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A study on youngster attitude towards the field marketing with special reference to Tirupur

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ABSTRACT

Field marketing is a traditional discipline in direct discipline in direct marketing; it involves people distributing, auditing, selling or sampling promotions on the field. Field marketing is a historical thought of one way communication tool. The brand's message is delivered from field marketers to the customer whether through the medium of sample, a piece of merchandise or literature.in current times field marketing may also include two way communications such as requesting feedback about a sample or inviting customers to follow a brand on social media. The study recognizes the attitude of field marketers how are in the field while in meeting with the customers or doing services to the customers. And their experience in field marketing activity such as sales merchandising or special promotions. The findings have implications for field marketers and finding solution to their problems to some extent.

INTRODUCTION

Field marketing is a branch of marketing in which brands get their products in front of consumers" out in the field" at retail locations, events, college campuses or in public locations. Field marketing initiatives include demos, promotions and direct sales. The objective of field marketing varies by company and campaign, but some goals include brand awareness, increased sales at targeted locations, and increased engagement with local buying communities. Field marketing representative are generalist-they may conduct product demos and retail audit or sell products directly to customers at shows and events. Their primary objective is to drive brand awareness through on-site, face to face interactions with consumers. Field marketers also act as liaisons between the buyers and sellers, providing valuable information about product and services to customers. The Field marketing manager are responsible for hiring, training and directing their field teams as well as ensuring field marketing

campaigns achieve their intended goals. While field marketing manager often work with the senior marketing executives to determine what these objectives will be, field marketing manager are also responsible for reporting on these initiatives to senior management. Field marketing provide getting information on real time basis however to coordinate and manage all the stages of field marketing it involves the efforts of field marketing representatives. This study provides field marketers by providing higher visibility about the field marketing. Second this provides the valuable insights about the field marketing job for the upcoming field marketers.

STATEMENT OF THE PROBLEM

This study is mainly dealt with knowing the youngster attitude towards the field marketing. This research focuses on the youngster preferences towards the field oriented jobs and the research also focuses on the changing preferences of their

field oriented jobs. This study determines the challenges faced by them and the benefits gained through it. This study also focuses on the factors influencing the field marketers and provide a suitable suggestions to overcome the challenges.

OBJECTIVES OF THE STUDY

- To identify the demographic profile of the respondents
- To analyze the problems faced by respondents in field marketing.

Scope of the study

The study made on the topic 'youngster attitude on field marketing', helps to understand the youngster attitude towards the field marketing it provides the frame of mind of youngster towards the field marketing job. The study also opens the various factors which they are affected by the field marketing jobs.

Limitations of the study

1. The study is limited to the Tirupur district.
2. Many respondents neglected to respond to the survey in their busy schedule.

REVIEW OF LITERATURE

- **The role of AITect in attitude formation:** A Classica conditioning approach, John kim, Jeon-Su-lim and Mukesh Bhargava. Journal of the academy of marketing science. 26(spring 1998),pp,143-52,[Literature review. Hypothesis. Affect influences attitudes even in the products belief's and can play a more important role than the belief.
- **A longitudinal study of the stability of consumer expectations of services:** Kenneth E,Clow. David L, Kurt/., and John much journal of business research .42 (may 1998)[Literature review. Hypothesis survey of customers. Demographic characteristics effects, experiences patronage, constructs (price tangibles product image, staff time and statistical analysis.
- **Niche Marketing Principles:** Guerrillas Versus Gorillas. Levfik Dalgic, Journal of segmentation in Marketing, 2 (No.1, 199S), pp.5-18 [Literature review, Market strategy, Small versus large

firms. Comparisons, Segmentation, Relationship marketing, Examples Europe

RESEARCH METHODOLOGY

Research design

1. A Master plan that specifies the method and procedures for collecting and analyzing needed information.
2. A research design is a framework or blueprint for conducting the marketing research project.

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.

Probability sampling

Probability sampling is a sampling technique where the samples are gathered in a process that will have all the individuals in the population of getting equal chances of being selected.

Stratified sampling method

Stratified sampling is a probability sampling technique wherein the researcher divides the entire population into different subgroups, then randomly selects the final subjects proportionally from the different subgroups.

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.

Secondary data

These are data which are already collected and used by someone preciously. In this research

review of Literature, Details of the industry are collected from the Internet.

STATISTICAL TOOLS USED

To analyze 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

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

Henry garrett ranking

Garrett's ranking technique to find out the most significant factor which influences the respondent, Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

- Percent position = $100 (R_{ij} - 0.5) / N_j$
- Where R_{ij} = Rank given for the i th variable by j th respondents.
- N_j = Number of variable ranked by j th respondents.

DATA ANALYSIS

The Respondent who participated in the research is from diversified background with gender, age group, marital status and educational qualification.

Table 1: Demographic profile of the respondents

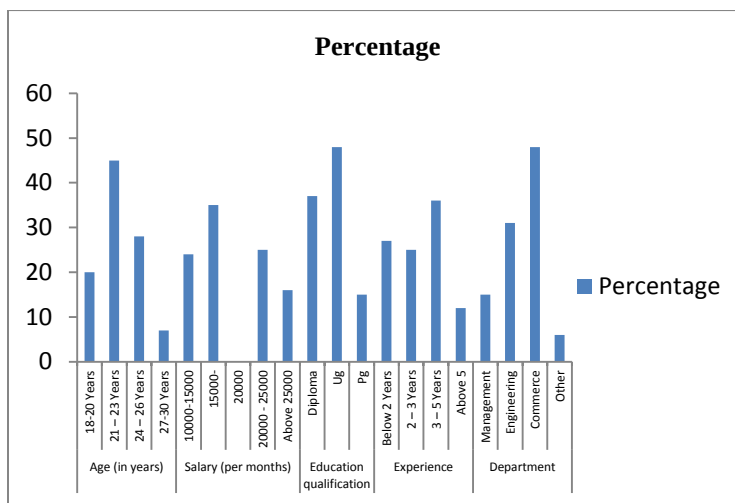
Details of the respondent		No. of Respondents	Percentage
Age (in years)	18-20 Years	20	20
	21 – 23 Years	45	45
	24 – 26 Years	28	28
	27-30 Years	7	7
	Total	100	100
Salary (per months)	10000-15000	24	24
	15000-20000	35	35
	20000-25000	25	25
	Above 25000	16	16
	Total	100	100
Education qualification	Diploma	37	37
	Ug	48	48
	Pg	15	15
	Total	100	100
Experience	Below 2 Years	27	27
	2 – 3 Years	25	25
	3 – 5 Years	36	36

Department	Above 5	12	12
	Total	100	100
	Management	15	15
	Engineering	31	31
	Commerce	48	48
	Other	6	6
	Total	100	100

Interpretation

From the above table it is evident that percentage of age group below 18-20 years is 20%, percentage of age group between 21 – 23 years is 45%, percentage of age group between 24 – 26 years is 28% and percentage of age group between 27 - 30 years is 7%. On the salary basis, the percentage who earning between Rs.10000-15000 is 24%, the percentage of who earning between Rs.15000 – Rs.20000 is 35%, the percentage of who earning between Rs.20000 – Rs.25000 is 25% and the percentage of who earning above Rs.25000 is 16%. In this survey, the percentage of young field marketers educational qualification is 37%, of the percentage pursued Diploma and 48%, of the percentage pursued UG degree,15%, Percentage

pursued PG degree. The percentage of young field marketers who's working experience belongs to below 2 years is 27%, the percentage of young field marketers who's working experience belong to between 2 – 3 years is 25%, the percentage of young field marketers who's working experience belongs to between 3 – 5 years is 36% and the percentage of young field marketers who's working experience belongs to above 5 years is 12%. On the department basis 15% percentage of youngster belong to the management department, 31% percentage of the respondents belong to the Engineering Department,48% percentage of the respondents belong to Commerce Department and 6% percentage of the respondents belong to the other courses.



Bar chart 1: Demographic profile of the respondents

Table 2: Problems faced by respondents in field marketing

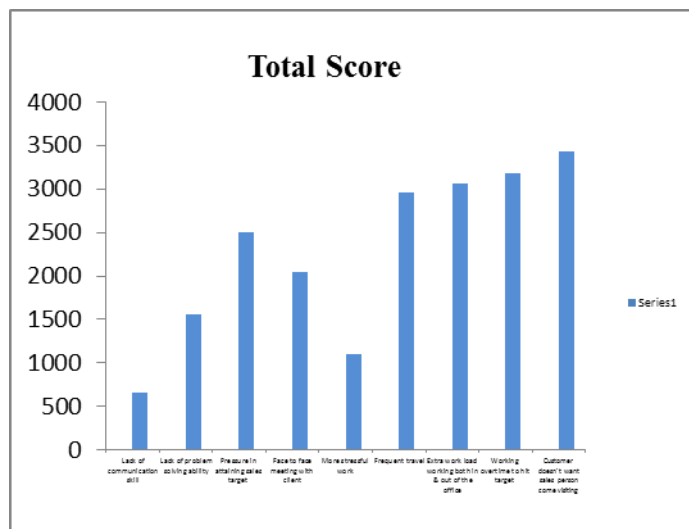
S. No	Problems	Mean Score	Total Score	Rank
1	Lack of communication skill	659	659	9
2	Lack of problem solving ability	521	1563	7

3	Extra work load working both in & out of the office	501	2505	5
4	Face to face meeting with client	510	2040	6
5	More stressful work	552	1104	8
6	Frequent travel	494	2964	4
7	Pressure in attaining sales target	437	3059	3
8	Working overtime to hit target	353	3177	2
9	Customer doesn't want sales person come visiting	428	3424	1

Interpretation

From the above table it is evident among young field marketers” Customer doesn’t want sales person comes visiting” is Ranked as No.1.”Working overtime to hit target is Ranked as No.2.”Pressure in attaining sales target is Ranked as No.3.”Frequent travel is Ranked as No.4.”Extra

work load working both in and out of the office is Ranked as No.5.”Face to face meeting with customers is Ranked as No.6.”Lack of problem solving ability” is Ranked as No.7.”More stressful work is ranked as No.8.”Lack of communication skill is Ranked as No.9



Bar chart 2: Problems faced by respondents in field marketing

FINDINGS

1. The percentage of age group 18-20 years is 20%, percentage of age group between 21 – 23 years is 45%, percentage of age group between 24 – 26 years is 28% and percentage of age group between 27-30 years is 7%.
2. The percentage of young field marketers who earning Rs.10000-15000 is 24%, the percentage of who earning between Rs.15000 – Rs.20000 is 35%, the percentage of young field marketers who earning between Rs.20000

- Rs.25000 is 25% and the percentage of young field marketers who earning above Rs.25000 is 16%.
- 3. The problem “Customer doesn’t want sales person comes visiting” is ranked as no.1 with total score of 3424.
- 4. “Working overtime to hit target” is ranked as no.2 with total score of 3177.
- 5. “Pressure in attaining sales target” is ranked as no.3 with total score of 3059.
- 6. “Frequent travel” is ranked as no.4 with total score of 2964.

7. "Extra work load working both in and out of the office" is ranked as no.5 with total score of 1104.
8. "Face to face meeting with client" is ranked as no.6 with total score of 2040.
9. "Lack of problem solving ability" is ranked as no.7 with total score of 1563.
10. "More stressful work" is ranked as no.8 with total score of 1140.
11. "Lack of communication skill" is ranked as no.9 with total score of 659.

information, most importantly get a good night sleep and practice yoga like breathing exercises etc.,

8. Learn how to relax techniques such as meditation exercises etc., talk to your supervisor not to be a list of complaints but come up with an effective plan for managing stress
9. Make eye contact and use gestures while speaking to your customers. Slow your speech down try to use the right words. Pronounce your words correctly.

SUGGESTIONS

1. Stay calm and check out your body language. Be assertive and know your stuff. Make it more fun and creative like pop up shows etc.,
2. Don't take on more work than you handle try to manage with deadline.
3. Don't panic, adjust your approach and assess your working practices if the sales target is unattainable speak up to your manager.
4. Enjoy travelling, priorities your work. Be early take care of your health, eat well before hand. Have the right attitude
5. Learn how to manage your workload and try to motivate yourself.
6. Practice being brief and yet specific, listen what people wants to say and maintain a positive attitude.
7. Define the problem clearly and analyze the

CONCLUSION

In field marketing communications will directly influence your company level of success. Perhaps the field marketer can develop an effective field marketing strategy to offer a solution to the prospects problem. Most of the buyers aren't interested in the features of the product or service. Rather they are interested in its benefits. This is what you should communicate with the prospects, think about the prospects needs and try to offer a solution to it with your company products or services. Finally include data analytics in your field marketing strategy Regardless of where or how you promote your company's products or services, every field marketer should measure the results of their efforts. This could ensure the positive attitude towards the job.

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