



SALES PROMOTION STRATEGIES AND POST-PURCHASE EXPERIENCE OF TEXTILE CONSUMERS

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Abstract

Among the three classes of customers according to the income level the I_1 income group is observed to be comparatively more attracted towards interior decoration of the textile shop, across the counter demonstration through live and mime models followed I_3 and I_2 category. On an average $3/10^{\text{th}}$ of the total sample investigated are influenced by various sales promotion measures.

1. Introduction

Sales promotion is a stimulating device designed to enhance the volume of sales. Sales promotion can be directed at either the level of customer, sales staff or retailer. A number of sales promotion strategies like interior display, demonstration by salesman etc. are used extensively in enhancing the sales. The challenge to the seller is to determine which of these strategies is most important in influencing the consumer. An alert consumer can easily pull themselves from the web of purchasing strategies. The residual knowledge and the experience from their previous buying activities will satisfy their urge to select desired items. Many times, a majority of the consumers, even the alert ones are trapped by the strategies of the sellers. Therefore influence of sales promotion strategies exerts greater pressure to mould and direct consumer behaviour. Against such a backdrop, a study was held to evaluate the influence of sales promotion strategies and the post purchase experience of the textile consumers.

2. Objectives of the Study

1. To study the influence of sales promotion strategies on textile consumers.
2. To study the post-purchase experience of the respondents.
3. To measure the level of respondents brand loyalty.

3. Methodology

3.1 Sample Size: Primary data is collected through questionnaires distributed to 250 urban household respondents from Berhampur and Rourkela city of Odisha. The entire questionnaire received was screened for errors, incomplete and missing responses.

3.2 Sampling Method: Purposive sampling method is used for collecting information with the help of questionnaires.

4. Analysis and Interpretation

Table 1: Consumer Profile

Item	Categories	No of Respondents	Percentage
Gender	Male	185	74.0
	Female	65	26.0
	Total	250	100.00
Age	Young Age (below 30 years)	71	28.4
	Middle Age (30-40 years)	95	38.0
	Old Age (above 40 Years)	84	33.6
	Total	250	100.00
Annual Income	Low income (I_3)	76	30.4
	Middle income (I_2)	132	52.8
	High income (I_1)	42	16.8
	Total	250	100.00

Source: Primary data

In this paper, the impacts of various sales promotion strategies on the textile purchasing behaviour of the sample have been examined.

Interior Decoration

Now-a-days sale of products like textile require that the shops are appealingly decorated so that customers are attracted inside the shop automatically. Most often such activities constitute an important element in arousing curiosity and building up customer interest for the product. Investigations of the sample from this angle clearly indicate that interior decorations of the



selling points do not influence much the textile purchase behaviour of the people. As it is noted from the Table 2 that only 28 per cent of the sample have been influenced by this type of sales promotion devices. Among the three classes of customers according to the income level the I₁ income group is observed to be comparatively more attracted towards interior decoration of the shop while purchasing their textile requirements as compared to I₃ and I₂ income categories respectively. This clearly brings to the fore that higher income group respondents to a considerable extent have been influenced by the interior decoration of shops. In other words, the interior decoration of textile shops could appeal a little high of 45 per cent of the I₁ income group while for the other two income categories i.e. I₂ and I₃ the same percentages are worked out between 21 and 30 per cent respectively.

Table 2: Influence of Sales Promotion Strategies

Type	I ₃	I ₂	I ₁	Total	Chi-square value
Interior Decoration	23 (30.26)	28 (21.21)	19 (45.23)	70 (28.00)	9.021*
Demonstration	37 (48.68)	45 (34.09)	23 (54.76)	105 (42.00)	7.301*
Salesman	28 (36.84)	33 (25.00)	13 (30.95)	74 (29.60)	2.985NS
Mean	29.33	35.33	18.33	83.00	
Per cent	38.59	26.76	43.64	33.20	19.307*

*Significant

Figures in parentheses indicate percentages.

Demonstration

Selling successfully depends a lot on demonstrations since demonstration have an immediate impact on the customers. Across the counter demonstration, demonstrations through live and mime models are some of the popular forms of demonstration. About 42 per cent of the sample opined that they have been influenced by the same. Among the three income categories of respondents, demonstrations could influence greatly the I₁ category (54.76 per cent) followed by I₃ category (48.68 per cent) and I₂ category (34.09 per cent) respectively.

Salesmen

Most often, honey coated words; good manners of the salesmen create a favourable impact and influence the final buying decision of customers. As a matter of fact, the salesmen have enormous impact on the buying decision of the customers because of their knowledge about textile products.

About 30 per cent of the respondents admitted that indeed salesmen have been quite influential in their textile purchases. This observation is in contrast to the general contention that sales person's business is to sell, not necessarily to guide buyers to a wise choice. Table 2 also depicts that on an average 33.2 per cent of the total sample individuals investigated are being influenced by various sales promotion measures. On an average the I₁ income groups are comparatively more attracted and influenced by different types of sales promotion strategies. In general we can conclude that effect of sales promotion such as interior decoration, demonstration is influenced by the income of the family.

Post-Purchase Experience

After purchasing textile items consumers usually experience satisfaction or dissatisfaction. The post-purchase experience of the consumers of textile products, therefore, is of considerable significance for the marketers to build up marketing strategies. Prudent marketers always try to synchronize the expectation level of the consumers with the performance by inducting contemporary features in the products. Against such a backdrop, the post-purchase experience of the sample respondents has been summarized and analyzed.

As can be seen from the Table 3 a majority of the respondents (about 60 per cent) favoured the statement that after being satisfied with the performance of various textile items currently in use, they would like to influence the buying behaviour of others, whereas a little higher than 40 per cent of the respondents belong to the 'dissatisfied' category, having post-purchase dissonance. A further income wise analysis revealed that the I₁ income groups are quite influential (69 per cent) in changing the buying behaviour of others. This clearly brings to the fore that most of the textile products more or less are able to meet the expectations of the respondents.

Table 3: Post-Purchase Experience

Opinion	I ₃	I ₂	I ₁	Total
Yes	46	74	29	149
No	30	58	13	101
Total	76	132	42	250



X^2 d.f.2.0.05 =.2.423 NS

Figures in Parentheses indicate percentages.

Stated otherwise, there remains little scope to complain about the products since performance of the textiles to a significant extent is able to meet the expectation level of the consumers.

Recommend their Brand to Others

While selecting dress materials and other household textile requirement, tastes and temperament of the individuals are generally influenced by others and also try to influence others. Such positive impact most often results in recommending their product to others.

Post-purchase satisfaction is a behavioural dimension of the consumer that is most often reflected by recommending the same brand to others, as a natural corollary. If the use-experience with the already purchased brand of textile is found rewarding, the consumers' response is likely to result in a testimonial to others as well as a possible re-purchase whenever such a need arises. Thus, a highly satisfied customer of a particular brand is most likely to recommend it to peers, family friends, relatives, neighbours etc. From the marketing stand point, this 'word of mouth' communication is quite important as compared to non-personal communication medium and often plays a decisive role in the textile purchase decisions.

Table 4: Recommend their Brand to Others

Opinion	I ₃	I ₂	I ₁	Total
Yes	42	89	30	161
No	34	43	12	89
Total	76	132	42	250

X^2 d.f.2.0.05 =4.277 NS

Figures in Parentheses indicate percentages.

In order to measure the level of respondents' brand loyalty, the sample were asked to opine whether they would like to recommend their brand to others, it was found that as high as 64 per cent of the respondents expressed their willingness in favour of it. In the different income categories too, it is found that about 55 per cent (I₃ Income group) to 71 per cent (I₁ income group) of the respondents are ready to recommend their brand to others. This clearly depicts the strong brand allegiance pattern of the respondent sample. In other words, since the respondents are personally satisfied with the performance of their textile products currently in use and have developed firm belief and positive attitude about the same, they are tempted to recommend the same to others.

Conclusion

From the study it can be inferred that the interior decoration of shops could appeal about one fourth of the total respondents. Higher income group is more influenced by interior décor of the textile shops as compared to middle and low income group. About 2/5th of the sample expressed that they have been influenced by the demonstration method of textile sellers. Only 3/10th of the respondents became the victims of salesman's honey coated words, convincing language etc. A majority (3/5th) of the respondents favoured the statement that being satisfied with the performance of the clothes they are using, they would like to influence the buying behaviour of others. The rest 2/5th of the respondents belong to the 'dissatisfied' category, having post-purchase dissonance. This clearly brings to the fore that most of the textile products more or less are able to meet the expectation level of the customers.

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