

Motivating Factor in Purchase - A Study of Shimla District Shopkeepers

Dr. Kulwant Singh Pathania

Professor and Director,
ICDEOL, H P University, Shimla

Anupam Bahri

Ph. D. Research Scholar, Department of Commerce,
H P University, Shimla

Abstract

Advertising is a significant tool of sales promotion. Advertising has the power to influence the motivation level of the consumers and motivation is a major concept in marketing. The paper entitled, "Motivating Factor in Purchase – A Study of Shimla District Shopkeepers", is an attempt to know the views of the shopkeepers of Shimla district towards the motivating factor, behind their purchase. A shopkeeper is someone who owns or manages a shop or small store. Shopkeepers are the intermediators between manufacturers and customers. Their observations are very important for the manufactures. To achieve the objectives of the study, the data is collected through primary probe and it is tabulated with the help of SPSS 20, software used for the analysis. The results are achieved through the application of simple percentage method.

Keywords: Advertising, Motivation and Durable and Non-durable goods.

Introduction

An ambitious entrepreneur always wants his company to be financially successful, but also wants it to reflect some of his personal values. These values become the foundation for his new company, and anyone who works for in the company thereafter knows exactly what the company was all about. There is a feeling that the Indian business has entered from the seller's market to the buyer's market in case of most of the products. But for the long term success of the business both aspects that are buyer and seller are important. Normally goods and services pass through several hands before they come to the hands of the consumer for use. But in some cases producers sell goods and services directly to the consumers without involving any middlemen in between them, which can be called as direct channel and this is also known as the modern method of selling. But there is one other channel of distribution which is known as indirect channel or traditional method of selling. The shopkeepers

come under the scope of traditional channel of selling. Thus shopkeeper's view is of the significant importance to the marketers.

Need of the Study - The study explains the knowledge of shopkeeper's view on motivating factors and thus, it finally, guide marketers in policy formulation for shopkeepers.

Statement of the Problem - Every kind of research study indicates with defining the research problem. Formulation of the problem is the first and vital step in research. Without a problem there is blind groping in the dark. The present paper titled as, "Motivating Factor in Purchase - A Study of Shimla District Shopkeepers".

Objectives of the Study - The objective of the paper is to study the motivating factor behind shopkeepers purchase and to identify the level of advertising required in case of mentioned durable and non-durable goods.

Scope of the Study - The study is based on the shopkeeper of Shimla district only.

Sampling - The study is based on 4 durable (toothpaste, tea, soap and face cream) and four non-durable goods (fan, watch, mobile and television). To achieve the objectives of the study primary data has been used. Questionnaire method has been used in the paper. The samples of 100 shopkeepers from the Shimla district have been selected. Convenient and quota sampling is used in the study. Quota sampling method is based on previous studies and convenience method is adopted because of economy and time. While selecting the sample, an utmost care has been taken so that the respondents of different age groups, educational background, occupation, sex, income and family size etc. are included and

other regional variation will also duly represented.

Demographic Profile of Shopkeepers

Table 1.1 explains the demographic profile of the shopkeepers. It reveals that out of 100 respondents 63 are male and 37 are female. Age-wise classification shows that 21% are below the age of 30 years, 31% are between the age group of 31 to 50 and 48% are in the age group of 51 years and above. Similarly, on the education side 22% are 10th pass, 40% are 12th and 38% belong to graduation and above category. It is concluded from the table that majority of the respondents are male, 12th pass and belong to the age group of 51 years and above age category.

Table 1.1
Demographic Profile of Shopkeepers

Gender	Particulars	Frequency	Percentage
	Male	63	63.0
	Female	37	37.0
	Total	100	100.0
Age	Particulars	Frequency	Percentage
	below 30 years	21	21.0
	31 to 50 years	31	31.0
	51 years and above	48	48.0
	Total	100	100.0
Education	Particulars	Frequency	Percentage
	10 th	22	22.0
	12 th	40	40.0
	graduation and above	38	38.0
	Total	100	100.0

Motivating Factor

It has been observed from the table that 11% respondents are influenced by price, followed by quality by 19%. The shares of advertising seekers are 20%. Similarly, 13% shopkeepers purchase

with the influence of promotional schemes, followed 37% by consumer demand. It can be concluded from the table that the majority of the respondents are influenced by consumer demand.

Table 1.2
Motivating Factor

Sr. No	Particulars	Frequency	Per-cent
1.	Price	11	11.0
2.	Quality	19	19.0
3.	Advertising	20	20.0
4.	Promotional schemes	13	13.0
5.	Consumer demand	37	37.0
	Total	100	100.0

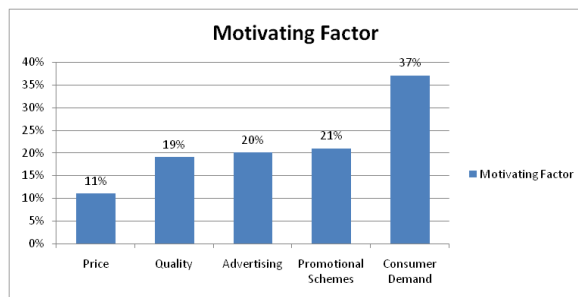


Figure 1 Motivating Factor

Level of Advertising

Table 1.3 and figure 1 shows the opinions of the respondents regarding the level of advertising required in case of following durable and non-durable products. In case of toothpaste, 32% respondents are of views that toothpaste requires high advertising, followed 56% of low advertising and only 12% said that there is no advertising required in case of toothpaste. Similarly, in case of tea 21% supports that tea needs high advertising, followed 56% supports of low advertising and 23% said that no advertising is required in case of tea. The figures are totally different in case of soap, majority says that soap requires high advertising. The statement is supported by 62% respondents. On the other hand, in case of face cream also majority (44%) are of the view that it desires high advertising. High advertising is again supported in case of fan also. It gets the favour of 38%. The results are totally different in case of watch majority i.e. 47% are of the view that it doesn't require advertising. Mobile is the most important source of communication. Majority speaks that it requires high advertising. Similarly, in case of television majority says that it requires no advertising. It is concluded from the table that respondent's supports that high advertising is required in case of soap, face cream, fan and mobile.

Table 1.3
Level of Advertising Required

Sr. No	Products	Level of Advertising	Frequency	Percentage
1.	Toothpaste	High	32	32%
		Low	56	56%
		No	12	12%
		Total	100	100%
2.	Tea	High	21	21%
		Low	56	56%
		No	23	23%
		Total	100	100%
3.	Soap	High	62	62%
		Low	15	15%
		No	23	23%
		Total	100	100%

4.	Facecream	High	44	44%
		Low	38	38%
		No	18	18%
Total			100	100%
5.	Fan	High	38	38%
		Low	29	29%
		No	23	23%
Total			100	100%
6.	Watch	High	20	20%
		Low	33	33%
		No	47	47%
Total			100	100%
7.	Mobile	High	59	59%
		Low	28	28%
		No	13	13%
Total			100	100%
8.	Television	High	13	13%
		Low	29	29%
		No	58	58%
Total			100	100%

Summary

The brief results of the study are as follows

1. Study reveals that out of 100 respondents 63 are male and 37 are female.
2. Outcome illustrates that 48% are in the age group of 51 years and above.
3. Experiment concludes that respondents i.e. 40% are 12th pass.
4. It can be concluded from the study that the majority of the shopkeepers are influenced by consumer demand by 37% in their purchasing.
5. It is concluded from the table that respondents support that high advertising is required in case of soap, face cream, fan and mobile. 62%, 44%, 38% and 59%

Conclusion

The study, "Motivating Factor in Purchase- A Study of Shimla District Shopkeepers", was an attempt to scrutinize the views of shopkeepers

towards the advertising. The chapter thus, summarises the views of the shopkeeper related to different aspect of advertising. It shows that the demand of consumer is the main motivating factor for them rather than advertising. It is also summarised that in case of toothpaste, tea, soap, face cream, fan, watch, mobile and television, high level of advertising is required in case of soap, face cream and mobile respectively.

Suggestion - Study discloses the fact that shopkeepers purchase because of following priorities: firstly consumer demand secondly advertising then quality, then promotional schemes and then price. It is a good sign for the marketers that they have to focus on consumer demand rather than promotional schemes shopkeepers

Limitations - The present research has been conducted under certain limitations generally found in the study of a topic of this nature, which is relatively volatile. The main limitations faced while undertaking the analysis were:

1. Due to resource and time constraints as well as easy accessibility and convenience of the researcher, the study is confined to the Shimla districts of Himachal Pradesh only.
2. A sample of 100 shopkeepers may not be an adequate representative of the entire state of Himachal Pradesh.
3. The chances of responses of the respondents based on their memory being correct and complete are very less.
4. The respondents especially illiterates were reluctant and hesitant in disclosing their actual information.

5. Primary sources were the main sources of the data and a small part of the secondary was used.

References

1. Batra R, Myers J and Aaker D. (2004). Advertising Management. New Delhi: Pearson Education.
2. Chatterjee Sabyasachi (2006). Media and Advertising Management. 1st Edition, ICFAI, Hyderabad.
3. Singh Jain (2007). Modern Advertising Management. 1st Edition, Regal, New Delhi.
4. Mishra M.N. (2004). Sales Promotion and Advertising Management. 2nd Edition, Himalaya Publication, Mumbai.