

## **Study of Promotional Tools Influencing Purchasing Behaviour of Rural and Urban Consumers**

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### **Abstract**

Promotion is an important aspect that involves delivery of the company's brand or product messages to target customers. Several tools are used by companies to promote their product or brand. Each tool contributes a different way to reach customers and achieve communication objective. The aim of the present paper is to study different promotional tools that influence purchasing behaviour of rural and urban consumers. Also, men and women differ in their approach to shop as a result of promotional tool that impacts them to buy a product. In this paper, an attempt is made to understand which promotional tool or strategy is used by them. More importantly the present paper focuses on print media, advertising, and digital marketing. This study based on literature review and conceptual framework.

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**Keywords:** Promotional tools, advertising, print media, digital marketing

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## 1. Introduction

Consumer behavior is a psychological process. The psychology of buying behavior is deeply related to the emotions that the consumer goes through. First, the consumer will begin by recognizing the fact that they are in need of the product. They will then find some way to solve their needs. They will find out where they can get the product, how much it costs, which vendors are the best to buy it from, when is the best time to buy it, and so on. Once the consumer is satisfied with all the information they have gathered on the matter, they will implement the plan and make a purchase of the product.

Companies and organisations use various media platforms to convince consumer buying behaviour. Various promotional strategies are being used on every media platform having different composition that engages the consumers in a distinct way like geographic & demographic.

Promotion Tools make the consumer aware of product, to influence them to purchase it, and to establish a long-term relationship that will make them repeat customers. Some methods of communication include advertising, digital marketing, sales promotions, and public relations. Promotional Techniques focuses on the effects of television, radio, newspapers, magazines and the internet advertisements on awareness, interest, conviction, purchase and post-purchase behaviour of consumers.

From the point of information for consuming products it can be noticed that Digital Promotion and Television are the two major tools of evidence for purchase of products. Different marketing tools and techniques are mass-media advertising remains a prominent promotional tool for marketing. Local radio and newspapers tend to be most affordable for smaller companies. Internet is an important contemporary tool of digital-marketing. It is important to understand the affiliation between digital and old but common mode of communication media; for example TV, radio, newspapers, magazines and billboard advertisements. The communication model was and is one-to-many compared to one-to-one or many-to many communication models in digital media like blogs, social networks, wikis and other social media. Some of the commonly used promotional tools are as follows:

### **Advertising:**

Advertising can be defined as any paid form of non-personal presentation of ideas, goods or services by an identified source to large number of potential customers. It aims to final sales of goods and services, help the concern to face market competition and create favourable image of products and firm as well. The commonly used tools are newspapers, magazines, catalogues, radio, T.V., billboards signs and posters etc.

Advertising channels include the broad categories of print, broadcast, outdoor and interactive media. Different types of Media also serve as major source of promotional strategies likewise print media, outdoor or mural media, broadcast media, direct mail. Advertising tools like Novelties Advertising, Dealer Aids, and Miscellaneous Media.

**Outdoor Advertising:** The promotional technique influences consumer when he is outside home. It is considered as a mass market

medium so it is better utilized for broad messages, branding and support campaigns. This includes posters, wall paintings, banners, electric light signs etc.

**Media** has undergone an extensive phase of development in the last ten years companies are focusing on promoting their product/service accordingly age, income, demographic and several other factors From traditional mediums like TV, Radio, Newspapers, however, now the future of marketers appears to be digital as technology has become an important part of daily lives (Pall & McGrath, 2009). Mohan Nair (2011) takes social media and technology that cannot be underestimated in its impact to an organization marketing communication, choice as to when to engage, how to manage and measure, and whether to lead or to follow is complex but not an impossible task

**Print Media:** It is a written advertising that may be included in the from of newspapers, magazines and etc. They are among the oldest and most effective types of promotional tool.

- i. Newspaper Advertising: Newspaper contains news, opinions, service information, entertainment messages and public materials. It serves as large readership and a high level of reader involvement due to geographical selectivity and even cost is relatively low.
- ii. Magazine Advertising: Magazines contains articles and news of current interest. Magazines are being customised as per the need of the customer. Magazines may be general nature, home and fashion magazines, specialized magazines, women magazines, etc. Magazines have a longer life span with good print quality, selective in approach.

### **Broadcast Media**

It is a part of indoor advertising. It includes radio, television, cinema etc. The average person will spend nearly ten years watching TV and almost six years listening to the radio over a 70-year lifetime.

- i. Radio: It reaches 90 % of people, which makes it very effective. Best times of customers to influence or persuade customers are “drive times” – morning and late afternoon/early evening late afternoon/early evening Radio.
- ii. Television Advertising: it is considered as most easy and maximum reach communication strategy, as it communicates with sound, action, light, motion and colors. The impact is appealing to large companies with widespread distribution.
- iii. Advertising Films: Commercial films are produced to publicize the product with a story along with the fascinating scripts and characters liked by common people.

### **Digital Technology**

Digitalization has led to changes in consumers’ media habits. To build a strong consumer base, a detailed study of commercial knowledge is required.

The Internet and mobile technology have enabled use of a host of digital and interactive promotional tools. Online and e-mail marketing are common elements of promotional campaigns. Social media and blogs offer additional interactive tools that companies can use to reach

consumers directly. Mobile devices with applications for electronic communication and social media allow companies virtually 24/7 access to consumers on the move.

### **E-Promotion /Integrated Marketing Communication**

An effective e-marketing process can be used to frame an appropriate Integrated Marketing Communication (IMC) strategy in which companies can give special consideration to e-marketing along with the other traditional tools of IMC. The art of e-marketing involves finding the right E-marketing mix of strategies that appeals to the target market and will actually translate into sales. The science of e-marketing is the research and analysis that goes into both choosing the e-marketing strategies to use and measuring the success of those online marketing strategies. It includes email marketing, search engine marketing, social media marketing, many types of display advertising (including web banner advertising) and mobile advertising.

The advent of the Internet has opened up a world of possibilities and convenience for shoppers. The consumer can now sit in the comfort of his or her home and browse through literally millions of websites selling a myriad of solutions to consumers' problems. Not only does this impact on the search patterns of the consumer, but also on the purchasing method, as many companies offer online retailing.

## **2. Literature Review**

Belch and Belch explained consumer behaviour as the process and activities which keep people occupy in a state of confusion which product to purchase and the mode of information or awareness of the product features. So, the behaviour for buying or deflecting the product which satisfy their needs, want and desires. Consumer behaviour plays equally important role in rural and urban areas despite of geographic, demographic, family size, taste and preferences, modes of promotional tools when searching for, selecting, buying, using, examining, and disposing of products and services. Consumer behaviour is studied both in terms of sectors of the population as well as individuals. Marketing environment changes takes place in:

- I. Social changes
- II. Economic changes
- III. Ethical changes
- IV. Political changes
- V. Physical changes
- VI. Technological changes

Chandon, Wansink and Laurent talked about six different types of consumer benefits, regarding sales promotions: savings, quality, quantity, convenience, examination. Understanding about consumer's usage value in sales promotions helps in understanding regarding their perception, intention towards purchase.

Kotler Philip (2005), states "Marketing as social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging of values with

others". Marketing is an art and nature as well. It deals with 4 P's of marketing in which Promotion is given most importance.

Dipak Y. Chacharkar (June 2005) has researched that Indian rural shopping is undergoing change, due to socioeconomic change and penetration of television network in rural part. Brand consciousness is on the rise in rural India and villagers are going out local unbranded products and accepted/ preferring the national brands.

Schiffman and Kanuck (2006), stated that consumer behaviour as the behaviour that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will fulfil their needs, wants. and the learning of target buyer or consumer is to gain knowledge about perspective of consumer's decision making before purchasing anything. And how he uses their available time, money and effort – on consumption – related items.

A. Sarangapani (2008), found that consumer satisfaction lies in understanding the customer, his likes, and dislikes, buying behaviour, buying motives and buying practices. Consumer behaviour provides a sound basis for identifying and understanding consumer needs. Knowledge of consumer behaviour is important for effective marketing efforts and practices.

Jagwinder Singh,(2011), in his study found that habitat (rural or urban) has a relation with income for the timing of buying a television, refrigerator, and automobile i.e. luxuries goods considered by rural people or goods which need higher investment, they prefer except in case of discounts, occasions, festive where income had no relation with habitat.

Dr. R. Sivanesan,(2014), found that brand image and advertisement have strong positive influence and significant relationship with Consumer buying behaviour. People perceive the brand image with positive attitude. Study showed that people in urban area are more sensible about their social status, self-esteem so they prefer branded products and so promotional especially digital marketing affects their Consumer Buying Behaviour positively.

Soni Neha and Verghese Manoj,(2014) studied the impact of sales promotion tools on selected goods, it has been found that among the various tools of sales promotion: offer, premium and contest are having significant impact on consumer purchase decision. The study found that in the recent decades various consumer decision-making models have been proposed but for the study of purchasing durable it is believed that a specific situation and product-oriented model.

Dr. K.T. Kalaiselvi& and Dr. D. Muruganandam,(2015), studied that buyers' decision depends upon analysing the market as well as the internal factors. The factors that influence the buyers are price, durability, quality, features, brand, needs, wants, search, motivation, and satisfaction. Growing urbanization and increase in the number of nuclear families call for white goods market. This trend is vigorously prevalent in Erode District. The marketers may find these

opportunities and subsequently they can create positive image in the mind of the customers.

M. Natarajan and S. Manimaran,(2016),found in their study that for rural buyers the utilization example is all that much affected by family size, income and structure. Following to landing at the decision set in the assessment phase of the purchaser choice process, all the chose brands are adequate to the rural buyer. Even purchase decision of the daily use items are also influenced by advertising, it is not prime. Friends, peer group, word -of- mouth are another important factor which influences the buying behaviour.

### **3. Methodology**

#### **3.1 Objective**

Consumer tends to show different behavioural response to different promotional tools. Purchasing Behaviour is influenced by different promotional tools available in the surroundings. The objective was to identify that which promotional tool among print media, advertising and digital media are more effective in rural and urban consumers.

#### **3.2 Research Method**

A descriptive research type is used to study the behaviour of the respondents. Data was collected through survey. A structured close ended questionnaire was used to collect the data. Questionnaire was divided into two parts; the first part consists of the demographic profile of the respondents whereas the second part of the questionnaire contains the behavioural responses towards promotional tools. The data was collected through online survey and offline survey based on convenience sampling.

#### **3.3. Sources of Data**

**Primary Data:** The primary data is collected by preparing a questionnaire. A well framed questionnaire is used for collection of data.

**Secondary Data:** Secondary data relevant to the study is gathered from published sources such as standard text books, magazines, internets etc.

#### **3.4. Sample**

In order to fulfil discussed objectives, a sample of 50 Rural Customers and 50 Urban Customers were selected with the following criteria of inclusion and omission:

1. Equal numbers of customers (50 Rural and 50 Urban Customers).
2. Equal number of customers from both genders male and female were selected.

### 3.5. Profile of Respondents

**Table 1. Profile of Respondents**

Profile Variables	Particulars	Number of Respondents	%
Location	Rural	50	50%
	Urban	50	50%
Gender	Male	50	50%
	Female	50	50%
Age	Below 25	20	20%
	25 to 40	40	40%
	40-55	25	25%
	Above 55	15	15%
Occupation	Unemployed	14	14%
	Service	47	47%
	Business	39	39%

### 3.6. Tools and Techniques

The following tools and techniques has been applied by the researcher to analysis the primary data

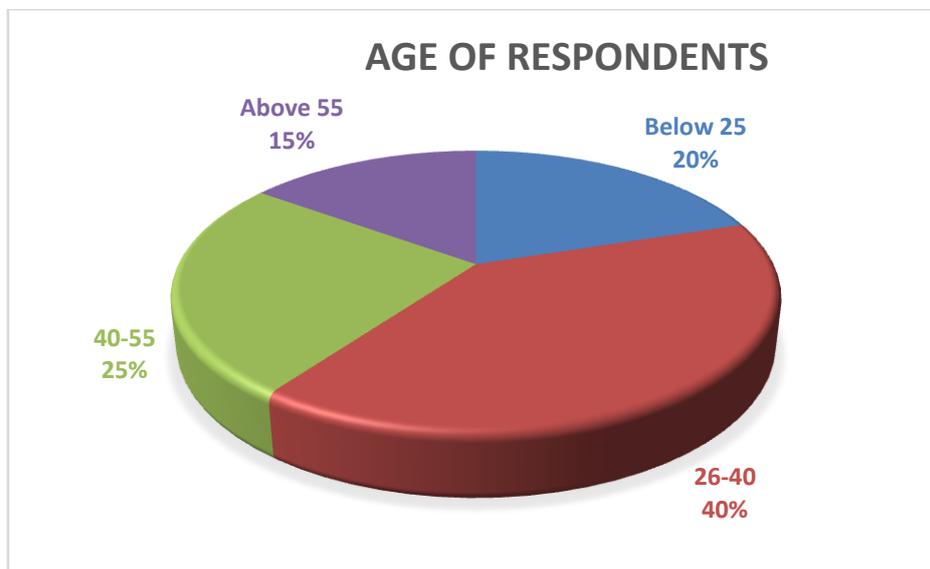
1. Simple % analysis
2. Weighted Arithmetic Mean

### 3.7. Results and Analysis

**Table 2. Respondent Age wise Category**

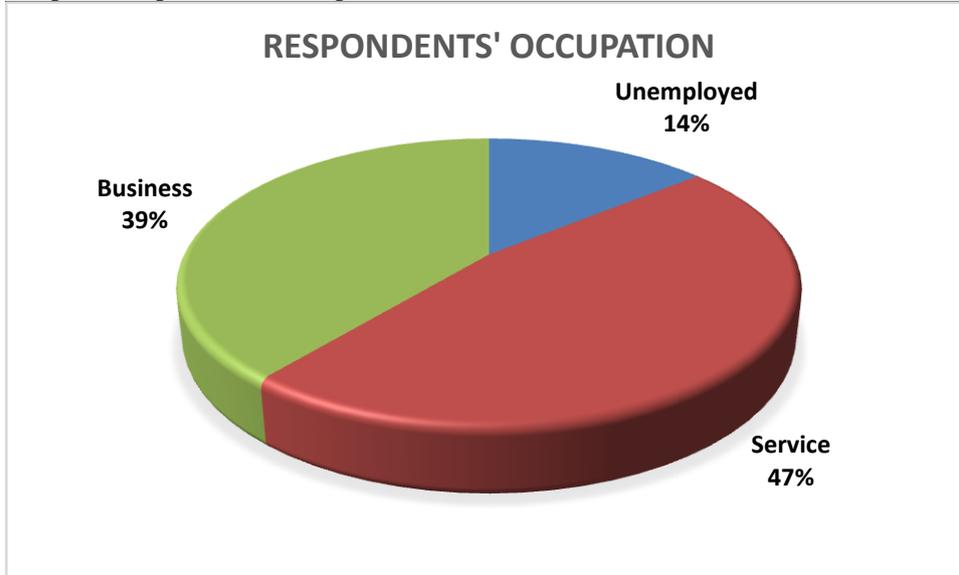
Age	Respondents
Below 25	20
26-40	40
40-55	25
Above 55	15

**Graph 1. Respondents' Age**



**Table 3. Respondents' Occupation**

Occupation	Respondents	%
Unemployed	14	14%
Service	47	47%
Business	39	39%

**Graph 2. Respondents' Occupation**

Source: Primary Data

**Table 4. Promotional Tools**

Promotional Tool	Average	%
Impact of Attractive Advertisements	3.5	18%
Impact of Digital Promotional Strategy	4.6	24%
Impact of Print Media Strategy	3.2	17%
Impact of Brand Names	3.8	20%
Impact of Word of mouth	4.0	21%

**Graph 3. Promotional Tools**



Source: Primary Data

From the graph 3 it is evident that digital promotional strategy is maximum used promotional tool. In the sample of 100 respondents 24% consumers gave preference to digital promotional strategy while making purchasing decision. 21% respondents are being influenced by word of mouth. 20% respondents are being influenced by brand name while purchasing goods. Lastly advertisements influence 18% of respondents. From these results we can infer that today, with changing technology, consumer preferences are also changing. In today's busy life, consumers get online information about the products, they try to get as much as possible information from secondary sources also to validate their purchasing decision likewise from friends, relatives, information available about the brands on various digital platforms, reviews and rankings given by other customers for the same or similar products.

**Table 5. Promotional Tools-Rural and Urban**

Promotional Tool	Rural	Urban
Advertisements	3.4	3.6
Digital Promotional Strategy	4.5	4.7
Print Media Strategy	3.3	3.2
Brand Names	3.7	4
Word of mouth	3.9	4.1

**Graph 4. Promotional Tools- Rural and Urban**

Source: Primary Data

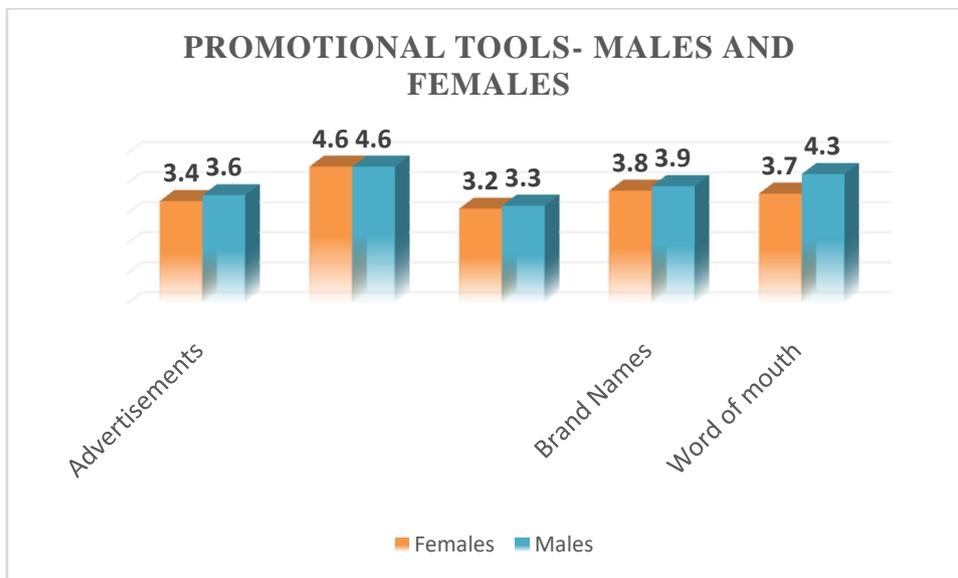
From graph number 4, we can see that rural and urban consumers vary in their preferences for the promotional tools. Both rural and urban

consumers have given highest priority to digital promotional strategy among the other tools. Though urban consumers have scored more than rural consumers for digital promotional tool (mean of urban consumers is 4.7 whereas the mean of rural consumers is 4.5). Similarly, for the promotional tools' advertisements, brand names and word of mouth urban consumers have scored more than rural consumers with the respective means of 3.6, 4 and 4.1. For the promotional tool print media strategy rural consumers have scored more than urban consumers (mean of rural consumer is 3.3 whereas mean of urban consumer is 3.2)

**Table 6. Promotional Tools- Males and Females**

Promotional Tool	Females	Males
Advertisements	3.4	3.6
Digital Promotional Strategy	4.6	4.6
Print Media Strategy	3.2	3.3
Brand Names	3.8	3.9
Word of mouth	3.7	4.3

**Graph 5. Promotional Tools- Males and Females**



Source: Primary Data

From graph 5, it is evident that both males and females have given highest priority to digital promotional strategy among the other promotional tool with the mean score of 4.6. For the other promotional tools, advertisements, print media, brand names and word of mouth, urban consumers have scored more than rural consumers with respective mean scores of 3.6, 3.3, 3.9 and 4.3.

#### 4 Conclusion

The present paper enlightens that with the rapidly changing technology, digital promotional strategy is most vividly used promotional tools among the other tools that impact consumers irrespective of gender and location. Online marketing saves time and cost in consumer decision making. Thereafter, consumer decision making is influenced by the word of mouth and brand names. It is evident that consumers gain confidence and trust when they receive positive feedback from friends, relatives who have used the same product. Consumers feel connected via the positive feedback about the various brand names. Now a days, consumers are very intelligent, they read the reviews available for various brands on internet before taking any purchasing decision.

Since the consumers are purchasing more online products, advertisements serve the informational needs of the consumers. So, companies need to create attractive, innovative and informative advertisements to generate interests of consumers in their products.

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