A Study on Effectiveness of Promotional Mix Strategies of FMCG Marketers in Salem District

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Abstract
The promotional activities always attempt to affect knowledge, attitudes, preferences, and behaviour of recipients i.e. buyers. In any exchange activity, communication is absolutely necessary. The company may have the best product, package etc. but still people may not buy the product if they haven’t heard of it. In this paper an attempt is made to identify the effectiveness of various promotional mixes by carrying out a descriptive marketing research.

Keywords--- Market, Marketing, Marketer and Promotional mix

I. INTRODUCTION
Promotion is the process of marketing communication involving information, persuasion and influence. Promotion has three specific purposes. Promotion is thus responsible for awakening and stimulating demand, capture demand from rivals and maintaining demand for products even against keen competition. Every company can choose from the following tools of promotion, popularly known as the promotion-mix variables such as Advertising, Sales Promotion, Personal Selling and Public Relations.

It is an attempt is made to identify the effectiveness of various promotional mixes by carrying out a descriptive marketing research. This promotional research highlights the importance and evaluates the effectiveness of various types of promotional mix by considering the FMCG products. The present study was carried out to find the effective promotional mix, which is creating desire on the FMCG products are among the various promotional mix of Advertising, Personal selling, Sales Promotion, Publicity and Public Relation in Salem District, Tamilnadu.

II. STATEMENT OF THE PROBLEM
Promotional mix is one the prime factors positively influencing the volume of sales of any product. Of all the factors that have a positive correlation with the volume of sales, promotional mix is considered to be more effective. So this study was undertaken to identify the effectiveness of promotional mix upon sales on FMCG products, these products have been considered for the study.

III. SCOPE OF THE STUDY
• The present study aims to analyze that every FMCG product and about its knowledge are taken to the ultimate consumer by choosing the various promotional mix. This study was used to find the very effective promotional mix for FMCG products.
• This study was confined FMCG products. The FMCG which are having more than one product may also be considered to identify the most effective promotional mix.

IV. OBJECTIVES OF THE STUDY
• To make out the socio-economic characteristics of sample respondents
• To identify the level of influence of various promotional mix of FMCG products
• To determine the order of preference of various promotional mix creating a desire upon FMCG products and its publicity
• To offer suggestions and recommendations for the improvement of FMCG products promotional mix

V. FORMULATION OF HYPOTHESIS
The study proposes to examine the following hypotheses formulated to study on impact of Promotional Mix strategies of FMCG Marketers. There are three factors considered for formulating the hypotheses.
VI. RESEARCH METHODOLOGY

Research methodology process includes a number of activities to be performed. These are arranged in proper sequence of timing for conducting research. One activity after another is performed to complete the research work. Research methodology includes the following steps:

a. Type of Research

The topic for the research study is sales promotion strategy and the nature of the topic is theoretical and descriptive. So the conduct the research study the type of research suitable is descriptive research only. The data are collected from respondents of Salem District. The descriptive research has met the requirement of research study.

b. Sources of Data

For the study purpose both primary and secondary data are used. The primary data collected from respondents of Salem District. The secondary data collected from records of the company, retailers and dealers.

The primary and secondary data have been collected to cover every aspect of the study. The primary data are related to behaviour and response of public. The secondary data shows the information of the company product wise. These data used in combination as per need of the study. These data having different merits and demerits and have serves our purpose of the research study.

c. Instrument for Data Collection

Questionnaire is a set of questions has been prepared to ask a number of questions and collect answers from respondents relating to the research topic. A number of questions usually in printed or electronic form are to be answered by the individuals. In a research or survey questions asked to respondents, and designed to extract specific information. It serves four basic purposes: to

1. Collect the appropriate data
2. Make data comparable and amenable to analysis
3. Minimize bias in formulating and asking question and
4. To make questions engaging and varied

For our study purpose a set of questions has been prepared to collect information relating to the topic of the study. In this study a structured questionnaire has been used with different types of questions such as closed ended and open ended.

d. Measurement of variables and construction of scale

The data obtained from the questions (Types: Dichotomous, Likert’s 5 point scale, Ranking scale, etc.) asked in the interview schedule were transferred to master table. In the master table, the interview schedule serial numbers are allotted in the row and the questions asked in the interview schedule are serially numbered along with choices in the column side of the master table and the respondents response for every question were worked by ticking accordingly.

After the marking of all the data in the master table for all the 632 respondents’ response, sub-tables were prepared based on the grand total of master table's each column. For analyzing the data presented in the sub-tables, statistical tools of Percentage Analysis. Average score analysis, Chi-square analysis, Cluster analysis with Analysis of Variance (ANOVA), Discriminant analysis, Factor analysis with correlation, Multiple Regression, Kruskal-Wallis test and Friedman test were applied.

e. Sampling design

Six hundred and thirty two respondents were selected (1% of population have taken from Mettur Taluk, Salem District in Tamilnadu, India; Source: http://salem.nic.in/) and applying convenient sampling method to constitute the sample for the study.

f. Geographical Coverage

The study was carried out collecting primary data from the respondent of FMCG products in Salem District, Tamilnadu, India.

g. Pilot study

Before carrying out the original study, Pre-testing of interview schedule has been done by the researcher. For this purpose, 50 respondents were selected randomly and they were asked to respond the questions included in the Interview schedule. This pilot study was carried out only for testing the reliability and worthiness of the constructed interview schedule. Reliability analysis allows us to study the properties of measurement scales and the items that make them up. The Reliability Analysis procedure calculates a number of commonly used measures of scale reliability and also provides information about the relationships between individual items in the scale. Using reliability analysis, we can determine the extent to which the items in our questionnaire are related to each other, we can get an overall index of the repeatability or internal consistency of the scale as a whole, and we can identify problem items that should be excluded from the scale.

Alpha (Cronbach) is a model of internal consistency, based on the average inter-item correlation. The results are presented in suitable hypothesis with relevant interpretations.

Hypothesis: There is no significant difference between the individual items in the scale.

Reliability Coefficients:

No. of Cases = 50, No. of Items = 63

Alpha = 0.771 (i.e. 77.1%)

VII. LIMITATIONS OF THE STUDY

The following are the major constraints pertaining to this study.

• Since the present study covers only the Salem District, the results may not be exactly applicable to the rest of
the districts as the taste and preferences of the respondents in Salem District may be different from that of other Districts
• The collected data for the study was confined to only 632 respondents. Had the sample size been more than that of the present study, the results would have been more appropriate. The feelings of the respondents are subjective in nature. Hence the results of the study may not be reliable in future

VIII. ANALYSIS AND INTERPRETATION

A. Kruskal-Wallis Test

The nonparametric tests for multiple independent samples are useful for determining whether or not the values of a particular variable differ between two or more groups. In this study this technique is to test whether any influence between the different Medias to promote the promotional schemes and personal characteristics on the aspect relating to
• Different Medias to promote the promotional schemes
• News paper - Rank1 (R1)
• Television - Rank2 (R2)
• Radio - Rank3 (R3)
• Hoardings - Rank4 (R4)
• Internet - Rank5 (R5)
• Others - Rank6 (R6)

Hypothesis: Personal variable (Gender) doesn’t influence the ranking variables on the choice of different Medias to promote the promotional schemes.

It describes the results of ranking analysis using Kruskal-Wallis H test for respondents with respect to ‘Gender’ category on the choice of different Medias to promote the promotional schemes.

Here it is seen that the all ranking variables with p-values are more than the significance level (0.05). This means that all the respondents are giving similar ranks i.e. no one influencing the ranking variables for the choice of different Medias to promote the promotional schemes with respect to the personal variable (Gender).

Hypothesis: Personal variable (Age) doesn’t influence the ranking variables on the choice of different Medias to promote the promotional schemes.

It describes the results of ranking analysis using Kruskal-Wallis H test for respondents with respect to ‘Age’ category on the choice of different Medias to promote the promotional schemes.

Here it is seen that the all ranking variables with p-values are more than the significance level (0.05). This means that all the respondents are giving similar ranks i.e. no one influencing the ranking variables for the choice of different Medias to promote the promotional schemes with respect to the personal variable (Age).

Hypothesis: Personal variable (Location of area) doesn’t influence the ranking variables on the choice of different Medias to promote the promotional schemes.

It describes the results of ranking analysis using Kruskal-Wallis H test for respondents with respect to ‘Location of area’ category on the choice of different Medias to promote the promotional schemes.

Here it is seen that all the ranking variables with p-values are more than the significance level (0.05). This means that all the respondents are giving similar ranks i.e. no one influencing the ranking variables for the choice of different Medias to promote the promotional schemes with respect to the personal variable (Location of area).

Hypothesis: Personal variable (Marital status) doesn’t influence the ranking variables on the choice of different Medias to promote the promotional schemes.

It describes the results of ranking analysis using Kruskal-Wallis H test for respondents with respect to ‘Marital status’ category on the choice of different Medias to promote the promotional schemes.

Here it is seen that all the ranking variables with p-values are more than the significance level (0.05). This means that all the respondents are giving similar ranks i.e. no one influencing the ranking variables for the choice of different Medias to promote the promotional schemes with respect to the personal variable (Marital status).

Hypothesis: Personal variable (Educational qualification) doesn’t influence the ranking variables on the choice of different Medias to promote the promotional schemes.

It describes the results of ranking analysis using Kruskal-Wallis H test for respondents with respect to ‘Educational qualification’ category on the choice of different Medias to promote the promotional schemes.

Here it is seen that all the ranking variables with p-values are more than the significance level (0.05) except one variable. It is concluded that the personal variable ‘Educational qualification’ is influencing the ranking variable ‘Internet’ for the choice of different Medias to promote the promotional schemes.

Hypothesis: Personal variable (Occupational Status) doesn’t influence the ranking variables on the choice of different Medias to promote the promotional schemes.

It describes the results of ranking analysis using Kruskal-Wallis H test for respondents with respect to ‘Occupational Status’ category on the choice of different Medias to promote the promotional schemes.

Here it is seen that all the ranking variables with p-values are more than the significance level (0.05). This means that all the respondents are giving similar ranks i.e. no one influencing the ranking variables for the choice of different Medias to promote the promotional schemes with respect to the personal variable (Occupational Status).
Hypothesis: Personal variable (Monthly income) doesn’t influence the ranking variables on the choice of different Medias to promote the promotional schemes

It describes the results of ranking analysis using Kruskal-Wallis H test for respondents with respect to ‘Monthly income’ category on the choice of different Medias to promote the promotional schemes considered.

Here it is seen that the all ranking variables with p-values are more than the significance level (0.05). This means that all the respondents are giving similar ranks i.e. no one influencing the ranking variables for the choice of different Medias to promote the promotional schemes with respect to the personal variable (Monthly income).

Hypothesis: Personal variable (Nature of family) doesn’t influence the ranking variables on the choice of different Medias to promote the promotional schemes

It describes the results of ranking analysis using Kruskal-Wallis H test for respondents with respect to ‘Nature of family’ category on the choice of different Medias to promote the promotional schemes considered.

Here it is seen that the all ranking variables with p-values are more than the significance level (0.05). This means that all the respondents are giving similar ranks i.e. no one influencing the ranking variables for the choice of different Medias to promote the promotional schemes.

Hypothesis: Personal variable (Family members) doesn’t influence the ranking variables on the choice of different Medias to promote the promotional schemes

It describes the results of ranking analysis using Kruskal-Wallis H test for respondents with respect to ‘Family members’ category on the choice of different Medias to promote the promotional schemes considered.

Here it is seen that the all ranking variables with p-values are more than the significance level (0.05). This means that all the respondents are giving similar ranks i.e. no one influencing the ranking variables for the choice of different Medias to promote the promotional schemes with respect to the personal variable (Family members).

B. Friedman Test

A popular k – related samples test is the Friedman’s test. In this test we will be comparing k – parallel variables. The results are presented with suitable hypothesis and relevant interpretations. In this study this technique is to test whether any influence in the ranking variables relating to different Medias to promote the promotional schemes. The results are presented with suitable hypothesis and relevant interpretations.

Hypothesis: The ranks for the different Medias to promote the promotional schemes are the Same

The significance (0.00) is less than the (0.05). This means that we rejected the hypothesis. The ranks given to the six factors are not the same. The most important factors are ‘Radio’ (3.19) followed by ‘Newspaper’ (3.36), ‘Hoardings’ (3.39), ‘Television’ (3.46), ‘Internet’ (3.63), and ‘Others’ (3.97).

IX. SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

• No one influencing the ranking variables for the choice of different Medias to promote the promotional schemes with respect to gender
• No one influencing the ranking variables for the choice of different Medias to promote the promotional schemes with respect to age
• No one influencing the ranking variables for the choice of different Medias to promote the promotional schemes with respect to marital status
• The personal variable ‘Educational qualification’ is influencing the ranking variable ‘Internet’ for the choice of different Medias to promote the promotional schemes
• No one influencing the ranking variables for the choice of different Medias to promote the promotional schemes with respect to location of area
• No one influencing the ranking variables for the choice of different Medias to promote the promotional schemes with respect to occupational status
• No one influencing the ranking variables for the choice of different Medias to promote the promotional schemes with respect to monthly income
• The personal variable ‘Nature of family’ is influencing the ranking variable ‘Hoardings’ for the choice of different Medias to promote the promotional schemes
• No one influencing the ranking variables for the choice of different Medias to promote the promotional schemes with respect to family members
• The most important factors are ‘Radio’ (3.19) followed by ‘Newspaper’ (3.36), ‘Hoardings’ (3.39), ‘Television’ (3.46), ‘Internet’ (3.63), and ‘Others’ (3.97) in the study of the choice of different Medias to promote the promotional schemes

The following are the summarized suggestions and recommendations based on the data collected for this study. In this thesis, we have proposed for the improvement of the effectiveness of various promotional mixes on FMCG products.

Advertisement:

• The advertisement message should be in such a way enhance the believability of the customers on it which in turn favourably turns the minds of the consumers towards the products.
• The judgment or preferences with Price off, Premium, Scratch card and Extra quantity; customer think will be most appropriately that will induce to buy the product

Personal selling:

• In personal selling the salesmen play a vital role, so he must be very talented in every aspect for the promotions of FMCGs products.
• The act of personal selling, persuade not only the consumer, but also it directly enhances the goodwill of the firm, so the sales man enters into the act of personal...
selling, he must be able to read the minds of each person so that it is great talent of salesman and thus directly helpful for the promotion of personal selling.

**Sales promotion:**
- In the exhibitions the attractive demonstration about the products are necessary in order to get the belief of the customers.
- In the promotional mix of sales promotion the sale are thus increased with the help of salesman by the proper delivery of the goods at the door step reached to the consumers at the level of target thus enhance and increase the level at a great extent.
- The coupons and sales activities thus enhance the consumer attitudes encouraged to attract them, the coupons much be effective one to offer the price reduction and it is of great help of reaching the target towards the promotion mix of the product.
- Money refund offers and free trials are thus given for the product by FMCG to increase the level of market at the fluctuation in the different life cycle of product.

**Publicity:**
- To increase the level of market and to beat the competitions, the new modern technology was used to a greater level so that the goods are produced at the consumers’ level of satisfaction to face the new tradition in the modern world at the great event.
- Based on accordance of publicity in the promotional mix of product of FMCG it helps to beat the day to day competition.

The present study reveals that every product produced by the FMCG and about its knowledge is taken to the ultimate consumers by choosing the various promotional mixes. On the basis of the study it has been observed that the brands of HUL, a fast moving market among its other FMCGs. This is due to because of quality, benefit, price, quantity, personal selling and the huge advertisement campaign, through the several media of advertisement.

The agents, wholesaler and other sellers of the FMCGs have chosen this sort of the sales promotion for better movement of products. Since the publicity is considered as important promotional mix the study reveal that are put together having a more publicity and the brand loyalty of the FMCGs products.

**REFERENCES**