

A STUDY ON THE ROLE OF BTL MARKETING STRATEGY ON CONSUMER PURCHASE DECISION WITH REFERENCE TO JAISAKTHI FOOD INDIA (P) LTD.

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ABSTRACT

This study examines the customer's purchase decision towards the customer. This study emphasizes the different stages of customer demand recognition, information search, alternative evaluation, and purchase decision. The primary data collection method was used for this study of 250 people. The correlation analysis method is taken to find the correlation between the variables. Correlation analysis method is taken to find out the Inter connection between the variable. Regression analysis method is taken to find out Impact between the variables. ChiSquare and Anova analysis is used to find the relationship between the variable. Frequency Analysis is used to find out the respondents by customers. The main objective of the study is to understand the factor of customer satisfaction of the product. Through this study we were able to gain a better understanding of how customers choose the product This study helps the company in different ways when it comes to improving the customer purchase decision.

KEYWORDS: purchase decision, need recognition, information search, alternatives

INTRODUCTION

An organization that wants to be successful must consider buyer behavior when developing the marketing mix. Buyer behavior is the actions people take with regard to buying and using products. Marketers must understand buyer behavior, such as how raising or lowering a price will affect the buyer's perception of the product and therefore create a fluctuation in sales, or how a specific review on social media can create an entirely new direction for the marketing mix based on the comments (buyer behavior/input) of the target market.

Once the process is started, the potential buyer can withdraw at any stage of the actual purchase. The tendency for a person to go through all six stages is only possible in certain purchasing situations. Buying an item for the first time, for example, or when buying at a higher price, will last longer, and you will occasionally buy purchased items. This is referred to as complex decision making.

For many products, buying behavior is a routine thing in which the induced need is satisfied in a familiar way by repurchasing the same brand. That is, past reinforcement in learning experiences leads directly to purchasing, thus second and third stages are ignored. This is called simple decision making.

Information Search:

When examining their preferences, consumers again rely on internal and external factors, as well as past interactions with a product or brand, both positive and negative. At the info level, they can browse through location options or view online resources such as Google or customer reviews.

Your job as a brand is to give the potential customer access to the information they want, with the hopes that they decide to purchase your product or service. Create a funnel and plan out the types of content that people will need. Present yourself as a trustworthy source of knowledge and information.

Another important strategy is word of mouth since consumers trust each other more than they do businesses, make sure to include consumer-generated content, like customer reviews or video testimonials, on your website.

Evaluation of Alternatives:

At this point in the consumer decision-making process, prospective buyers have developed. At this stage of the consumer decision-making process, prospective buyers have developed criteria for what they want in a product. Now they weigh their future choices against comparable alternatives.

Alternatives can manifest themselves in forms such as lower prices, additional product benefits, product availability or unique color or style options. Your marketing material should help convince consumers that your product is superior to other alternatives.

Purchase Decision:

This is the moment the consumer has been waiting for: the purchase. Once they have gathered all the facts, including feedback from previous customers, consumers should arrive at a logical conclusion on the product or service to purchase. If you've done your job correctly, the consumer will recognize that your product is the best option and decide to purchase it.

Below the Line (BTL) advertising

BTL activities are more focused and they are directed towards specific groups of customers. They are highly targeted, with advertisements being created keeping in mind the demographic and psychographic characteristics of particular customer segments. The communication is highly personalized and the objective is to gain conversions. The major advantage of BTL advertising is that the results of the campaign can be easily tracked. ROI is also higher here. Additionally, campaigns can be tailored for different subsets of consumers within a single segment.

OBJECTIVES OF THE STUDY

- To identify influencing factor of customer satisfaction.
- To give suggestion for future sales promotion activity of the company.
- To develop and implement the modern techniques in BTL Activity.
- To identify the key factors of BTL Marketing Activities.

SCOPE OF THE STUDY

- The study identifies the challenges and various steps in Customer journey and it can be separately visual or geographical.
- It describes the various factors as the contact between customers and the organisation.

RESEARCH DESIGN AND METHODOLOGY

The research design used for the study is the descriptive research design. In this design structural information is used to gather information.

Sampling method:

The simple random sampling method.

Scaling:

Scaling is the assignment of objects to numbers or semantics according to a rule.

Primary data collection:

Primary data are those, which are collected a fresh and for the first time and thus happen to be original in character, questionnaire methods. It was collected from the employees working in the organization.

Secondary data collection:

It is collected from the internal records of the company such as library records, trade journals, various manuals of the company, various training programs previously conducted and it's responds etc;

Sample size

Sample size for the research is 250 data which collected from the respondents.

TOOLS FOR DATA COLLECTION:

Questionnaire

The survey questionnaire used in this research consists of two parts. Part A the respondents' demographic data is collected on their age, gender, education level, marital status, job position, and number of years of experience in the organization. Part B of the questionnaire consists of purchase.

ANALYSIS AND INTERPRETATION

		Frequency	Percent
	Below 30	134	53.2
	30-35	116	46.0
	Total	250	100

53.2% were over Below 30 years of age, 46.0% were 30-35 years of age.

Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Marticulate	30	11.9	12.0	12.0
Graduate	112	44.4	44.8	56.8
Post Graduate	96	38.1	38.4	95.2
Other	12	4.8	4.8	100.0
Total	250	99.2	100.0	

11.9% have completed UG and 44.4% have completed PG. The total number of respondents is 250 there are 112 respondents are graduate and 96 respondents are post graduate. The educational qualification distribution.

Contacted between 1 and 3 companies * Used fund performance

Chi-Square Tests

Value	Df	Asymptotic Significance (2-sided)

Pearson Chi-Square	30.595 ^a	9	.000
Likelihood Ratio	21.594	9	.010
Linear-by-Linear Association	9.521	1	.002
N of Valid Cases	250		

H0: There is no relationship between Contacted between 1 and 3 companies and Used fund performance

H1: There is relationship between Contacted between 1 and 3 companies and Used fund performance

Above table shows result sign 0.000 reject H0 and accept H1 there is relationship between Contacted between 1 and 3 companies and Used fund performance significance value less than 0.05

ANOVA

Changed distribution channels

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.932	2	1.466	3.837	.024
Within Groups	57.692	151	.382		
Total	60.623	153			

Changed distribution channels

H0: There is no relationship between purchase and Changed distribution channels

H1: There is no relationship between purchase and Changed distribution channels

Above table shows result sign 0.024 reject H0 and accept H1 there is relationship between purchase and Changed distribution channels significance value higher than 0.05.

CORRELATIONS ANALYSIS

Correlations

		Changed distribution channels	Used charges
	Pearson Correlation	1	.237**
	Sig. (2-tailed)		.000
	N	250	250
	Pearson Correlation	.237**	1
	Sig. (2-tailed)	.000	
	N	250	250

Correlations

Above table shows result pearson correlation 0.237 there is high positive correlation between Changed distribution channels and Used charges.

FINDINGS

- As per this research most of them are aware about Abhira masala brand and Most of them are also preferring the Abhira masala Brand
- Most of the respondents are more aware about Rice ,curry powders, wheat products, spice masala products, and Ready to cook items
- Majority of the respondents are satisfied with the quality of Abhira masala products.
- It is found that Abhira masala products are affordable
- Majority of the respondents prefer Abhira masala product, because of its quality and easy availability in their nearby outlets.
- It is found that Abhira masala product have attractive and protective packaging

SUGGESTIONS

- Since Abhira masalaprodukt had a good brand image in the market, majority customers show a high rate of brand loyalty toward Double Horse. Even through Abhira masalais very popular among the various brand in the market, it can grow much more in future when the company improve certain factors following are some of my suggestions based on my study
- Company should exhibit their advertisement not only in television but also in other medias of advertisement like internet, newspaper etc.

CONCLUSION

The project Study on the role of BTL Marketing Strategyon consumer Purchase decision with reference to Jaisakthi FoodIndia(P)Ltd." was done to study the brand awareness and brand preference of customers. To conclude, from my study it was understood that majority customers have aware about Abhira masala brand and the show a high rate of brand loyalty towards Abhira masala products. Most of the customers prefer Abhira masala because of its brand image, quality, durabbility availability, advertisement etc. The current situation of Abhira masala the market is good but measures should be taken for Brand Rejuvenation i.e. Adding value to an existing brand by improving the product quality and its overall attributes and appeal. In short, "Brands live in the mind of consumers. A brand is a living memory of a product. It is not simply a name. It brings consumers and marketers closer.

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