

Review Article

A Study on Consumer Perception towards Promotional Messages with Special Reference To Coimbatore City

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A B S T R A C T

Promotional messages are the type of personal selling where the customers are contacted individually. Promotional message is the communication about the product/service that a company wants to deliver to its target customers in order to generate awareness and subsequent sales. Promotional messages maybe in various forms, the most common forms being text messaging and email. Hence this study is focused on consumer perception towards Promotional messages in Coimbatore City. It was found that customers are overloaded with promotional messages. It acts as a good marketing strategy. It is also found that the buying behavior is significantly influenced by promotional messages. Mostly customers are receiving promotional messages through SMS only. Daily messages are sometimes irritating for customers that can be avoided. Majority of the customers are felt that promotional messages are useful.

Keywords: Promotional Messages, SMS, Mobile, Mobile Marketing

Introduction

Customer buying behavior is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals groups and organization in order to satisfy their needs and wants. It blends elements from Psychology, Sociology, Social Anthropology, Marketing and Economics. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behavior. It studies the characteristics of individual consumers such as demographics and behavioural variables. It is an attempt to understand people wants. It also tries to assess influences on the consumer groups such as family, friends, reference groups, and society in general.

Promotion includes all the vehicles used to get the attention of customers to make them aware of a brand, a product, or a company. Its main purposes are generating sales, developing customer loyalty. Promotion is one of the 4 p's of the marketing mix they are product, place, price, and promotion. It is also one of the seven functions of marketing. A successful product or service means nothing unless the benefit of such a service can be communicated clearly to the targeted market.

Promotional messages are the type of personal selling where the customers are contacted individually. Promotional message is the communication about the product/service that a company wants to deliver to its target customers in order to generate awareness and subsequent sales.

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Text messages are not convenient way to chat with friends. It's also a Powerful mobile marketing tool for small businesses. Cell phone users are more engaged with SMS messaging than they are with other applications. Most cell phone users have programmed their phone to alert them whenever a new SMS message arrives, and the majority of messages are read within a few minutes of delivery. Consumers have grown accustomed to their email inbox being flooded with spam and unwanted advertising. Furthermore, many consumers do not check their email inbox for new messages more than once or twice a day. SMS inboxes, by Contract, are largely reserved for messages that demand to be read right now. This phenomenon has obvious benefits for business Owners SMS messages are generally just one or two sentences in length. Sometimes including a link to a website with more details about the promotion.

Statement of The Problem

Mobile marketing differentiates itself advantageously from other marketing mediums like IV, radi10 and newspapers through its highly interactive nature and mobile marketing provides a continuous access to the consumer anytime and anywhere there by making it one of the most dynamic, effective and personal mediums for marketing. In this research the study concentrated on the impact of the promotional messages such as SMS alerts/emails which are also a part of mobile marketing. SMS alerts/ emails are cost effective means or marketing. Customers can opt-1n for such services and they can opt- out as well. However, the increasing number of companies marketing through promotional messages may sometimes burden and irritate the customers when they do not have a need for the marketed product. This study serves to find the consumer.

Table 1.Source of Receiving Promotional Messages

Source	No of Respondents	Percentage
SMS	52	43.3
Calls	26	21.7
Mails	34	28.3
Posts	8	6.7
Total	120	100.0

Source: primary data

Objectives of The Study

To study the Consumer Perception towards Promotional messages with special reference to Coimbatore City.

Analysis and Interpretation

The above table shows that 43.3 percent of the promotional messages are received through on SMS, 28.3 percent of

promotional messages are through reading mails, while 21.7 percent through phone calls and remaining 6.7 percent of promotional messages are received by the respondents through post.

43.3% of the promotional messages are received through SMS.

Table 2.Periodicity of Receiving Promotional Messages

Periodicity	No of Respondents	Percentage
Daily	47	39.2
Weekly	46	38.3
Monthly	25	20.8
Yearly	2	1.7
Total	120	100.0

Source: primary data

From the above table, it is inferred that 39.2 percent of the respondents receive promotional messages daily while 38.2 percent of them receive weekly once. 20.8 percent of the respondents receive the promotional messages monthly once and rarely 1.7 percent of the respondents receive messages yearly once.

39.2% of the respondents receive promotional messages daily.

Table 3.Promotional Messages on Products

Products	No of Respondents	Percentages
Food	15	12.5
Electronic Items	30	25.0
Clothes	23	19.2
Cosmetics	5	4.2
Household Appliances	10	8.3
Loan/Services Schemes	20	16.7
Real Estate	11	9.2
Health Care	5	4.2
Fmcg Products	1	.8
Total	120	100.0

Source: primary data

From the above table it can be seen that 12.5 percent of promotional messages are for food items, 25 percent for electronic items, 19.2 percent for clothes and 4.2 percent for cosmetics, 8.3 percent of promotional messages are for house hold appliances, 16.7 percent for loan/service schemes, 9.2 percent of messages for real estate, 4.2 percent for health care and 0.8 percent for FMGC products25% of the respondents receive promotional message for electronic items.

Table 4. Opinion on buying behavior towards by Promotional Messages

Opinion	No of Respondents	Percentages
Very Bad	13	10.8
Often	42	35.0
Rarely	47	39.2
Very Rarely	18	15.0
Total	120	100.0

Source: primary data

From the above table it is seen that 39.2 percent of respondents are rarely utilizing promotional message, 35.0 percent of respondents are quite often utilizing promotional message 15.0 percent of respondents very rarely utilizing and only 10.8 percent of respondent are very often utilizing promotional message.

39.2% of respondents are rarely utilizing promotional messages.

From the above table it is known that 62.8 percent of the respondents feel that promotional messages are useful and 36.4 percent feel that it is not useful. Most (62.8%) of the respondents feel that promotional messages are useful.

Table 5. Usefulness of Promotional Messages

Opinion	No of Respondents	Percentages
Useful	76	62.8
Not useful	44	36.4
Total	120	99.2

Source: primary data

Conclusion

The impact of promotional messages on buying behavior of customer is useful. Though all companies now use promotional messages to promote a product/ service, many of the customers consider it as an irritation. So companies need not increase the investment they make on this strategy. Companies nowadays have given the option of unsubscribing from such SMS and emails. Emails from companies are mostly sent directly to the spam folder in spite of this option of unsubscribing. Promotional messages are not always useless. Mobile operators are called upon to organize their SMS flows in such a way as not to give consumers the impressions that this flow as a burden on them. One way to resolve this problem is to personalize such messages in order to encourage consumers to participate in permission-based advertising programs, provided that relevant information is transmitted in such messages. Needless to say such messages should be perceived by consumers as beneficial and useful and match their

interests and desire. The quality of message contents should be taken good care of. Lots of customers are concerned about privacy issues and so service providers should obtain customers permission prior to using their mobile numbers and other personal details concerning them.

From the study it is concluded that unless customers are overloaded with promotional messages. It acts as a good marketing strategy. It is also found that the buying behavior is significantly influenced by promotional messages. Mostly customers are receiving promotional messages through SMS only. Daily messages are sometimes irritating for customers that can be avoided. Majority of the customers are felt that promotional messages are useful.

Suggestions

The respondents are very conscious about the promotional messages. It can also target to the any particular group. They suggest that it help them to identify the products easily. So they should make some more facilities to the elderly consumers. The communication strategy marketers must take cognizance of the information sources used to be older adults adopted in advertising messages must incorporate aspects that could appeal to both the younger adults and older adults to Create a strong message.

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