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## A Study on Impact of Promotion Mix Elements - Advertising, Personal Selling & Public Relation of DTH Manufacturers on Customer Behaviour.

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### ABSTRACT:

*Today, India is the third largest Television market after China and USA. The television subscriber base has grown at over 34 per cent per year for the last 20 years and the service providers have also increased to commensurate this growth. Marketers have to study the consumer response to marketing stimuli regularly and look into the buyer's black box to adapt their marketing strategies to elicit the required response. Promotion Mix is the weapon that helps DTH Companies to elicit the required response and with stand in the market. Promotion Mix is very much essential for any organisation in the current competitive scenario. The present study enlightens the impact of promotion Mix of DTH manufactures on the customer behaviour with respect to Vellore District Tamilnadu conducted with a sample of 215 respondents and results that the elements of promotion mix personal Selling, Advertising and Public Relation impact Customer Behaviour in purchasing DTH products.*

**Keywords:** *Customer Behaviour, Promotion Mix,*

### 1.1 INTRODUCTION:

Today, the concept of DTH has really become very popular in India and people are looking forward to acquire such services in order to bring entertainment and knowledge into their homes. The Media and Entertainment Industry in India is one of the fastest growing sectors of the economy and is expected to grow at an average annual rate of 13.2 per cent to reach Rs. 1.19 trillion in 2015.

Today, India is the third largest Television market after China and USA. The television subscriber base has grown at over 34 per cent per year for the last 20 years and the service providers have also increased to commensurate this growth. In the buyer's market today, business concerns have to make a lot of efforts to sell their product and establish their survival. It may be basically due to changes in attitude of consumers towards buying products and changing business world. It is also true that consumers vary tremendously in age, income, education, living pattern and preference. Thus buyer's behavior plays a key role for the success of any business in today's business life. Consumer buying behavior is influenced by culture, social, personal and psychological factors.

Marketers have to study the consumer response to marketing stimuli regularly and look into the buyer's black box to adapt their marketing strategies to elicit the required response.

### 1.2 CONCEPT OF PROMOTION MIX:

“The Specific bend of advertising, sales promotion, public relation, personal selling and direct marketing tools that the company uses to persuasively communicate customer value and build customer relationship” (P.kotler Gray Armstrong). Promotion is an important part of marketing mix. Once a product is developed, its price is determined the next problem comes to its sale i.e., creating demand for the product. It requires promotional activities. The activities are techniques which bring the special characteristics of the product and of the producer to the knowledge of prospective customers.

The term 'selling' is often used synonymously with promotion. But promotion is wider than selling. Selling is concerned only with the transfer of title in goods to the purchaser, whereas promotion includes techniques stimulating demand. These techniques include advertising, salesmanship or personal selling and other methods of stimulation demand.

Advertising and sales promotion techniques are indirect and non-personal whereas personal selling or salesmanship is a direct and personal technique. All these techniques, however, should be integrated with the marketing objective of the enterprise. The salesmen can report about the different advertising and other promotional appeals as they are in close touch with the consumer public and market conditions. It is the duty of the marketing manager to choose the communication media and blend them into an effective promotion programme. These are more than one type of tools used to promote sales. The combination of these tools with a view to maintain and create sales is known as promotion mix. Promotion mix is the name given to the combination of methods used in communicating with customers. There are tools of promotion mix viz. advertisement, personal selling, publicity and sales promotion. These are called elements of promotion mix. The elements of promotion mix namely are as follows

- ✓ Advertising
- ✓ Personal Selling
- ✓ Public Relation
- ✓ Sales Promotion
- ✓ Direct Marketing

### 1.3 REVIEW OF LITERATURE:

Promotion Mix is very much essential for any organisation in the current competitive scenario. Studies on Promotion Mix particularly are limited. Some of the important studies are briefly reviewed in the following ways.

**Nalini. K.. el 2014** conducted a study on “ Impact Of Sales Promotional Activities Of Airtel Broadband” . The study was done with the sampling size 100 of the respondents using simple

random sampling drawn from the households of Combaitore region for stabilising the company in the market as well as to retain its identity with sales promotional activities. The study found that Majority of the respondents are known about Airtel company by friends and there is no relationship between age and source of information about Airtel. . It is also found that there is no relationship between gender of the respondents and overall satisfaction about Airtel broadband. The study also exhibits that (50%) of the respondents feel that sales promotional activities have huge impact on their purchase.

**Ms. Shallu and Sangeeta Gupta** conducted a study entitled “Impact of Promotional Activities on Consumer Buying Behavior: A Study of Cosmetic Industry”. The study aims to identify the various factors that influence consumer buying behavior and purchase decision and to identify different modes of promotional activities and their importance in motivating consumer buying behavior and purchase decision of consumers in cosmetic industry. the study was exploratory as well as descriptive in nature, findings have been made through snap survey analysis which consisted of 200 consumers in the market. It has been found that Promotional activities have positive effects on consumers, purchasing behavior or brand choice in cosmetic industry. It also found that Consumers do give importance to advertisement be it T.V or newspaper while choosing their brands. Reference group influence is also observed to be dominating; word of Mouth does play a vital role.

In a study conducted by **Arvinlucy Akinyi Onditi** entitled “ An evaluation of promotional elements influencing sales of an organization: a case study of sales of agricultural and non-agricultural products among women groups, Homa bay district, Kenya.” The objective of this study was to evaluate the influence of promotional mix elements on sales. The population of the study included two hundred and four women groups in Homa- Bay District, which is in the south of Kisumu City. These groups produce agricultural and non-agricultural products. Samples of sixty-six groups were selected from these women groups by use of simple random sampling technique. Summated scale (Likert-Type scale) was used to aggregate the evaluation of promotional factors on sales. The conclusion of the study is these groups use promotional elements mainly to increase sales, that is, they carried out one of the element of Promotion Mix- personal selling by walking from door to door, centers and market places telling people about their products and persuading them to buy and after this awareness they expect increase in sales volume. However the groups cannot go nationally or internationally as they lack funds to carry out advertising, public relation and sales promotion, hence, their products are purchased locally.

In a study conducted by **B K Suthar and Dr. Shamal Pradhan** entitled “Promotion Mix: An Inquiry on Alignment between Level of Customer Awareness and Purchase Intension. The study was aimed to examine the customers` level of awareness and sales promotion mix in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District. The questionnaire was prepaid cellular service users of Bharat Sanchar Nigam Limited, Vadodara Telecom District through email and in person to 430 respondents (430 out of 250270). The main objectives of the study in context to users of Bharat Sanchar Nigam Limited, Vadodara Telecom District were to study the relationship between customer level of awareness and attitude on personal selling, to study the relationship between customer level of awareness and attitude of consumer purchase intention, to

study the relationship between customer level of awareness and attitude of sales promotion intention, to study the relationship between customer level of awareness and attitude on Direct Marketing, to study the relationship between customer level of awareness and attitude on advertising. The result revealed that reveals there was significant positive relationship among different dimensions of promotion mix like attitude of personal selling, attitude of sales promotion, attitude on direct marketing, attitude of Advertising with respect to consumer level of awareness towards various cellular mobile services of Bharat Sanchar Nigam Limited as one of the Cellular Service Providers (CSPs) in Vadodara Telecom District of Gujarat.

#### 1.4 Objectives of the study:

- ✓ To study the impact level of Advertising on customer Behaviour
- ✓ To study the impact level of Personal Selling on customer Behaviour
- ✓ To Assess the impact level of Public Relations on customer Behaviour

#### 1.5 Scope of the study:

The present study is an examination of Promotion Mix practices in selected DTH Services companies. The companies are selected based on Brand image and turnover of sales. The important activities related to Promotion Mix like personal selling, Public relation benefits of technology in media, problems related to Promotion mix in general have been covered.

The scope of study is confined to Promotional Mix of DTH service manufacturers and its impact on Customer Behaviour with special reference to Vellore district of Tamilnadu.

#### 1.6 Hypotheses:

“Hypotheses are single tentative guesses, good hunches –assumed for use in devising theory or planning experiments intended to be given a direct experimental test when possible”.  
(Eric Rogers, 1966)

The following hypothesis was framed to know whether there is any significant difference between the industries with regard to Promotion Mix practices and benefits derived by implementing Promoting Mix.

- ✓ **H<sub>1</sub>**: Personal Selling will influence the perception level of customers
- H<sub>0</sub>**: Personal Selling do not influence the perception level of customers
- ✓ **H<sub>1</sub>**: Public Relations will influence the perception level of customers
- H<sub>0</sub>**: Public Relations do not influence the perception level of customers

✓ **H<sub>1</sub>**: Advertising will influence the perception level of customers

**H<sub>0</sub>**: Advertising do not influence the perception level of customers

**Research Methodology:**

The data was collected from both primary and secondary source. Primary data was collected through structured questionnaire. Secondary data was collected from publication like press, journals, News papers, DTH Companies annual and financial reports.

**Sampling :**

Convenient sampling technique is adopted in this study. Samples of 43 DTH users were considered from the important towns of vellore district namely Tirupathur, Ranipetai, Arakonam, Katpadi, Gudiyattam. The table-1 depicts the DTH users equal proportionately considered for the study.

*Table: 1 Sample of DTH users selected for the study*

S.No.	Name of the area of vellore district	Size of sample selected	Percentage
1.	Tirupathur	43	20%
2.	Ranipetai	43	20%
3.	Arakonam	43	20%
4.	Katpadi	43	20%
5.	Gudiyattam	43	20%
Total		215	100

In the data cleaning process 15 questionnaires were found inappropriate for the reason that they had incomplete, inconsistent and illegible responses and were excluded from the final analysis thereby the sample size was finally reduced to 200. It covers various socio-economic background of the population. The table-2 depicts the socio-economic background of the sample population selected for the study.

*Table: 2 Socio- economic background of the sample population selected for the study*

S.No.	Demographic Profile	Category	Frequency	Percentage%
1.	Gender	Male	138	69 %
		Female	62	31 %
		Total	200	100
2.	Age	≤ 20 years	50	25%
		21-35 years	80	40%
		36- 50 years	50	25%
		50 +	30	15%
		Total	200	



3.	Marital status	Married	132	66 %
		Unmarried	68	34%
		Total	200	
4.	Education	< Graduate	50	25%
		Graduate	50	25%
		PG	50	25%
		PG +	50	25%
		Total	200	
6.	Financial Status	Dependent	40	20%
		Independent	160	80%
		Total	200	
7.	Profession	Student	45	22.5%
		Service	92	46%
		Business	63	31.5%
		Total	200	

Source: Field Survey

### 1.7.1 Hypothesis: 1

**H<sub>1</sub>:** Advertising will influence the perception level of customers  
Alternative hypothesis

**H<sub>0</sub>:** Advertising do not influence the perception level of customers.  
The above hypothesis is tested using Chi-square Test.

The primary data collected can be arranged in the form of a 2 x 2 contingency table as given below.

Table - 3 Contingency table for hypothesis I

Description of Element	influence the perception level of customers	Do not influence the perception level of customers	Summation
Implementing Advertising	136	24	160
Not Implementing advertising	4	36	40
Sum total	140	60	200

Source: Field Survey

Under the null hypothesis of independence, various expected frequencies are calculated and computation of CHI-Square is as follows

Table - 4 computation of CHI-Square for hypothesis- I

Observed Frequencies(O)	Expected frequencies (E)	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
136	112	24	576	5.142857
4	28	-24	576	20.57143
24	48	-24	576	12
36	12	24	576	48
Total				85.71429

$$X^2 = \sum \{(O-E)^2/E\} = 85.71429$$

$$d.f = (2-1)(2-1) = 1 \text{ and } X^2_{0.05} \text{ for } 1 \text{ d.f.} = 3.84$$

Since calculated value of  $X^2$  viz., 85.71429 is much greater than the tabulated value, it is highly significant and hence the null hypothesis refuted (rejected) at 5% level of significance.

Hence, we conclude that advertising will influence the perception level of customers

**1.7.2 Hypothesis II** :  $H_1$ : Personal Selling will influence the perception level of customers

Alternative hypothesis :  $H_0$ : Personal Selling do not influence the perception level of customers

The above hypothesis is tested using Chi-square Test. The primary data collected can be arranged in the form of a 2 x 2 contingency table as given below.

Table -5 contingency table for hypothesis II

Description of Element	Influence the perception level of customers	Do not influence the perception level of customers	Summation
Implementing personal selling	140	20	160
Not Implementing personal selling	10	30	40
Sum total	150	50	200

Source: Field Survey

Under the null hypothesis of independence, various expected frequencies are calculated and computation of CHI-Square is as follows

Table -6 computation of CHI-Square for hypothesis- II

Observed Frequencies(O)	Expected frequencies (E)	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
140	120	20	400	3.333333
10	30	-20	400	13.33333
20	40	-20	400	10
30	10	20	400	40
Total				66.66667

$$X^2 = \sum\{(O-E)^2/E\} = 66.66667$$

$$d.f = (2-1)(2-1) = 1 \text{ and } X^2_{0.05} \text{ for } 1 \text{ d.f.} = 3.84$$

Since calculated value of  $X^2$  viz., 66.66667 is much greater than the tabulated value, it is highly significant and hence the null hypothesis refuted (rejected) at 5% level of significance.

Hence, we conclude that Personal selling will influence the perception level of customers

### 1.7.3 Hypothesis : III

**H<sub>1</sub>**: Public Relations will influence the perception level of customers

Alternative hypothesis

**H<sub>0</sub>**: Public Relations do not influence the perception level of customers

The above hypothesis is tested using Chi-square Test.

The primary data collected can be arranged in the form of a 2 x 2 contingency table as given below.

Table -7 contingency table for hypothesis III

Description of Element	Influence the perception level of customers	Do not influence the perception level of customers	Summation
Implementing Public relations	125	5	130
Not Implementing Public relations	55	15	70
Sum total	180	20	200

Source: Field Survey

Under the null hypothesis of independence, various expected frequencies are calculated and computation of CHI-Square is as follows



Table - 8 computation of CHI-Square for hypothesis- III

Observed Frequencies(O)	Expected frequencies (E)	o-E	(O-E)2	(O-E)2/E
125	117	8	64	0.547009
55	63	-8	64	1.015873
5	13	-8	64	4.923077
15	7	8	64	9.142857
Total				15.62882

$$X^2 = \sum\{(O-E)^2/E\} = 15.62882$$

$$d.f = (2-1)(2-1) = 1 \text{ and } X^2_{0.05} \text{ for } 1 \text{ d.f.} = 3.84$$

Since calculated value of  $X^2$  viz., 15.62882 is much greater than the tabulated value, it is highly significant and hence the null hypothesis refuted (rejected) at 5% level of significance.

Hence, we conclude that Public relations will influence the perception level of customers

### CONCLUSION:

Customer behaviour is changing from time to time and influenced in different angles of bifurcating from purchasing decision of DTH product. The elements of Promotion Mix help to overcome such situation. The elements of promotion mix personal Selling, Advertising and Public Relation impact Customer behaviour in purchasing DTH products.

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