

Store Promotion Preferences: A Demographic Analysis

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Abstract- Today's creative and talented retailer can use this upcoming art to breathe in new life into his store products. Passion for design and creativity are essential to be a good visual merchandiser. A perfect design process and the ability to create ideas that are different are required. Thus studying store promotion has become an important element in retailing that is a team effort involving senior management, architects, merchandising managers, buyers, the visual merchandising director, designers, and staff.. Store management starts with the store building itself. The management decides on the store design to reflect the products the store is going to sell and how to create a warm, friendly, and approachable atmosphere for its potential customers.

Index Terms- Store Promotion, Advertising, Brand Image.

INTRODUCTION

It would be a significant understatement to say that sales promotion is enjoying a dominant role in the promotional mixes of most consumer goods companies. With the trend of shopping shifting to malls, the store culture has emerged as a very important tool to attract customers. Consumers prefer to visit a retail store where they can purchase variety of products under one roof, not only consumers but producers also prefer to sell their products through various retail stores. Earlier the products were sold through local stores or Kirana stores where the shopkeeper only provides those products which were asked by the consumer, but the store culture allow them to have a look at all the various available options which they can compare and then select the best among the lot.

The Indian retail sector, though dominated through grocery shops/kirana stores, has been witnessing emergence of corporate retail chains such as RPG Retail, Pantaloon Retail, Shoppers stop, Reliance Fresh, Aditya Birla Groups More', Croma (Tata). These large-format stores known as organized retail

stores provide a wide range of product and brands at attractive prices and pleasant shopping experience for family members. The main objective is to provide the customers with 3 Vs i.e., value, verity and volume. Apart from Four Ps, service marketing includes three more Ps i.e., People, Physical evidence and Process. P (place) includes convenience for shopping, stores interiors and store location.

Today retailers are facing a keen competitive market and are finding it increasingly difficult to create a differential advantage on the basis of product (merchandise), price, promotion, place, people and location and at this point the store itself becomes a fertile and last opportunity for market differentiation. Today's customers have many shopping choices, as the merchandise is available easily. Some make purchases on the internet they don't have to worry about the long hours of operation, parking or getting large purchases home. So as compared to the past with development in technology retailers job have become more difficult. Retailers need to create an exciting store design with innovative merchandising techniques to make people come and visit the stores. Here comes the role of marketer who creates the store design. Marketer likes to think of their store as theater. The walls and floors represent the stage. The lighting, fixtures, and visual communications such as signs represent the sets. And the merchandise represents the show.

Retail locations likewise give organizations an opportunity to pull in new purchasers to buy their item by utilizing different store special strategies which make a brand picture for the item. Because of the quick changes in the worldwide business sector and the expanded rivalry experienced between FMCG firms, "Brand Management" has turn out to be more essential. Great brand administration realizes clear separation between items, guarantees customer steadfastness and inclinations and may prompt a more prominent piece of the pie. The term brand has

diverse importance connected to it; a brand can be characterized as a name, logo, image and personality or a trademark.

STORE PROMOTION

Retail industry has been booming every year in the past decade and has penetrated the third world countries in a big way. India's retail market is to touch \$820 billion by 2020 according to A C Nielsen survey (2008). However the potential is enormous and it is also a booster for national economy. The profile of the retail sector is changing from the corner mom and pop stores to organized sector. This change is sure to make an impact on the buying behaviour of the consumers. The growth in retails sector is sure to bring forth some opportunities for the manufacturers and retail chain owners. "Manufacturers need information on the effectiveness of in-store stimuli and the extent to which they influence consumer purchasing behaviour for their brands.

Store promotions greatly influence a store's operations and performance. The fewer Store promotions are planned in any given year, the less accustomed the staffs is to such events, which is a negative stressor that also has an impact on customer relations. Everyone is anxious about the success of the promotion. In addition, often these special promotions are unbudgeted which adds additional pressure for staff to deliver the desired sales results. In other words, the pressure for more sales is on, and as a result, less time can be spent with individual customers.

On the other hand, store promotions are a great chance to turn a rather boring store into an entertaining event store, which will help to surprise customers and create curiosity in interesting and innovative new products. Store promotions are professionally executed marketing and branding events, which is why they should be stress-free, great experiences for staffers and buyers alike.

Consumers have more shopping options than ever before from mass merchandisers offering one-stop discount shopping to large and respected department stores, and the convenience of the 24*7 global online market place. The increase in shopping choices results in an increase in customer demands and expectations, potentially eroding customer loyalty instead, consumers are defining their own shopping path on a daily basis, based on individual experience,

product availability, customer service, convenience, value and price. Various store promotional tool which create brand image for Fast moving consumer goods are discussed below:

Attractive product display: As important is decorating the store to attract the customer, more important is to decorate the product, which is possible through soulful colours and eye-catchy packaging. If your store front is fortunate enough to feature one or more windows, then you have one of the most proven (and least expensive) forms of advertising at your disposal.

Special discount: Discounts, loyalty offers and bulk buy pricing is common business practice and can help you to move stock, attract new customers, or reach sales targets during a slow sales period.

Gifts: Merchandise offers at a relatively low cost or free as an incentive to purchase a particular product. A with-pack premium accompanies the product inside or on the package.

Prizes (contests, sweepstakes, games): Prizes are offers of the chances to win cash, trips, or merchandise as a result of purchasing something. A contest calls for consumers to submit an entry to be examined by a panel of judges who select the best entries.

Layouts: Store layout and visual merchandising are factors that contribute to the uniqueness of a store. The exterior and interior of a store convey several messages about the store to the consumers.

Signage: Signage refers to the design or use of signs and symbols to communicate a message to a specific group, usually for the purpose of marketing. A signage also means signs collectively or being considered as a group..

Floor advertisement / Floor Graphics: This is one of the tools in visual merchandising. Floor advertising takes advantage of unused floor space creating maximum exposure right where it really matters. Floor advertising is generally used to advertise new products or an upcoming promotion.

Free Items: Offering free samples is a promotion method retail stores use to entice reluctant shoppers to make purchases. A free item offered in a promotion should be a low-cost, high-value item. A sample of a new perfume may be a good product to give away for some retail stores.

In store Television display: Store television advertising, also known as digital signage, is the act of advertising any kind of product in any type of retail store, mainly through LCD televisions placed strategically through-out the store.

In store radio: In-store radio is a very effective way of getting retailers message across to their customers, as well as creating the right kind of atmosphere for their business. In-store radio helps the retailers create playlists which are tailor made for a certain brand, store or public place to give a certain atmosphere

Vouchers/coupons: The sale of products to the customers from a fixed location (malls, department stores, super markets and so on) in small quantities for their end use is called as retailing. Coupons play an important role in promoting the retail stores and making the brand popular amongst the masses.

Background music: Music can be a key element of the retail mix that can drive shoppers towards visiting a store and making a purchase. Professionally programmed in-store music can provide retailers with a point of differentiation.

Shop congestion / crowding/shop density: Crowding is one of the many factors that can affect the store atmosphere. The condition of crowding typically includes many shoppers during a given time and place, but crowding can also occur depending on the floor layout design and display of merchandises, which may cause limited customer space.

Behaviour of sales people: In small traditional stores it is observed that the role of a salesman is played by the retailer himself. A retailer's relationship efforts are defined as "any effort that is actively made by a retailer towards a consumer that is intended to contribute to the consumer's perceived value above and beyond the core product and/or service efforts received.

Store fragrances : Fragrances in a retail environment enhance the buying experience; they improve a customer's perception of the store, the environment and the product. Scent draws people in, makes them stay longer and want to come back.

Ventilation/ Store Atmosphere: Atmosphere inside the store effects the emotional state of the consumer, which in turn causes behavioural changes, both positive (approach, buy more, stay longer etc.) and negative (not approach, buy less, leave earlier etc.).

Cash discounts: Cash discounts are commonly given if you pay for an item prior to the payment being due. Charge sales tax on the discounted price.

Parking Space: In this modern world, time is a crucial factor in consumer buying pattern. Easy availability of parking space makes the overall buying experience better.

Location: A good and attractive location of the retail out helps in getting better accessibility, visibility, traffic and footfall to the store.

Store promotion consists of a diverse collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular products or services by consumers or the trade. In store promotion creates a positive impact on consumer purchase intention and form long-term relationship with the customer thus create brand image in customers mind. Sixty percent of all in-store purchases are unplanned, according to associate professor of marketing at Lehigh University in Bethlehem, Pennsylvania which provide a great scope for the marketer to use in store promotional activities.

LITERATURE REVIEW

Rajagopal (2008) through his study "Point-of-sales promotions and buying stimulation in retail stores" reasoned that purpose of-offers special projects have turned into the main instrument of retailing with a specific end goal to procure new clients and hold faithful clients. It was additionally found that dependable clients are pulled in to the store brands amid the limited time offers while new customers are value touchy and are pulled in by the in-store vibe of offers advancements and volume rebates.

Singh D. (2008) in this article “Art and Science of Visual Merchandising”, had discussed about a mini survey done by NIFT Delhi, whose objective was to find out how visual merchandising impacts attitude, perception, motivation, learning and memory psychology of a consumer. 38 customers were interviewed in New Delhi. The findings of this survey where 67% of women go to shop with a pre decided product in mind and out of that 70% do come out with that specific product plus some additional products or something totally different. And in the case of males 33% do that as they are motivated from the window display.

Long Martin (2008) in his research on “Promotional Effectiveness –The Changing Dynamics of Marketing Promotions in FMCG” inferred that in the current antagonistic monetary atmosphere, which is unprecedented in late history, makers and retailers are being gone up against with some excruciating substances around the present viability of their limited time exercises. Accordingly in the serious corruption of shopper certainty, advertisers, classification and brand administrators are finding that the kind of advancements that have served them well before, are no more as successful.

According to Gupta et al (2009), in “Impact of store size on impulse purchases”, sorted out retail locations are outlined in such a way, to the point that they speak to the customers for making drive buys thus motivation buying propensity are expanding among the shoppers with an expanding in composed retailing. These days even a portion of the mother and-pop stores (Kirana stores) are being composed with delicate music and tranquil environment which apel to clients feeling.

OBJECTIVE

- To study the impact of demographic variables like gender, age, qualification, occupation, income and marital status towards store promotion preferences.

DATA ANALYSIS

First of all the reliability of the entire research instrument which is constructed to meet the objectives of the present study is calculated by using

cronbach alpha. The results of which are mentioned as under:

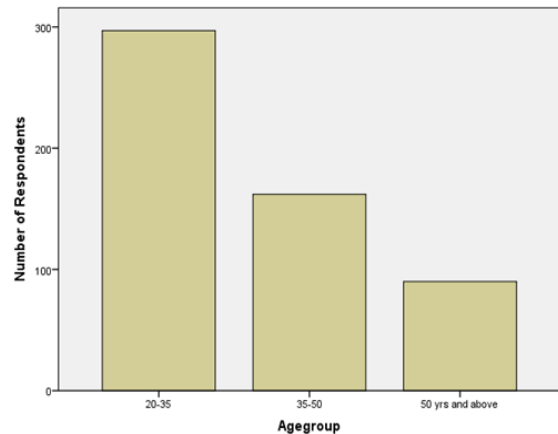
	N	%
Valid	549	100.0
Total	549	100.0

a. Listwise deletion based on all variables in the procedure.

For the purpose of this study 549 respondent were approached to accomplish the various objectives formed for the study.

Cronbach's Alpha	N of Items
.982	73

Reliability test: The reliability of the instrument is tested by using Cronbach alpha method. The number of items taken in the present study are 73 and their reliability is coming to be 0 .982.As this value is closer to 1 , thus it may be said that the reliability of the instrument used in the research is good and acceptable and the data could be further analyzed.



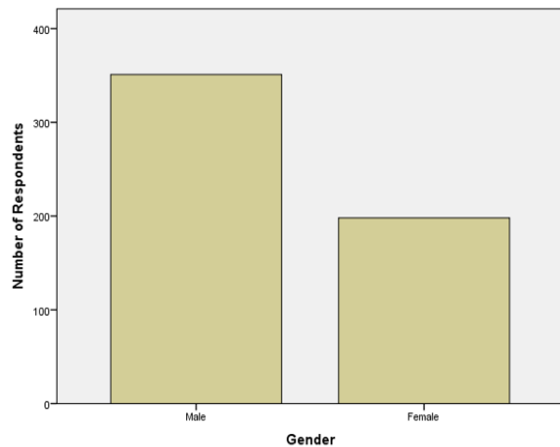
The questionnaire dealing with demographic information of the sample respondents was analyzed by using frequency distribution for demographic variable including age, gender, income, qualification, marital status, occupation and store promotion tools. The results of the same are mentioned as follows:

Figure 1: Frequency distribution by Age
 From the above figure 1, it can be noted that out of the total respondents 297 belongs to age group 20-35 i.e. the young generation where as 162 respondents belonging to age group 35-50 and only 90 respondents belonged to age group 50 and above. Thus it may be interpreted that store promotion tools

affect the preference of the youngsters to the greatest extent.

With the trend of shopping shifting to retail stores which is altogether new experience of shopping, every individual prefers to purchase various products under one roof only. The young generation is more interested to know the latest trends and changes in the market, thus they are more inclined to know the store culture and also respond to the promotional offers which are provided by the marketer in a store. Young generation is more proactive in their shopping behaviour and patterns. Their shopping is majorly to maintain social status among peer group hence anything that is new and attractive with a catchy promotional offer they tend to get influential towards it. They are the young blood and they are experimental to try new products

Figure 2: Frequency distribution by Gender

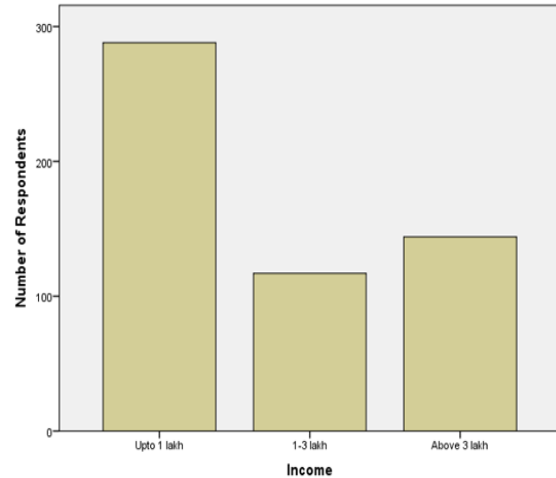


Among the total respondents the contribution from male population is more in comparison to the females. It can be noted from the above figure 4 that 351 response have been made by males where as female respondents were 198 only. Thus it may be interpreted that male population have more interest towards the marketing strategies used by marketer in various stores.

Now a days Males are more interested in knowing the offers in the market. They would like to purchase a product which has attractive offers attached to it rather than a product with a shining packaging. Males have a tendency to purchase a product which has the same value as the money paid for it. For example females would prefer to visit a store with separate parking facility for them, good music and fragrance. Women are more likely to say they will go

out of their way to get good deals, however. Men's equally high tendency to take advantage of sales promotion deals, then, suggests that either men have become more value conscious or that sales promotional incentives have become more user-friendly, or both.

Figure 3: Frequency distribution by Income



The above figure 3 shows the income of respondents which includes low income group i.e. upto 1 lakh, Medium income group i.e. 1- 3 lakh and high income group i.e. above 3 lakh. Out of the total respondents 288 belong to low income group, 117 belongs to medium income group and 144 is from high income group. Thus it may be concluded that the low income group is most affected by various marketing strategy used by companies for selling fast moving consumer goods as their purchase decision is based on necessity. As for a person who is earning Rs. 1 lakh it is very important that each and every penny is spent rightly and on right things. Therefore with the help of retail stores they get a chance to explore and choose amongst the various available options. They also get attracted towards various promotional tools available in the store in order to get best of all options.

The below figure 4 denotes the qualification of the respondent among which the graduate are 216 of the total respondent, where as post graduate respondents are 333 of the total population which tells that the highly qualified segment is more aware and responsive towards promotional tools and marketing techniques used by the marketer in the store while purchasing FMCG products. The respondent belonging to post graduate segment are more attentive towards the promotional strategies.

Figure 4: Frequency distribution by Qualification

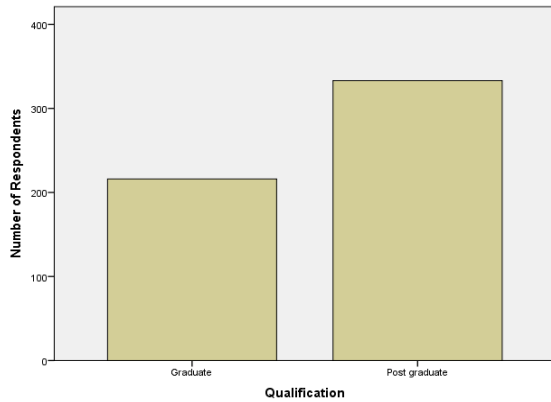


Figure 5: Frequency distribution by Marital Status

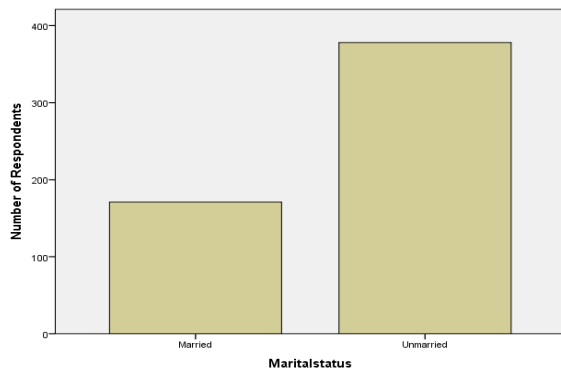
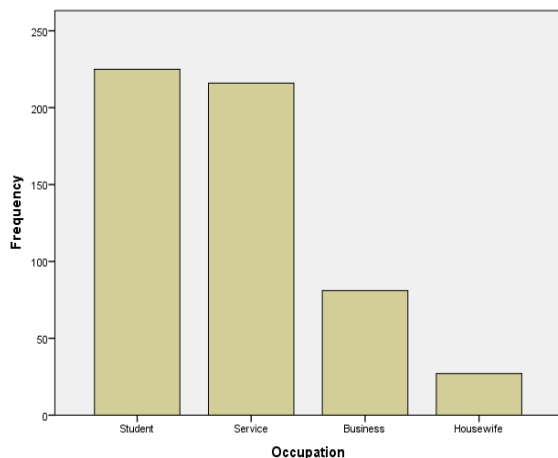


Figure 5 represents the marital status of the respondent among which the respondents belonging to married segment are 171 of the total respondent and 378 were from unmarried segment. Thus it may be interpreted that the bachelors or the unmarried customers are more attracted towards the promotional tools used in store while purchasing FMCG products.

Figure 6: Frequency distribution by Occupation



The above figure shows the occupation of the respondents which includes students, service, business and housewives. Out of total respondents 225 are students, 216 belong to service class, 81 run their own business and 27 are housewife, thus it may be concluded that students are more responsive towards store promotional tools while purchasing FMCG products from a store. They purchase products which are on offers and do not hesitate in trying new products and also respond to all the promotional tools used in a store in a positive manner.

CONCLUSION

The study indicates that people belonging to different age groups think in a different manner and their response towards buying FMCG products varies with respect to the different store promotion strategies used by marketers. Thus the responsibility lies on the shoulders of marketers that all the different age group people are attended with different store promotion strategies. Out of the various age groups store promotion tools affect the preference of the youngsters to the greatest extent. The category students are more responsive towards store promotional tools while purchasing FMCG products. It was also found that the perception of male and female towards store promotion tools in buying Fast moving consumer goods is different. Male population has more interest towards the marketing strategies used by marketers in various stores than females which gives retailers a scope of improvement in their marketing plan. There should be more focused marketing strategies for females so that their interest can be captured towards various tools used to promote Fast moving consumer goods. Income, qualification, marital status of consumer plays a significant role in choosing Fast moving consumer goods on the basis of store promotional tools. The low income group is most affected by various marketing strategies used by companies for selling fast moving consumer goods as their purchase decision is based on necessity. The highly qualified segment is more aware and responsive towards promotional tools and marketing techniques while purchasing FMCG products therefore retailers should focus on strategies which attract the less. The bachelors or the unmarried customers are more attracted towards the promotional tools used in store

while purchasing FMCG products than the married customers.

FMCG includes those entire product which involves low investment and are required on regular basis, hence the customer do not purchase such products in bulk rather they prefer to buy the products as and when need arises. More number to respondents are aware about the store promotional strategies This is due to the increased literacy level and awareness among the sample respondent.

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