

THE IMPACT OF PROMOTIONAL MIX ON CONSUMERS PURCHASING DECISIONS

M. Shirisha*
Dr. D. Sucharitha**

ABSTRACT

Inside the generation of globalization and digitization, stepped forward employment access, high literacy charge and exposure to electronic media has laid plenty of significance to advertising and marketing communications in shaping the consumer buying conduct. This take a look at analyzed the effect of advertising and income promotions on customer shopping for conduct of FMC items. The examiner tested the impact of promotional activities exercised in purchasing of FMCG items. The statistics required for this study has been received from resources: the primary is taken from the books, research and former research, at the same time as the second one turned into the field study. The populations of the study have been surveyed. For the purpose of this have a look at a pre-designed questionnaire has been allotted to a purposeful pattern of fifty clients inside the buying shops. Reliability Cranach's alpha to determine the reliability of the questionnaire as a tool to gather the important data changed into done. a set of outcomes has been discovered, and can be summarized as follows: the degree of promotional blend exercise became high for marketing, private selling, and income promotion, even as it became mild to low for publicity, and public relations. There may be no statistically vast effect of the following mixed promotional activities: (advertising, non-public promoting, income merchandising, publicity, and public relations) carried out on customers buying decision. the thing gives the importance of promotional blend in selling the products and their impact on client shopping selections.

KEYWORDS: *FMCG items, Promotional Mix, Sales Promotion, Consumer Purchasing Decisions.*

Introduction

The merchandising is considered as a start line, and step one, the manufacturers followed to talk and get in touch with their clients, in each local and foreign markets alike, wherein it paves the street to every other advertising efforts including presentation of agencies' product, its features, specifications, distribution of the product, and what distinguishes it from different manufacturers' competing merchandise in the goal markets. The determination of the maximum appropriate, effective, and influential promotional blend elements on the consumers' buying decision making, which gain the producers' targets can also have a strong, essential, and useful indications for each choice makers, and advertising of FMC goods manufacturing groups. Although, most of the previous studies tried to increase models to pick out the determinants of the purchasers' purchasing selection, all of them lacked in determining one by one the effectiveness and significance of each component, besides, most of those studies had a warfare results, and guidelines couldn't generalized to unique industrial sectors.

* Research Scholar, Shri Jagdishprasad Jhabarmal Tibrewala (SJJT) University, Jhunjhunu, Rajasthan, India.

** Associate Professor, Holy Mary Institute of Technology & Science, Bogaram, Keesara, Ranga Reddy District, Hyderabad, Telangana.

Origin and Development of Advertising

It's been wrongly assumed that the marketing feature is of latest starting place. Evidences suggest that the Romans practiced advertising and marketing; however the earliest indication of its use on this U.S.A. dates lower back to the center ages, whilst using the surname indicated a person's occupation. the subsequent degree in the evolution of advertising and marketing become the use of symptoms as a visual expression of the tradesman feature and a method of finding the source of goods. This technique continues to be in commonplace use. The seller in primitive times relied upon his loud voice to draw attention and tell customers of the provision of his services. if there were many competition, he relied upon his personal non-public magnetism to draw attention to his merchandise. Frequently it became vital for him to hotel to persuasion to pinpoint the blessings of his merchandise. Consequently, the seller became doing the whole promotion activity himself.

Development of retail shops, made the investors to be greater involved about attracting enterprise. Informing clients of the provision of components became pretty crucial. Some types of out of doors advertising had been vital. Signs on stores and in prominent places across the city and notices in revealed matters have been from time to time used. While clients have been finally interested in the shop and satisfied with the service at least as soon as, they had been still subjected to aggressive impacts; consequently, the merchants signs and commercials reminded clients of the continuing availability of his services. Sometimes buyers might communicate to provide and former customers inside the streets, or join social companies to be able to have continuing contacts with gift and capability clients.

Adverting is handiest one element of the merchandising blend, but it regularly taken into consideration prominent in the general advertising mix layout. Its excessive visibility and pervasiveness made it as an critical social and encomia topic in Indian society. Advertising can be described as "the co-ordination of all vendor initiated efforts to installation channels of records and persuasion to facilitate the size of a great or provider." promoting is most customarily supposed to be a helping issue in a advertising mix. Promotion choice must be incorporated and co-ordinate with the rest of the advertising and marketing blend, particularly product/brand decisions, in order that it can successfully guide an entire advertising blend strategy. The promoting mix consists of four simple elements. They are:

- Advertising
 - Personal Selling
 - Sales Promotion, and
 - Publicity
- **Advertising** is the dissemination of information by non-personal means through paid media where the source is the sponsoring organization.
 - **Personal Selling** is the dissemination of information by non-personal methods, like face-to-face, contacts between audience and employees of the sponsoring organization. The source of information is the sponsoring organization.
 - **Sales Promotion** is the dissemination of information through a wide variety of activities other than personal selling, advertising and publicity which stimulate consumer purchasing and dealer effectiveness.
 - **Publicity** is the disseminating of information by personal or non-personal means and is not directly paid by the organization and the organization is not the source.

Objectives of the Study

The study seeks to achieve the following goals:

- Identify the extent to which FMC Goods production companies use of promotional mix elements.
- Identify the effect of promotional mix that is used by FMCG production companies on consumers purchasing decision making.
- Using of the study results in presenting recommendations that will help both planners and marketers companies to invest in the most promotional mix elements impact on consumers purchasing decision making.

Problem of the Study

- The study attempted to become aware of the quantity to which FMCG production organization's use of promotional mix elements, and those elements effect on purchasers shopping decision making. the hassle can be expressed extra without a doubt with the aid of asking the subsequent questions:

- Is there a statistically substantial effect of the following mixed promotional sports: (advertising, private selling, income promoting, publicity, and public relations) carried by way of manufacturing groups on purchasers purchasing choice is there a statistically significant effect of the advertising practiced by way of corporations on customer's purchase selection making.
- Is there a statistically vast impact of the private promoting practiced by way of groups on clients purchase choice making.
- Is there a statistically full-size effect of the sales promoting practiced by corporations on customers buy choice making.
- Is there a statistically massive impact of the exposure practiced by using businesses on purchaser's purchase choice making?
- Is there a statistically good sized impact of the public relations practiced by businesses on purchaser's buy selection making?

Importance of the Study

Through his survey to preceding studies, the researchers didn't find any performed examine in industrial sector concerning using promotional blend elements, and their effect on consumers purchasing selection. for this reason, the significance of this look at addressed a brilliant significance for the following points: merchandising is a number one advertising element, which is liable for speaking with purchasers, beneath a sure conditions its effectiveness and success depend heavily on the rational desire of the suitable promotional blend detail, and because of this, promotional blend elements has a unique importance in effecting clients buying selection.

The importance of using advertising and marketing communications will increase with the amount of competition and its depth, the variety of monetary and social activities, the increasing in customer focus, and the clients multiplicity of options, so it's far very crucial to select the promotional conversation approach, which has the ability to reach the goal purchasers and persuading them to take the shopping decision.

The Hypotheses of the Study

- H₀** : There is no statistically significant effect of the following combined promotional activities: (advertising, personal selling, sales promotion, publicity, and public relations) carried out by companies on consumers purchase decision making.
- H₀₁** : There is no statistically significant effect of the advertising practiced by companies on consumers purchase decision making.
- H₀₂** : There is no statistically significant effect of the personal selling practiced by companies on consumers purchasing decision making.
- H₀₃** : There is no statistically significant effect of the sales promotion practiced by companies on consumers purchase decision making.
- H₀₄** : There is no statistically significant effect of the publicity practiced by companies on consumers purchase decision making.
- H₀₅** : There is no statistically significant effect of the public relations practiced by companies on consumers purchase decision making.

Methodology of the Study

- **Population and Sample:** The population of the have a look at is composed of the customers who visited the buying malls. Comprehensive survey is used to attain information from the population, after which a practical sample of 50 people has been adopted to gain statistics for the have a look at. Consequently, purchasing customers can be seemed as the unique unit of analysis for the study.
- **Data Collection Tools:** To gather records for the contemporary study and its variables, the researchers used a questionnaire; it protected 29 statements to degree the extent to which promotional blend factors: (marketing, personal promoting, income promotion, publicity, and public family members), and those elements effect on clients purchasing decision making.
- **Sources for Obtaining Data:** Two sources of data collection have been adopted for this study:
 - **Secondary Data Sources:** included, references, literature, and periodicals relevant to the study in order to clarify basic concepts related to the study, its various dimensions, and to identify the most important studies of the subject.

- **Primary Data Sources:** a questionnaire was designed to collect data from the managers and staff responsible for using of promotional mix elements, and their effect on consumers purchase decision making
- **The Statistical Analysis Methods Used:** Since the observe is a descriptive, and analytical, the most appropriate statistical methods of each descriptive and inferential can be used, for the purpose of reading variables and trying out hypotheses of the study, they may be:
 - **Descriptive Statistics** (mean and standard deviations) to describe the extent to which companies using of each of the promotional mix elements.
 - **Cronbach's Alpha:** to determine the degree of reliability of the data collection instrument (Questionnaire).
 - **Multiple Regression Analysis:** to measure the effect of combined promotional mix elements (advertising, personal selling, sales promotion, publicity, and public relations) on consumers purchasing decision making.

Literature Review

The Concept of Promotional Activity and its Importance

A particular aggregate of promotional methods used for one product or a family of products. Elements of a advertising mix might also include print or broadcast advertising, direct advertising, personal selling, point of sale displays, and/or vending. as one of the advertising mix factors, merchandising consists of all of the sports directed to the targeted purchasers that result in facilitate the process of contacting with them for the reason of formatting a feel of the significance of the commodity in reaching a high degree of customers delight of their needs and wishes comparing with the competition commodities, and so, the idea of promotion extends to all non-public, and non non-public touch, which include marketing, public relations, exhibitions, sales promotion, packaging, branding, samples and presents, etc.

- **Abdel-Fattah, 1988**, the primary cause of the advertising is to contact the patron and affect it, and the coolest powerful advertising requires of each understanding and knowledge of the persuasion technique and the way it's miles laid low with numerous environmental variables, the targeted clients must be able to recognize all the statistics he obtain, after which the favored records need to be formulated in the light of environmental issues related to customer way of life earlier than introduced
- **Abdul Hakim, 2004**, it may be argued that the goal of the advertising policy is particularly to expand of the marketplace percentage of the organisation, and to offer to client ok definition of the product, in addition to to make clear how it's miles used
- **Mualla, 2006**, the merchandising can be described as a "marketing activity involves the persuasion contacting manner via which the sender outline of a commodity, or provider, or an idea, or a place, or someone, or a pattern of behavior for the purpose of influencing the members of a specific audience minds, to attraction to their reaction behavioral approximately what promotes"
- **Mualla, 2008**, promoting has an important position in forming of loyalty and psychological connection diploma between the customer and the product, the advert marketing campaign, and the method of a sentence that create loyalty to the product play a first-rate position within the fulfillment of accomplishing the targets of the promoting policy. There are several promotional desires and the maximum three fundamental goals the company seeks to gain via the advertising are:
 - Forming the appropriate mental photograph for the enterprise: while the organization advertised its merchandise, searching for to shape a client intellectual photograph approximately the corporation by way of defining itself, and its desires within the early ranges of the agency's entry to the marketplace.
 - Defining of the employer's product: in general, the primary task of the promoting is to define the product, specifications, charge, places of distribution, the way to use it, and places of provider facilities and preservation, besides, looking to convince consumers of its benefits.
 - The improvement of the agency's marketplace percentage: promoting is considered one of the most important equipment the enterprise is based upon to increase its market

percentage, wherein clients can be satisfied with the to be had functions inside the organization's product, hence the customers demand at the enterprise's product can be extended. further to, some clients becoming shopping for the organization's product rather of buying competing merchandise, because of this an growing within the organisation's marketplace proportion

Promotional Mix

- **Kotler & Keller, 2006**, the promotional mix or advertising and marketing communications program time period is a fixed of components that engage and incorporated together to achieve the institution promotional objectives inside the context of the triumphing advertising and marketing philosophy advertising mix includes an powerful set of balanced and constant additives and elements to attain the promotional goals, including: advertising, personal selling, sales merchandising, publicity, and public family members. underneath is a short clarification of every::

Advertising

Is described as any non-private conversation way of thoughts or merchandise by using the usage of mass communications media such as tv, newspapers, magazines, cinema, radio and so on. and is applied through a selected sponsor, for a charge paid to steer purchaser behavior (Kotler & Keller, 2006; Mualla, 2007). this promotional interest may be measured via: the marketing medium used, advertising and marketing length, the period of the commercial, the technical advertising output, the repetition of advertising and marketing, the content material of marketing, and the drafting of advertising and marketing.

Personal Selling

This promotional activity can be measured through: the level of training and skills of sales staff, the style and appearance, the possibility of providing information, capabilities in solving problems, displaying, verbal persuasion, and style presentation, etc.

Sales Promotion

Is described as any marketing or non advertising attempt or hobby in which advertising or non advertising and marketing means are used at a selected time to stimulate extended demand or to prove the availability of the product (Obydat, 2004). This promotional pastime can be measured through man or woman and collective promoting sorts of awards, unfastened presents and subscriptions, monetary applications offers, free samples, rebates, the multiplicity of offerings, income offers events, sales offers duration, dissemination strategies, found out credibility

Publicity

Publicity means any unpaid broadcasting or publishing about positive or negative news of the company, or its products and activities by using mass media.

Public Relations

Public members of the family is the one of the promotional sports it'll hold the relation with targeted customers. Additionally they include all activities finished by way of the organisation with the intention to enhance or enhance its image inside the community inclusive of assisting and participating positively in social, environmental, health, and public issues.

Consumer Purchasing Decision

The purchasing decision process describes the process a customer goes through when buying a product. There is a common theme of five stages in the decision process.

Results of the Study

In this part of the study, the main hypotheses, and sub hypotheses emanated from, have been discussed and analyzed. The statistical analysis has been done in the context of FMC Goods production companies.

- **The Main Hypothesis**

H₀ : There is no statistically significant effect of the following combined promotional activities: advertising, personal selling, sales promotion, publicity, and public relations carried out by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision.

H_a : There is a statistically significant effect on combined promotional activities: advertising, personal selling, sales promotion, publicity, and public relations carried companies on consumers' purchasing decision. Multiple regression analysis has been used to test this hypothesis the results are shown in the Table below:

The Results of Multiple Regression Analysis

Model 1	Un Standardized Coefficients		Standardized Coefficients	t	Sig
	Beta	Std. Error	Beta		
(Constant)	-0.277	0.417		0.666	0.507
Advertising	0.289	0.101	0.227	2.874	0.005
Personal Selling	0.199	0.1	0.165	1.991	0.047
Publicity	0.071	0.119	-0.58	-0.592	0.555
Sales Promotion	0.269	0.122	0.224	2.2	0.029
Public Relations	0.149	0.083	0.151	1.803	0.074

It's clear from the information inside the above table that there are three promotional activities carried out with the aid of companies have an impact on consumers buying selection making: the first, is advertising, with .227 as a value of the coefficient of the unbiased variable beta, and .05 as a statistical importance, accompanied with the aid of sales merchandising with .224 as a value of the coefficient of the independent variable beta, and .029 as a statistical importance, followed through private promoting with .165 as a value of the coefficient of the impartial variable beta, and .047 as a statistical importance. on the other hand, the opposite two variables exposure, and public family members haven't statistically great at the extent of much less than .05 and, consequently, haven't an impact on clients shopping choice making. this means that accepting the null hypothesis H_0 , which states that there may be no statistically enormous impact of the subsequent blended promotional activities: advertising, private promoting, sales promoting, publicity, and public relations performed by way of Jordanian shareholding ceramic and glass manufacturing agencies on purchasers buying choice making.

• Hypothesis

H₀₁ : There is no statistically significant effect of the advertising practiced by FMCG consumers purchasing decision.

H_{a1} : There is a statistically significant effect of the advertising practiced by FMCG Manufacturing companies on consumers purchasing decision. Multiple regression analysis has been used to test this hypothesis; the results are shown in the Table below:

The Results of Multiple Regression Analysis

Model 2	Un Standardized Coefficients		Standardized Coefficients	t	Sig
	Beta	Std. Error	Beta		
Advertising	0.289	0.101	0.227	2.874	0.005

It's clear from the statistics inside the above table that the value of the coefficient beta for the independent variable advertising is .227 with a statistical importance = .half. This means rejecting the null hypothesis H_01 , which states that there is no statistically vast effect of the advertising and marketing practiced by groups on clients buying decision, and accepting the exchange speculation. H_{a1} which states that there may be a statistically big effect of the advertising practiced businesses on purchasers buying decision.

• The Second Sub-Hypothesis

H₀₂ : There is no statistically significant effect of the personal selling practiced by companies on consumers purchasing decision.

H_{a2} : There is a statistically significant effect of the personal selling practiced by companies on consumers purchasing decision. Multiple regression analysis has been used to test this hypothesis; the results are shown in the Table below:

The Results of Multiple Regression Analysis

Model 3	Un Standardized Coefficients		Standardized Coefficients	t	Sig
	Beta	Std. Error	Beta		
Personal Selling	0.199	0.1	0.165	1.991	0.048

It's clear from the data in the above table that the value of the coefficient Beta for the independent variable Personal Selling is .165 with a statistical significance = .048. Which means rejecting the null hypothesis Ho2, which states that there is no statistically significant effect of the personal selling practiced by companies on consumers purchasing decision, and accepting the alternate hypothesis?

- **The Third Sub-Hypothesis**

H_{o3} : There is no statistically significant effect of the sales promotion practiced companies on consumers purchasing decision.

H_{a3} : There is a statistically significant effect of the sales promotion practiced by companies on consumers purchasing decision. Multiple regression analysis has been used to test this hypothesis; the results are shown in the Table below:

The Results of Multiple Regression Analysis

Model 4	Un Standardized Coefficients		Standardized Coefficients	t	Sig
	Beta	Std. Error	Beta		
Sales Promotion	0.269	0.122	0.224	2.2	0.029

It's clear from the data in the above table that the value of the coefficient Beta for the independent variable Sales Promotion is .224 with a statistical significance = .029. Which means rejecting the null hypothesis?

- **The Fourth Sub-Hypothesis**

H_{o4} : There is no statistically significant effect of the publicity practiced companies on consumers purchasing decision.

H_{a4} : There is a statistically significant effect of the publicity practiced by companies on consumers purchasing decision. Multiple regression analysis has been used to test this hypothesis; the results are shown in the Table below:

The Results of Multiple Regression Analysis

Model 5	Un Standardized Coefficients		Standardized Coefficients	t	Sig
	Beta	Std. Error	Beta		
(Constant)	-0.277	0.417		0.666	0.507
Publicity	0.071	0.119	-0.58	-0.592	0.555

It's clear from the data in the above table that the value of the coefficient Beta for the independent variable Publicity is -.058 with a statistical significance = .555. This means accepting the null hypothesis Ho4, which states that there is no statistically significant effect of the Publicity practiced by companies on consumers purchasing decision making, and rejecting the alternate hypothesis.

5.3.6 The Fifth Sub-Hypothesis

Ho5: There is no statistically significant effect of the public relations practiced by companies on consumers purchasing decision.

Ha5: There is a statistically significant effect of the public relations practiced by companies on consumers purchasing decision. Multiple regression analysis has been used to test this hypothesis; the results are shown in the table below:

The Results of Multiple Regression Analysis

Model 6	Un Standardized Coefficients		Standardized Coefficients	t	Sig
	Beta	Std. Error	Beta		
Sales Promotion	0.269	0.122	0.224	2.2	0.029

Findings, Conclusion and Recommendations

Findings, Conclusion

- The degree of promotional mix elements practice FMCG companies was high for advertising, personal selling, and sales promotion, while it was moderate to low for publicity, and public relations.
- There is no statistically significant effect of the following combined promotional activities: advertising, personal selling, sales promotion, publicity, and public relations carried out by FMCG companies on consumers purchasing decision
- There is a statistically significant effect of the following promotional elements: advertising, Personal Selling, and sales promotion practiced by FMCG companies
- There is no statistically significant effect of the Publicity, and public relations practiced by FMCG companies on consumers purchasing decision.

Recommendations

- It is essential for FMCG companies to pay more attention in increasing their promotional activities practice, and reinforce their accomplishments in promotional mix elements advertising, Personal Selling, and Sales Promotion that effecting consumers purchasing decision making.
- FMCG companies should pay more attention to the activities and means of publicity, and public relations, since the study results showed a weakness in these two activities, in influencing the consumers purchasing decision toward these company products. Crystallizing their interests and attention may be executed through holding specialized training courses to recognize the value and effectiveness of these activities, and their role in creating positive images of these company products in their target markets.
- FMCG companies should work hard to achieve promotional activities integration in the practice, because such integration will lead to increased demand for their

References

- ✖ Advertising and Sales Promotion Management – S.L.Gupta, V.V.Ratra
- ✖ Advertising and Salesmanship – P.Saravanavel.
- ✖ Advertising Management – concepts and cases Mahendra Mohan.
- ✖ Dr. D. Appala Raju, Dr. P. Sree Devi.(2012). Means of advertisement impact on consumer buying behaviors with reference to health drinks in kuppam. International journal of Management and social sciences,1(2).
- ✖ Kotler, P. & Keller, K. (2006). Marketing management (12th edition). NY: Prentice–Hall.
- ✖ Kotler, P., Keller, K. L., Koshy, A. & Jha, M. (2009). Marketing management – A South Asian perspective, but China and Japan also contribute (13th ed.). India: Prentice Hall
- ✖ McCarthy J. & W. D. Perreault, Jr. (2004). Basic marketing (5th edition). Burr Ridge, IL: Irwin.
- ✖ Soni Neha, Verghese Manoj. (2013). Impact of sales promotion tools on consumer's purchase division towards white good (Refrigerated) at Durg and Bhillai region of CG, India Research journal of management sciences, 2(7).
- ✖ Sunil, Guptha (1988) "Impact of Sales Promotion on When, What and How Much to Buy" Journal of Marketing Research, Vo1.25 November pp. 342-355.
- ✖ Terence, A., Shimp, Advertising, Promotion and Supplemental Aspect of Integrated Marketing Communication, - p. 525.
- ✖ "What happened to advertising", Business Week, September 23, 1991,66.