

WOMEN PERCEPTION TOWARDS SALES PROMOTIONAL TOOLS AMONG PACKAGED PRODUCTS IN TIRUNELVELI DISTRICT

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ABSTRACT

A woman has a greater empowerment and freedom at present as compare to earlier stages. Women are more interested in buying products. They buy more products when marketer offers sales promotional tools to the products. The aim this paper is to find the perception towards sales promotional tools between rural and urban women. . A sample of 300 (150 from rural and 150 from urban areas) have selected on the basis of non-probability convenience sampling. Data was analyzed through statistical tool Analysis of Variance (ANOVA). The findings is that rural and urban women significantly differ in their perception towards sales promotional tools such as contest, free gifts, discounts, premium, BOGOF and except combo.

Keywords: Perception, Sales Promotional Tools, Rural And Urban Women

INTRODUCTION

The Business Dictionary defines consumer perception as a “Marketing concept that encompasses a customer’s impression, awareness or consciousness about a company or its offerings. Typically, customer perception is affected by advertising, reviews, public relations, social media, personal experiences and other channels”. Consumer perception is helps to identify the buying behavior of consumers. A consumer perception may differ from what marketers had intended to offer. Especially, women consumer are more differ in their perception towards sales promotional tools while buying packaged products. Unlike other products, packaged product manufacturing segment is facing unprecedented competition, declining brand loyalty increased promotional sensitivity, brand proliferation, increase in taxes increased accountability due to changing trade policy. ‘Go rural’ is the buzz word among marketers after analyzing the socio economic changes in villages. As the rural population is nearly three times more than the urban population the rural consumers have become the prime target mainly for manufacturers of packaged products such as health drinks; basic products like detergent powders, soaps; food products like spices, noodles, etc. They have no time to prepare handmade/homemade products they prefer only packaged products more. The main goal of each and every organization is to increase sales by finding out the factors which influence more. One of the influencing factors is sales promotional tools like free gifts, contest, discounts, premium, etc. Under these circumstances, the women buying behavior changes rapidly and is affected by number of factors which are very difficult to predict. Hence, the present study aims at accessing the perception towards sales promotional tools between rural and urban women folk.

REVIEW OF LITERATURE

Mansi Misra, et al¹ (2021) described that the present economic conditions in India have provided strong impetus to the real estate sector. The aim of this paper is to analyse the perception about the perception of buyers. Data was collected from 150 respondents. It was

analysed through ANOVA and factor analysis. It was concluded that builders to design their offerings according to the changing needs and wants of the customers.

Pratiksinh² (2020) highlighted that the online shopping is the process of buying goods and services from merchants who sell on the internet. The aim of this paper is to discriminate analysis of perception on gender wise. Data were collected from 150 respondents and analysed through tabulation, chi-square and frequency distribution. It was concluded that customer believed that online shopping is better option than manual shopping still they have belief that online shopping is expensive, delayed in delivery of products.

Priyanga and Krishnaveni³ (2017) described that the women have an inherent love for beauty hence cosmetics have become a routine tool to make women more presentable. This study attempts to investigate the factors that influence the purchase intension of female customers. A total of 130 customers using cosmetics were approached to collect data and analyzed through descriptive statistics and chi-square. The results imply that marketer should focus on brand image, quality and benefits in their effort to achieve customer satisfaction.

Sarah, et al⁴(2015) described that the packaging products important functions of containing, promoting and facilitating the storage and use of products. The objective of this study is to assess consumer's perceptions on packaged products. The study enrolled 300 randomly selected consumers and analysed through factor analysis. It was concluded that entrepreneurs need to be cognisant of consumer's specific packaging preferences for which they can use as a strategic marketing tool.

Kamila, et al⁵ (2014) described that the perception and evaluation of healthy foods sometimes unclear to consumers. The paper provides the influence of packaged healthy food on consumer perception. Qualitative and quantitative methods were used. It was concluded that packaging of healthy foods that lead to increase consumer interest in such products.

METHODOLOGY

This study is purely based on primary data which were collected through interview schedule from both rural and urban women. The sample size is 300 (150 from rural and 150 from urban). Data were analyzed through independent t test and ANOVA. The area of study is Kovilpatti Taluk, Tuticorin district, Tamil Nadu.

PERCEPTION- RURAL VS URBAN

The perception of rural and urban women towards sales promotional tools may differ. In order to identify the difference in the perception of two groups, the independent t-test was used and tested. Table 1 shows that the rural and urban women significantly differ in their perception towards sales promotional tools such as contest, free gifts, discounts, premium, BOGOF and except combo. Hence the hypothesis of "there is a significant difference in perception towards sales promotional tools between rural and urban women" is proved excluding one tool ie combo. It reveals that the marketers of packaged products may increase their sales by adopting any of the sales promotional tools i.e., contest, free gifts, discounts, premium and BOGOF.

TABLE 1 DIFFERENCE IN PERCEPTION TOWARDS SALES PROMOTIONAL TOOLS ON RURAL AND URBAN WOMEN

SALES PROMOTIONAL TOOLS	RURAL MEAN SCORE	URBAN MEAN SCORE	T
CONTEST	2.5973	2.9667	.000*
FREE GIFTS	2.6787	3.1867	.000*
DISCOUNTS	2.6453	3.8053	.000*
PREMIUM	2.9040	3.4720	.000*
BUY ONE GET ONE FREE	2.8556	3.1011	.000*
COMBO	2.7613	2.8933	.076

Source: Computed data

PERCEPTION TOWARDS RURAL WOMEN BASED ON DEMOGRAPHIC FACTORS

In order to know whether the rural women, based on demographic factors, differ in their perception towards sales promotional tool, one way Analysis of Variance is used. Table 2 shows that, based on age, the perception of rural women significantly differs in respect of the sales promotional tools such as combo (.005) and free gifts (.005). Based on education, the perception of rural women significantly differs in respect of the sales promotional tools such as combo (.002) and contests (.010). Based on occupation, the perception of rural women significantly differs in respect of the sales promotional tools such as discounts (.000), premium (.001) and BOGOF (.000) their p values are less than the 0.05 level of significance. Hence, the formulated hypothesis is accepted. Based on income, the perception of rural women does not significantly differ in respect of combo (.135), contest (.404), free gifts (.135), discounts (.715), premium (.114) and BOGOF (.290) as their p values are more than 0.05 level of significance. Perception towards mean value (2.90) of premium is high. Hence, premium is highly preferred by rural women as compared to other sales promotional tools.

TABLE 2 PERCEPTIONS TOWARDS RURAL WOMEN BASED ON DEMOGRAPHIC FACTORS

	Mean Score	Age		Education		Occupation		Income	
		F	Sig	F	Sig	F	Sig	F	Sig
Combo	2.76	3.869	.005*	5.295	.002*	5.295	.402	1.882	.135
Contest	2.59	1.811	.130	3.955	.010*	1.344	.262	.981	.404
Free gifts	2.76	3.869	.005*	5.295	.402	2.475	.064	1.882	.135
Discounts	2.64	2.144	.078	1.344	.262	16.677	.000*	.453	.715
Premium	2.90	.623	.647	2.475	.064	5.984	.001*	2.016	.114
BOGOF	2.85	1.496	.206	1.764	.157	15.369	.000*	1.262	.290

Source: Computed data

*Note: 1. * at 5% level of significance*

2. BOGOF- Buy One- Get One Free

PERCEPTION TOWARDS URBAN WOMEN BASED ON DEMOGRAPHIC FACTORS

In order to know whether the rural women, based on demographic factors, differ in their perception towards sales promotional tool, one way Analysis of Variance is used. Table 3 reveals that, based on age, the perception of urban women significantly differs in respect of the sales promotional tools such as combo (.000), contest (.001), discounts (.046) and BOGOF (.001). Based on education, the perception of urban women significantly differs in respect of the sales promotional tools such as combo (.000), free gifts (.017), discounts (.000) and BOGOF (.000). Based on occupation, the perception of urban women significantly differs in respect of the sales promotional tools such as contest (.000) and discounts (.006). Based on income, the perception of urban women significantly differs in respect of contest (.000), premium (.000) and BOGOF (.000) as their p values are less than the 0.05 level of significance. Hence, formulated hypothesis is accepted in all these cases. Perception towards mean value (3.14) of discounts is high. Hence, a discount is highly preferred by rural women as compared to other sales promotional tools.

TABLE 3 PERCEPTIONS TOWARDS URBAN WOMEN BASED ON DEMOGRAPHIC FACTORS

Sales Promotional tools	Mean Score	Age		Education		Occupation		Income	
		F	Sig	F	Sig	F	Sig	F	Sig
Combo	2.70	11.781	.000*	11.485	.000*	1.244	.296	.401	.752
Contest	2.89	5.555	.001*	.574	.624	12.136	.000*	9.601	.000*
Free gifts	2.84	1.118	.344	3.518	.017*	1.244	.296	.401	.752
Discounts	3.14	2.734	.046*	6.281	.000*	4.282	.006*	1.906	.131
Premium	3.10	2.927	.536	.441	.724	2.037	.111	8.778	.000*
BOGOF	2.89	5.555	.001*	8.574	.000*	2.625	.063	8.151	.000*

Source: Computed data

*Note: 1. * at 5% level of significance*

2. BOGOF- Buy One- Get One Free

CONCLUSION

Based on demographic information, there are three indicators which are significant with regard to perception of sales promotional tools- age, education and occupation; therefore, the marketers have to plan their sales promotional strategy by keeping in mind the target consumer's age, education and occupation. Moreover, the sample respondents differ in their perception towards combo, discount and buy one get one free. Hence, the marketers may plan their activities accordingly as the price based promotions induce the customers to switch brands and buy earlier than planned. Marketers may adopt this promotional tool when they offer the products to both rural and urban group in order to augment the sales of packaged products.

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