

Vol 3 Issue 5 Nov 2013

Impact Factor : 1.9508 (UIF)

ISSN No :2231-5063

Monthly Multidisciplinary  
Research Journal

*Golden Research  
Thoughts*

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**RNI MAHMUL/2011/38595**

**ISSN No.2230-7850**

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## **GRT** IMPACT OF PROMOTIONAL MIX STRATEGIES ON CONSUMERS ONLINE PURCHASING BEHAVIOR



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**Abstract:**The impact of Promotional Mix (namely Personal Selling, Advertising, Sales Promotion, and Public Relation) those factors are main factors for the accomplishments of a firm on consumers online purchase behavior for consume the online products and its helps to distinguish the products from the competitors. In this study, aim to how consumers are impact by promotional mix strategies. Quantitative data was collected using the non-probability self administered questionnaire that consist of questions with 5-points Likert scales distributed to our samples of individuals. By using Regression and Correlation analysis, it is found that, promotional mix factors are significant to consumers purchase online products. Regression results showed that promotional factors are (personal selling, advertising, sales promotion, and public relation) have positive and significant impact on consumers' online purchasing behavior.

**Key words:**consumers Online Purchasing Behavior, Promotional Mix, Personal Selling, Advertising, Sales Promotion, Public Relation.

### INTRODUCTION:

A precise incorporation of promotional techniques used for one product or a family of products. Elements of a promotion mix may include print or broadcast advertising, personal selling, sales promotion, and public relations. Addition of all the elements of promotion mix is obligatory to meet the information requirements of all target consumers. This merely means that the promotion mix is not designed to satisfy only the potential consumers or only the regular customers. Some elements of the mix may be aimed at the target consumers who are unaware of the product, while others may be aimed at potential consumers who are fully aware of the product and are likely to purchase it. Presume you are concerned in selling a personal computer. Because of your interest in the product, you started paying consideration to computer advertisements in newspapers and magazines.  
Promotional Factors

1.PERSONAL SELLING is one-to-one communication between seller and probable consumer. It builds direct contact with prospects and consumers. It is one of the most luxurious forms of promotion. Examples: personal meetings, telemarketing, e-mails.

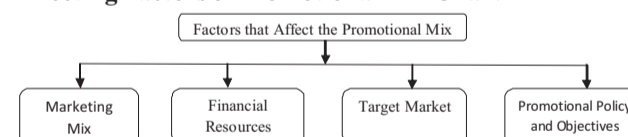
2.ADVERTISING is a form of non-personal promotion. It is when companies shell out to promote ideas, goods, or services in a variety of media outlets. It can be found all over the place. With advertising, a company connects in a one-way communication to the prospect or consumer. Examples: newspapers, television, websites, city buses, etc.

3.SALES PROMOTION basically represents all marketing activities other than personal selling, advertising, and public

relations. Sales promotions are used to motivate purchasing and sales and the objectives are to increase sales, inform potential consumers about new products, and create a positive business or corporate image. Examples: coupons, product samples, point-of-purchase displays.

4.PUBLIC RELATIONS activities facilitate an organization to influence a target audience. Most of the time, public relation campaigns try to create a sympathetic image for a company, its products, or its policies. Companies give news releases to proclaim newsworthy developments about a company's products or services, distribution channels, facilities, operations, partners, revenues and earnings, employees, and events. This means bringing newsworthy information to the public. Examples: a campaign to encourage businesses to donate computers to schools, donating blood to hospitals.

### Affecting Factors of Promotional Mix Chart



### RESEARCH OBJECTIVES

The main purpose aims at shimmering how consumers are impact by the promotional mix strategies in the Chidambaram city. To be more specific, it studies on individual impact of promotional mix factors (personal selling, advertising, direct marketing, sales promotion, public relation) on consumers' sensitivity.

### STATEMENT OF THE PROBLEM

With basis in the below mentioned problem discussion work from the following research question:

“The promotional mix is a term used to describe the set of tools that a business can use to communicate effectively the benefits of its products or services to its online consumers. The challenge is to select the right mix of promotional activities to suit the particular business at a particular time and to then use it correctly to achieve a result”.

### 2. REVIEW OF LITERATURE

Morrison (2002) noted the different opinions about promotion and communication; the focus will now be on promotion as the method to communicate an organization's products to the market. He looked upon the role of promotion as to increase sales employing the principal goals of promotion (informing, persuading, and reminding) jointly with the promotional techniques (advertising, personal selling, sales promotion, and public relations). He saw this role differently, emphasizing the importance of promotion as to attain a level of stipulate (increase, decrease, maintain).

#### Advertising

Morgan and Pritchard (2001) stated that all the reasons to assess advertising effectiveness are embraced in the following stages: awareness of the product by the target market; comprehension of the features and benefits of the product by potential consumers; acceptance that the product can meet their needs; purchase, motivates the consumer to act or to buy and; the reinforcement, to confirm consumers choices.

#### Personal Selling

Churchill et al. (1985), sales performance research has been focused on the relationship between personal selling effectiveness and personality dimensions such as empathy, consumers perceptions, achievement, motivation, dominance.

#### Sales Promotion

Kotler et al. (1996) defined sales promotion as “short-term incentives to encourage the purchase or sales of a product or service” which are “designed to stimulate earlier or stronger market response”. Effectiveness of sales promotion will be achieved researching and contacting clients with a regular flow of business throughout the year.

#### Public Relations

Phillips (2001), Public Relation predominantly makes use of written and spoken language; this, because one of the differentiating skills for practitioners is based on the ability to communicate messages clearly. The application of new technologies such as the Internet offers the possibility to measure and evaluate the benefits of public relation, to respond to the needs of the public in real time and to help in developing effective and long-term relationships with them.

### 3. RESEARCH METHODOLOGY

Quantitative data was collected using the non-probability self administered questionnaire that consist of questions with 5-points Likert scales distributed to our samples of individuals. In analyzing the data collected, Statistical Package for the Social Sciences (SPSS) technique (Regression and Correlation) has been employed. Due to adoption of quantitative approach, it is inevitably that the study will be carrying out causal research where the hypotheses formulated in earlier chapter consisting of all the variables will be empirically investigated using statistical technique such as statistical measurements to prove the cause and effect relationship between consumers online purchasing behavior and the independent variables.

#### 3.1 Data Collection & Sampling Design

For this study, questionnaire consisting four variables, consumers online purchasing, advertising, personal selling, sales promotion, and public relation is conducted by extracting primary sources from few established questionnaire. Primary Data collection was established.

Non-Probability sampling technique is adopted to conduct survey in this research. Moreover, units of sample in this research are selected on the basis of convenience sampling. Therefore, according to the formula used, the sample size in this research will be 100.

#### 3.2 Questionnaire Design

The questions are designed by simple English and make Tamil meaning for illiterate people to reduce misunderstanding and uncertainties on the questions by the respondents. This questionnaire consisted of three parts, section A is general information which consisted of nominal scale, ordinal scale, interval scale and lastly ratio scale. In section B, it consists of questions of four factors which have the impact of the advertising, personal selling, sales promotion, and public relation. In section C, it consists of questions of the impact of the consumers' online purchasing behavior.

### HYPOTHESES OF STUDY

H1: There is a significant relationship between promotional factors (namely personal selling, advertising, sales promotion, and public relation) and consumers' online purchasing behavior.

H2: There is a significant relationship between promotional mix strategies and consumers online purchasing behavior.

### 4. ANALYSIS RESULTS

**Table – 1 shows Cronbach's Alpha Reliability Coefficient**

Domain	Sub-Domain	No. of Items	Cronbach's Value
Promotional Mix	Public Relation	3	0.883
	Personal Selling	3	0.909
	Advertising	3	0.769
	Sales Promotion	3	0.913
	<b>Total</b>	<b>12</b>	<b>0.867</b>
Online Purchasing Behavior		15	0.858

Table – 2 shows Test of Collinearity

Variable	Tolerance	VIF
Public Relation	.986	1.014
Personal Selling	.990	1.010
Advertising	.990	1.010
Sales Promotion	.995	1.005

Table – 3 shows Regression between promotional Factors \* Online Purchasing Behavior

	Parameter estimate	Standard error	t-value	p-value
Constant		1.639	15.521	.000**
Public Relation**	.296	.220	5.122	.000**
Personal Selling**	.299	.230	5.176	.000**
Advertising**	.168	.161	2.911	.004**
Sale Promotion**	.357	.135	6.207	.000**

\*\* Significant at the 0.01 level (2-tailed).

\* Significant at the 0.05 level (2-tailed).

Overall model: F=27.077; p 0.0001; R2=0.357; Adjusted R2=0.344

Table – 4 shows Correlation between Promotional Strategies \* Online Purchasing Behavior

		Consumers Online Purchasing	Promotional Mix Strategies
Consumers Online Purchase Behavior	Pearson Correlation	1	.517**
	Sig. (2-tailed)		.000
	N	100	100
Promotional Mix Strategies	Pearson Correlation	.517**	1
	Sig. (2-tailed)	.000	
	N	100	100

\*\* Significant at the 0.01 level (2-tailed). \* Significant at the 0.05 level (2-tailed).

## 5. DISCUSSION AND MAJOR FINDINGS

Table 5 – Summary of Results

Hypotheses	Result	Supported
H1: There is significant relationship between public relation and consumer online purchasing.	P=0.000 (P<0.01)	Yes
H1: There is significant relationship between personal selling and consumer online purchasing.	P=0.000 (P<0.01)	Yes
H1: There is significant relationship between advertising and consumer online purchasing.	p=0.004 (p<0.01)	Yes
H1: There is significant relationship between sales promotion and consumer online purchasing.	p=0.000 (p<0.01)	Yes
H2: There is significant relationship between promotional mix strategies and consumer online purchasing.	p=0.000 (p<0.01)	Yes

H<sub>1</sub>: There is significant relationship between promotional mix factors and consumers online purchasing for purchasing online products.

It is gathered from the above table-3 the obtained 'p' values are lesser than 0.05. The 't' value indicates public relation (5.122), personal selling (5.176), advertising (2.911), and sales promotion (6.207) are positively significant to consumer online purchasing at the level of 0.01. So, the null hypothesis is rejected; alternative hypothesis is accepted. Hence the proposed hypothesis (H1) stated consumers online purchasing behavior is impact by promotional mix factors is accepted. So there is positive significant relationship between consumers' opinion about the promotional mix factors on the basis of their online purchasing behavior to purchasing through online.

H1: There is significant relationship between promotional

mix strategies and consumers online purchasing behavior for purchasing online products.

It is concluded from the above table-4 the obtained 'p' value is lesser than 0.05. The value is 0.517 indicate the promotional mix strategies are positively significant to consumer online purchasing and its p-value is 0.000 (p<0.01). So, the null hypothesis is rejected; alternative hypothesis is accepted. Hence the proposed hypothesis (H2) stated consumers online purchasing are impact by promotional mix is accepted. So there is positive significant relationship between consumers' opinion about the promotional mix strategies on the basis of their online purchasing behavior to purchasing through online.

## 6. IMPLICATION OF STUDY

Based on the findings generated, consumers are generally concerned with all these aspects as result shows close relationship between these independent variables and promotional mix strategies.

Promotional activities have particularly become a major part of online marketing. Because the consumers are not as well-known, it is important to create a stirring ambiance to draw the valuable consumers. Promotional ideas are created to drive hot sales in online marketing. While some promotions are more successful than others, every promotion is used as a learning experience and a stepping-stone to a more successful promotion for the following season. The goal of online marketing teams is to get the "wow" factor from consumers. This generates drone and keeps consumers coming back for more. In order to reach this purpose we described the different tools in the promotional mix used by online marketers, external factors influencing the choice of promotion strategy, and adaptation and standardization theories. The study has been investigative since we have gained a deeper understanding of the area of research.

## 7. LIMITATIONS OF THE STUDY

Time limitations, the responses may vary as some people did not want to come up with real answers, and the people were busy in their own work so they might not have given actual responses. Only one City (Chidambaram) of the District had been considered. Findings might vary according to the location, income level, standard of living etc. and all of those factors had not been considered separately. And like any other research the limitation of personal bias of respondents limits the scope of the study.

## 8. CONCLUSION

Prior to the result, the study provide practical evidence that supports all the above independent variables to be significantly impact consumers' online purchasing behavior. To demonstrate this situation, the study conceded out further investigation and countered the opposing result with supporting journals.

The goal of this rising area of promotion is to support the online products while purchasing and involving the consumers. Online Marketers are eager to create a lasting memory in the consumers' minds that will help them recall

that particular product. With the proper planning, promotional activities events work in conjunction to give fans the desired experience. The most appropriate framework, which enables the possibility of direct connection of potential customers with the company offers, favorable to complex promoting the products and, not least of the marketing, are the fairs and exhibitions. The study shows that how online marketing companies become successful by getting close to the consumers and satisfying through their products according to the consumers' needs through promotional mix.

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