

A STUDY ON IMPACT OF PROMOTIONAL ACTIVITIES ON CUSTOMERS BUYING BEHAVIOUR WITH REFERENCE TO ODYSSEA FOOTWEAR, WAYANAD

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ABSTRACT

The products manufactured needs to be advertised by the companies to promote their products and improve on sales and profits. The study is aimed to identify the effect of events of promotion on purchasing behaviour. Fifty samples are taken for the study. The data is collected through questionnaire and it is analysed by using simple percentage method.

Key words- Promotional activity, consumer buying behaviour, profits, sales

INTRODUCTION

Nowadays customers buying behaviour is based on their preferences, tastes, need, brand, pricing, discounts, offers, occasions, demographics, loyalty towards product, economic status. Discounts and offers are used as promotional tools. The tools used are personal selling, advertising, sales promotion and public relations. The advance technology has brought competition among companies. There is a need for sophisticated tools to do promotional activities.

REVIEW OF LITERATURE

1. **Satendra Thakur, A. P. Singh, Chandraveer Singh Bhati (2015)-** To achieve the success a business needs to promote its products and focus on the approaches to promote the products.
2. **Nagadeepa, J. Tamil Selvi, Pushpa A (2015)-** Focus is on sales promotion tool. The methods used to promote the sales are focused on providing competition for the producers. The findings there are different forms of sales promotion techniques that effect the decisions of the buying of the product.
3. **Aurangzeb Mughal, Asif Mehmood, Ammar Mohiuddeen, Bilal Ahmad (2014)-**The study focuses on the promotions and the methods of promoting the product which increases the profitability and sales of the companies and the demand of the products.
4. **Shall, Sangeetha Guptha (2013)-** In this study the author focuses on the promotional activities that have more impact on customers buying behaviour. The findings showed that the customers have selected the products though the promotions that they find in magazines and newspapers.

5. **Debiprasd Mukherjee (2009)**- The author in his study focused on whether the influence of celebrity will add towards the brand of the product and make an image of the product in the customers eyes that will help both the sales of the company and customers in the form of relating the product towards the celebrity.

OBJECTIVES OF THE STUDY

1. To comprehend the outcome of events of promotions on purchasing behaviour of the customers
2. To categorize the most effective method of promoting that stimulus the decision-making process of the customers.

RESEARCH METHODOLOGY

The research is based on the descriptive method and the data is collected by using questionnaires, authentic websites and magazines. For the study 50 samples are taken and technique used is Random Sampling. The collected data is analysed by using simple percentage method.

ANALYSIS AND INTERPRETATIONS

Table 1- Awareness about promotional activities in the Odysia footwear

Details	No. of responses	Percentage
Yes	40	80
No	10	20
Total	50	100

Interpretation. 80 percent of them are aware about the events held by the company to promote their products

Table 2 -Brand conscious of footwear in Odysia footwear

Details	No. of responses	Percentage
Yes	45	90
No	05	10
Total	50	100

Interpretation: 90 percent of them are brand conscious.

Table-3- Types of events of promotions offered to customers

Details	No. of responses	Percentage
Discount	12	24
Extra offer	10	20
1+1 offer	18	36
Advertisement	5	10
Other	5	10
Total	50	100

Interpretation: 24 percent are influenced to buy this brand based on the discounts offered, 20 percent are influenced due to the extra offers are provided, 10 percent of them buy due to the advertisement and other 10 percent buy due to the other promotions like TV advertisements, magazines and newspaper

Table 4- Discount offer made by the Odysia brand

Details	No. of responses	Percentage
Yes	40	80
No	10	20
Total	50	100

Interpretation: 80 percent of them feel that discount offer is beneficial for them and 20 percent of them feel that discount offer is not beneficial to them.

Table 5– Sources of influencing to purchase this brand

Details	No. of responses	Percentage
News paper	18	36
Media	20	40
Magazine	8	16
All	4	8
Total	50	100

Interpretation 40 percent of them are prejudiced through media to purchase this brand, 36 percent of them are prejudiced through newspaper, 16 percent of them are prejudiced through magazines, only 8 percent of them are prejudiced by all these sources.

Table 6– Satisfaction with the current promotional activities provided by the company

Details	No. of responses	Percentage
Highly satisfied	18	36
Satisfied	10	20
Average	16	32
Dissatisfied	5	10
Highly dissatisfied	1	2
Total	50	100

Interpretation: 36 percent of them are highly satisfied with their current events of the promotions provided by the company. 20 percent are satisfied, 32 percent are neutral, 10 percent are not satisfied.

Table 7– Communication by the sales person impacts your decision on buying the footwear

Details	No. of responses	Percentage
Yes always	24	48
Not so much	20	40
Never	6	12
Total	50	100

Interpretation: For any purchases the communication, attitude and information provided by sales persons is one of the factors that makes the customer to buy the product. Here we find that 48 percent are influenced and 12 percent are not influenced.

Table 8–Quality of Odysia footwear

Details	No. of responses	Percentage
Very high	30	60
High	5	10
Medium	10	20
Low	5	10
Total	50	100

Interpretation: 60 and 10 percent of them are happy with the superiority of the brand and 10 percent of them said the footwear is having inferior quality

Table 9– Factors influencing to purchase Odysia footwear

Details	No. of responses	Percentage
Price	20	40
Quality	15	30
Promotion	13	26
Others	2	4
Total	50	100

Interpretation: 40 percent of them buy this product due to the reasonable price charged by the company, 30 percent of them buy due to the quality, 26 percent due to the promotions they provide and 10 percent is due to the other factors like brand, feasibility towards the locality.

Table 11– Customers like to buy the same brand again

Details	No. of responses	Percentage
Yes always	30	60
Often	15	30
Rarely	5	10
Never	0	0
Total	50	100

Interpretation 60 percent of them are ready to buy this brand always, 30 percent like to buy frequently and 10% want to buy rarely.

Table 12– Satisfaction of this brand

Details	No. of responses	Percentage
Highly satisfied	28	56
Satisfied	10	20
Dissatisfied	10	20
Highly Dissatisfied	2	4
Total	50	100

Interpretation: 56 percent are highly satisfied with the brand, 20 percent are just satisfied, 20 percent are not satisfied.

Table 13– Places of shopping for this brand

Details	No. of responses	Percentage
Local stores	16	32
Shopping malls	20	40
Online	14	28
Total	50	100

Interpretation: Among the places of shopping we find that 32 percent do their shopping from the local stores, 40 percent through malls and 28 percent prefer to do through online.

Table 14– Support of celebrity influences people to buy Odysia footwear

Details	No. of responses	Percentage
Yes always	26	52
Some times	16	32
No	10	20
Total	50	100

Interpretation: Celebrities have great influences on the customers purchasing because most of the customers are happy to see their favourite celebrities endorsing. 52 percent of them are prejudiced from the support of celebrity endorsing the product, 32 percent find that sometimes the support from celebrity will influence.

FINDINGS

The respondents are educated and use the Odysia footwear always and are aware of the events held to promote the products undertaken by this brand. As this brand charges reasonable price and it is available everywhere in the region, people have liking to this brand.

SUGGESTIONS

- The Odysia should make an improvement in their promotional activities, pay attention towards the quality.
- The events of promotions need to be advertised in newspapers and TV.
- Provide latest model footwear to the customers.
- Concentration should be given to all the masses like working professionals, old and young people rather than focusing only one type of audience.

CONCLUSION

As we all know that the products are produced on the customer's needs, preferences, tastes and economic status. The customers buy the products on the reviews of their friends, family members, advertising, packaging, appearance of the product, colour and price. Hence the industries work towards providing different methods of promotions to build their brand, sales and increase of customers to their product.

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