

An Empirical Analysis of Purchase Intentions Related to Promotion Mix of FMCG Products in India

Sandhir Sharma, Amandeep Singh and Babita Singla

Abstract--- *Fast Moving Consumer Goods (FMCG), products which are consumed rapidly and sold with very less efforts. Although the profit margin associated with these products is very less, that's why they are sold in a very large quantities so that the profit margin can be increased. They attempt to accomplish this by portioning the entire market into fragment markets which has various clients with regular needs and purchasing intentions and afterwards creating arrangements that offered especially emphatically to those sections. The best sections must have Potential, Lifespan, Accessibility, and Profitability. The key is recognizing which fragments offer some benefit regarding potential, life expectancy, openness and gainfulness; on the grounds that a business procedure's adequacy expands as indicated by our ability to measure portions, distinguish them, and dismember them How to portion a market is constantly an issue in the FMCG promoting? One of the bases of division is to put together fragment with respect to the geological area of the client. Anyway, there is a number of components that influence the client decision of area, that portray why the client has picked a specific area for his buys. This examination paper tries to portray the general significance of the variables influencing the client in the choice of a buy area.*

Keywords--- *FMCG, Purchase Location, Price, Convenience, Quality and Promotion.*

I. INTRODUCTION

Despite the fact that showcase division is one of the most settled ideas in advertising, there are still a few deficits in the group of researchers, which make a hole among hypothesis and practice which thus prompts disappointment in the usage of division. One of the bases of division is to portion the market dependent on the land area of the client. Anyway, there is a number of elements that influence the client in the determination of a specific area which would assist with depicting why the client has picked a specific area of the buy. This exploration paper depicts the general significance of the different variables affecting the buy area choice for a specific washing cleanser. The result of the investigation may help the FMCG organizations to choose which variables to be worried to focus on the clients.

II. LITERATURE REVIEW

Leo Lingham (2008) Describes a market segment is a subgroup of people or affiliations sharing in any event one ascribes that cause them to have near thing needs. Market division is the strategy in displaying of isolating a market into unquestionable subsets (areas) that continue correspondingly or have relative needs. Since each section is truly homogeneous in their prerequisites and points of view, they are most likely going to respond correspondingly to a given advancing strategy. That is, they are likely going to have relative feelings and considerations in regards to an

*Sandhir Sharma, Chitkara Business School, Chitkara University, Punjab, India.
Amandeep Singh, Chitkara Business School, Chitkara University, Punjab, India.
Babita Singla, Chitkara Business School, Chitkara University, Punjab, India.*

exhibiting mix incorporated a given thing or organization, sold at a given expense, passed on in view of a specific objective and progressed in view of a particular object

Charlie Nelson (2002) researched that segmentation is significant in light of the fact that business sectors are getting progressively different and it is uncommon for mass advertising to be a productive procedure. Market division empowers progressively exact and successful correspondence of advantages comparable to needs. It assists with distinguishing development openings."

Michael Richarme (2007) VP at Dallas-Fort Worth based Decision Analyst Inc in his article, "Business Segmentation: Emerging Approaches to More Meaningful Clusters cited that", Consumer assessment look into has an entrenched reputation, extending in the course of the last five or six decades. Directing supposition investigate among organizations, in any case, is considerably riskier. This is especially obvious at the least difficult degree of investigation, client division. Nonetheless, division methods are developing and procedures that were basic practice in the ongoing past are quickly being displaced by more up to date, increasingly significant division strategies. The basic reason for division is to separate clients into unmistakable gatherings, with the end goal that promoting messages can be custom fitted to their particular needs. There are some broad criteria for the foundation of these particular gatherings. The gatherings of clients, or fragments, should share a bigger number of shared characteristics inside each gathering than there are between gatherings. The sections ought to likewise be enormous enough for associations to mount financially savvy crusades, and ought to be reachable through most media roads.

III. OBJECTIVE

This study is carried out to study how the promotional mix is affecting customers while purchasing FMCG products.

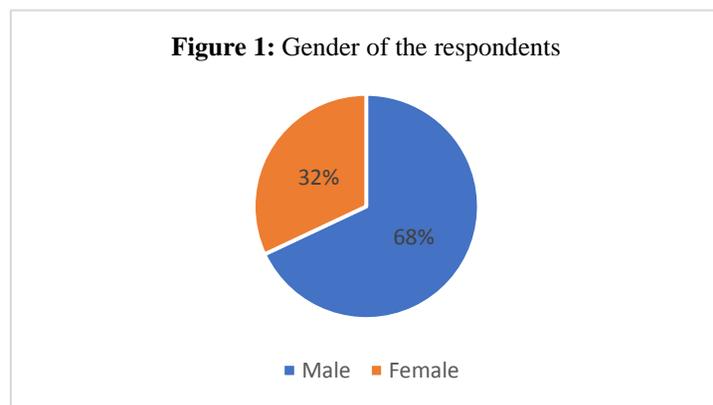
IV. RESEARCH METHODOLOGY

Descriptive research design is used to carry out the research. 500 customers of soap were selected as respondents who were selected from the various parts of Punjab by using a well-structured questionnaire.

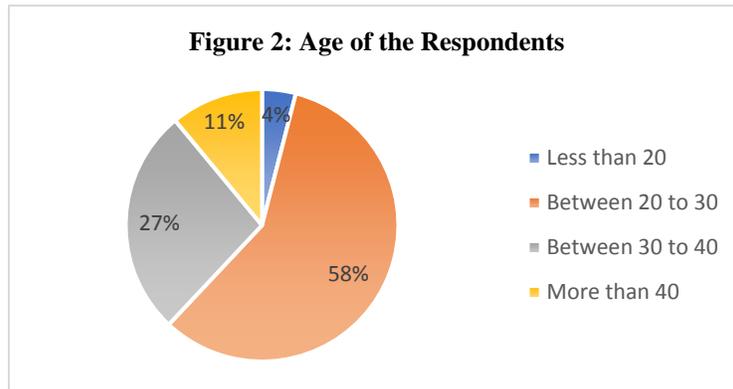
Hypothesis

H₀: There is no association between gender and promotional mix.

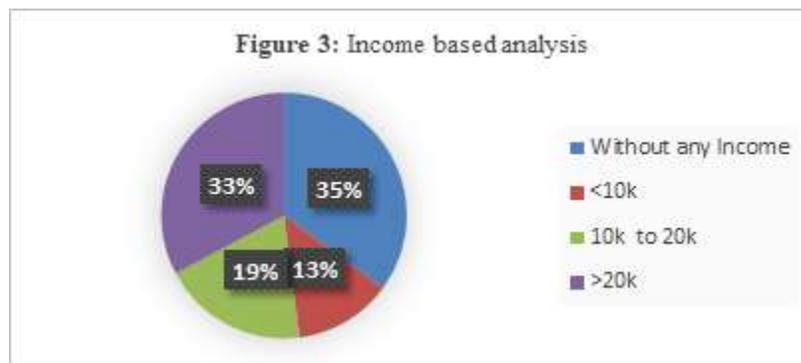
V. DEMOGRAPHICAL PROFILE



It was discovered that respondents 68% were male whereas just 32% were female. (Figure 1)



A large portion of the respondents (58%) were in the age gathering of 20 to 30, 27% were the respondents in the age gathering of 30 to 40, 11% respondents were more than 40 and next to no (4%) were beneath 20 years.



35% respondents were not having any salary as the vast majority of them were the understudies and some of them were searching for work, whereas 13% respondent were procuring not as much as Rs 10000 every month, 19% were having income range from Rs 10000 to Rs 20000 and countless the respondents(33%) were acquiring more than Rs 20000 every month. That shows the high level of pay imbalance between respondents. (Figure 3)

VI. ANALYSIS OF PROMOTIONAL MIX

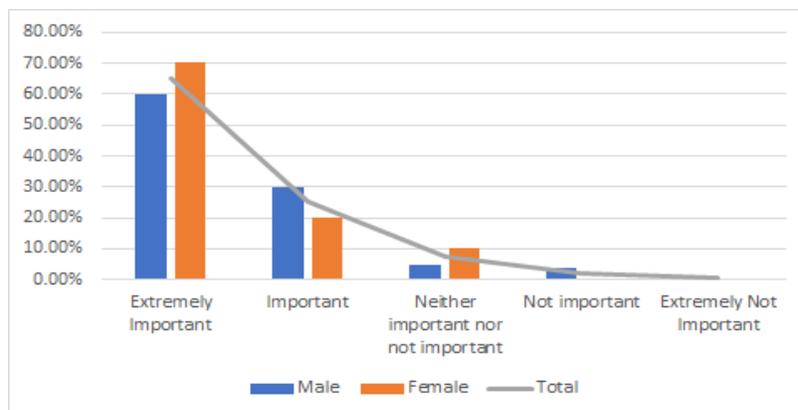


Figure 4: Role of Advertisement in Purchase Intention

65% (60% male and 70% female) respondents said the ad is critical in the buy choice. 25% (30% male and 20% female) feels that it is significant. 7.5% think it is neither significant nor not significant, though just 4 % male feels that it isn't significant in their buy choice and 1 % feel that it is very not significant. Chi-square criticalness level.003 proves that information is altogether related.

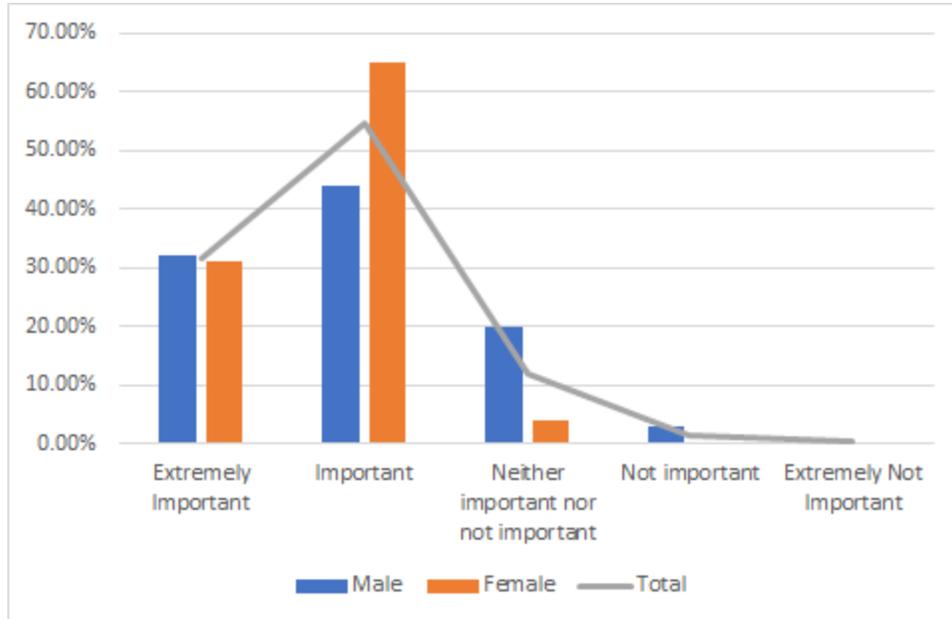


Figure 5: Role of Publicity in Purchase Intention

31.5% (32% male and 31% female) respondents said the publicity is critical in the buy choice. 54.5% (44% male and 65% female) feels that it is significant. 12% (20% male and 4% female) think it is neither significant nor not significant, though just 3 % male feels that it isn't significant in their buy choice and 1 % feel that it is very not significant. Chi-square criticalness level.002 proves that information is altogether related.

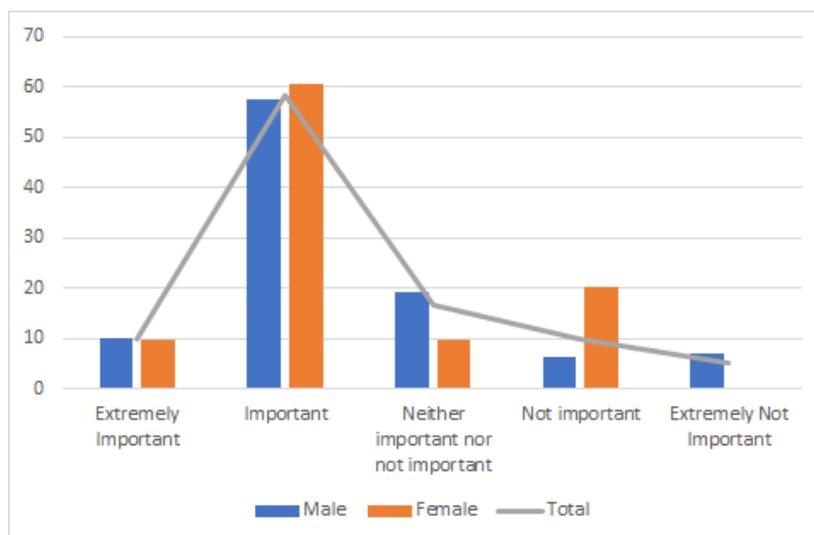


Figure 6: Role of Direct Selling in Purchase Intention

10% (10% male and 9% female) respondents said the publicity is critical in the buy choice. 58.2% (57.4% male and 60.48% female) feels that it is significant. 16.8% (19.14% male and 9.68% female) think it is neither significant nor not significant, though 9.8% (6.38% male and 20.16% female) feels that it isn't significant in their buy choice and 6.91 % feel that it is very not significant. Chi-square criticalness level.003 proves that information is altogether related.

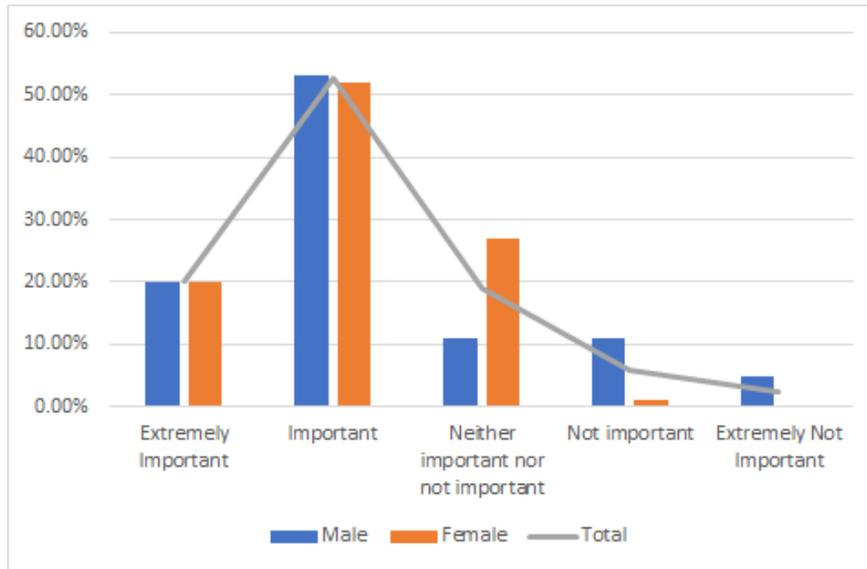


Figure 7: Role of Public Relations in Purchase Intention

20% (20% male and 20% female) respondents said the publicity is critical in the buy choice. 52.5% (53% male and 52% female) feels that it is significant. 19% (11% male and 27% female) think it is neither significant nor not significant, though 6% (11% male and 1% female) feels that it isn't significant in their buy choice and 5 % feel that it is very not significant. Chi-square criticalness level.001 proves that information is altogether related.

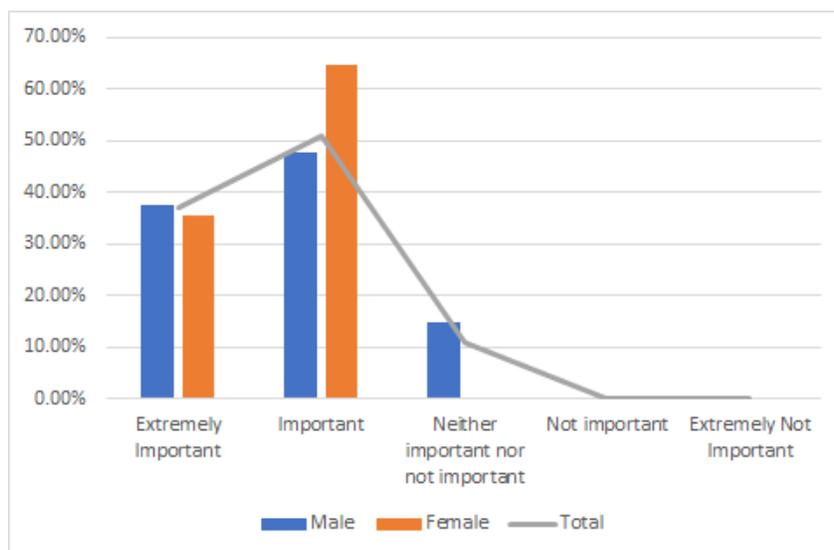


Figure 8: Role of Promotion

37% (37.6% male and 35.9% female) respondents said the publicity is critical in the buy choice. 51% (47.64% male and 64.61% female) feels that it is significant. 14.77% male think it is neither significant nor not significant. Chi-square criticalness level.001 proves that information is altogether related.

Respondents reaction to different special blend is same paying little mind to gender, which implies that it is free of gender orientation.

Consequently, H_0 is rejected. There is a strong association between gender and promotional mix.

VII. FINDINGS OF THE STUDY

- Advertisement is the most significant thing in the limited time blend
- Publicity is the second significant thing in the limited time blend
- The third significance is given to the offers and limits.
- Direct selling and advertising come at the last under the compelling elements.

VIII. CONCLUSION

Limited time blend is constantly a significant factor in the buy choice of the clients. As FMCGs are sold rapidly and are having generally minimal effort more pressure is given on the plan of limited time blend. Notice is the most significant factor in the limited time blend, most the buying of FMCGs is done in light of ad as it were. Exposure is the second significant factor as a persuasive factor for the acquisition of the FMCGs. Direct selling and advertising are the least significant thing in the acquisition of FMCGs.

REFERENCES

- [1] Baghla, A., & Garai, A. (2016). Service quality in the retail banking sector-A study of selected public and new Indian private sector banks in India. *IJAR*, 2(6),
- [2] Beane, T.P. and Ennis, D.M. (1987), "Market Segmentation: A Review", *European Journal of Marketing*, Vol.21, Issue 5, p 20-42.
- [3] Boyd, Westfall & Stasch (2005)," Marketing Research", AITBS
- [4] Charlie Nelson (August 2002) "Market Segmentation: The role of future research", *Foresee change, Australia*
- [5] Cross, L., (1999), "Segmentation: When Less Is More", *Journal graphic Arts Monthly*, June 1999, p 124.
- [6] Dickson, P. and Ginter, J., (1987), "Market segmentation, Product Differentiation, and Marketing Strategy", *Journal of Marketing*, April 1987, p 1.
- [7] Haley, R.I., (1968), "Benefit Segmentation: A Decision-Oriented Research Tool, marketing insights is limited only by the imagination", *Journal of Marketing*. 21, Issue 5, p 20-42.
- [8] Hunt, S.D. and Arnett, D.B., (2004), "Market Segmentation Strategy, Competitive Advantage, and Public Policy: Grounding Segmentation Strategy in Resource-Advantage Theory", *Australasian Marketing Journal*, 2004, p 7
- [9] James F. Engel (1972), "The current status of consumer behaviour research: developments during the 1968-1972 period", in *Proceedings of the Third Annual Conference of the Association for Consumer Research*, Association for Consumer Research, p 576-585
- [10] James L. Ginter (1956), "Market Segmentation, Product Differentiation, and Marketing Strategy", *the Journal of Marketing*, April, p10.
- [11] Kamineni, R., (2005), "The Next Stage of Psychographic Segmentation: Usage of Enneagram", *Journal of American Academy of Business*, Vol.6, Issue 1, March, p 315-320.
- [12] Kotler Philip (2000), "Marketing Management- Millennium edition", Prentice Hall of India Private Limited
- [13] Lencioni, R. and Oliva T.A., (1995), "Penetrating purchaser personality", *Marketing Management*, Vol.3, p 4.
- [14] Luck & Rubin (2007), "Marketing Research", *Prentice Hall India*

- [15] Marthur, A. Lee, E. and Moschis, G.P., (2006), "Life-changing events and marketing opportunities", *Journal of Targeting, Measurement and Analysis for Marketing*, Vol.14, Issue 2, January 2006, p 115.
- [16] McGoldrick, P., (2002), "Retail Marketing – 2nd Edition", *Maidenhead: McGraw Hill Education*.
- [17] Schoenwald M. (2001), "Psychographic segmentation: Used or Abused?", *Brandweek*, Vol.42, Issue 4, p 34-38.
- [18] Schultz, D.E., (2002), "Behaviour change; do your segments?" *Marketing News, American marketing association*, July 22.
- [19] Segmentation in the maturing marketplace (2005), *Hot Marketing*, Issue No. 7, *The Chartered Institute of Marketing*.
- [20] Singh, A., Jain, A., & Singla, B. (2019). Technological advancement-based paradigm shift: A focus shift from large screen to small screen. *International Journal of Innovative Technology and Exploring Engineering*, 8(10). <https://doi.org/10.35940/ijitee.I8613.0881019>
- [21] Singh, A., Singla, B., & Sharma, S. (2020). Analyzing the service quality of banks in Punjab. *Test Engineering and Management*, 82.
- [22] Singla, B., & Singh, A. (2019). Contract manufacturing: The boon for developing economies. *International Journal of Innovative Technology and Exploring Engineering*, 8(12).
- [23] Singla, B., & Singh, A. (2020). An initiative to green information technology. *International Journal of Advanced Science and Technology*, 29(4 Special Issue).
- [24] Smith, W. R. (1956), "Product differentiation and market segmentation as alternative marketing strategies", *Journal of Marketing*, July, p 3–8.
- [25] Söderlund M (1998), "Customer satisfaction and its consequences on customer behaviour revisited: The impact of different levels of satisfaction on word-of-mouth, feedback to the supplier, and loyalty", *International Journal of Services Industry Management*, Vol.9, Issue 2, p 169-188.
- [26] Steenkamp and Ter Hofstede (2002) "International market segmentation: issues and perspectives", *Intern. J. of Market Research*, vol 19, p 185-213
- [27] Tynan, A.C and Drayton, J., (1987), "Market segmentation", *Journal of marketing management*, No. 3, p 301-335.
- [28] Vyncke, P., (2002), "Lifestyle Segmentation: From Attitudes, *Interests and Opinions*, to *Values, Aesthetic Styles, Life Visions*.