the total score of 1584. and cents of coupons is ranked as no.5 with the total score of 1323. and price pack is ranked as no.6 with the total score of 890. and quantity gifts is ranked as no.7 with the total score of 446.

FINDINGS

1. Product discount is ranked as no.1 with the total score of 2373,
2. Lucky draw is ranked as no.2 with a total score of 2166,
3. Free door delivery is ranked as no.3 with the total score of 1860.
4. Age group of the 36% of the respondents fall under the category of 21 – 30 years,
5. 82% of the respondents of the gender group of male,
6. 58% of the respondents marital status is married,
7. Monthly income of 38% of respondents falls under the category of Rs.10000 – Rs.20000

SUGGESTIONS

- 1) The customers for give more importance to product discounts and promotions displayed

in Newspaper. Therefore in order to reach most of the customers in erode, Mr. Gold oil companies can advertise their products more on newspaper than the other media sources.

- 2) The lucky draw and Sales promotions with celebrity endorsement creates positive impact in customer mind. Therefore celebrity involvement in a lucky draw advertisement will attract the customers and make them to prefer more Mr. Gold products
- 3) Sales promotion plans like buy more and save, combo, free home delivery services, buy one get one free, win prize, price off and have positive impact on customers. The sales promotion plans will attract more customers in Erode.

CONCLUSION

The study concluded that Promotion activities induce customers to consume products on the market thus increasing consumption rate and the sales volume. There is a strong relationship between sales promotion and the customers buying behavior. As per this study sales promotional activities do have impact on customers buying behavior. Majority of the customers Mr,Gold is having belongs to business man group. The sales promotion tools which help in quick sales are used in Mr. Gold to attract consumers to visit the store outlet approach to the product

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