

Assessing the Influence of Free Sampling on Consumer Buying Behaviour

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Abstract

Free Sampling have a direct impact on the purchase behaviour of customers. It is one of the last resort for the marketer to keep his stock moving. Sales Promotion motivates customers to switch brands and also encourages them for category purchase. This study focuses on the in-store sample promotions and their impact on the customers purchase behaviour. It also helps the marketers to know the need of the consumer, whether they are influenced by method of sampling or not. This study is also helpful for retailers, so that they know that the sampling method they are using is right or not.

Keywords: Sales Promotion, in-store, impact, behaviour, method

Introduction

Sales Promotion is a method used by companies to boost up their sales, there are many sampling methods which they use. They try to influence customers emotionally to purchase their product, for example- Buy One Get One Free. There are many sales promotion tools which the organisations use to boost up their sales like contests, samples, coupons, cash refund offer etc. Also there are sales promotion strategies like push and pull strategy or a combination of both, as these strategies are very important for the business to attain its profit goals. It is important for

the business in order to attain its goals, temporary reduction in the price of a product can increase sale of that particular product. Short- term promotions have a major impact on improving sales. Free sampling thus helps the retailers and manufacturers to increase their sales, which would in-turn result in increased sales.

Background

As customers are day by day confronted with an extraordinary scope of merchandise in the market, it both makes new chances and dangers for retailers working, and producers showing their merchandise in the nourishment retail-industry (Buil et al., 2013; Konsumentverket, 2015). Because of this, more weight has been placed in continually refining the showcasing correspondence exercises that happens in the market (Buil et al., 2013). One showcasing correspondence movement that has developed in significance for both makers and retailers in the course of the most recent few years is the utilization of deals advancements (Ndubisi and Tung, 2005; Buil et al., 2013; Reid et al., 2015). Deals advancement exercises for example incorporate value limits, coupons, get one-get-one-for-free, free examples and in-store showings (Prendergast et al., 2005).

Review of Literature

Mittal et al (2011) He says that marketers use sales promotion tools in order to boost up their sales, organisations have a goal to reach and free sampling helps companies to achieve that goal.

Chris Joseph et al (2018) In this research the authors highlight that free sampling is a technique which helps in the introduction of new products. They further say that sampling is also used in larger marketing campaigns like newspapers etc.

Jasmeene(2016) Promotion being a part of marketing-mix, also helps in the flow of information from one person to the other person. So of the methods highlighted in the study are attractive packaging, personal selling etc.

Gilbert, et al (2012) Taking a gander at was the sharp method to manage familiarize less sums on things with this buyers by no expense, and it may be sent sincerely to this customer by

methods for mail or partner this manual for another sort on things, so they can arranged to test or try this brand as opposed to basically get some answers concerning it, that it can affect their lead to get it right now.

Heilman, (2011) demonstrated that free models and Premiums are besides among this most tremendous instruments on deals movement. Free models are preliminary entire on the specific brand gave to buyers through such huge amounts of various ways like giving them in front on decrease structures, send them by methods for mail or extension this manual for another unquestionable thing. Free models animate this starter on the new brand during this presentation form on this thing

Lammers (2001) showed that testing system can influence in customer purchasing conduct and it had the positive relationship to the quick selling procedure. Different scientists concurred that free researching procedure had the helpful outcome in customer purchasing conduct. They did no concur by this positive relationship among a free model and customer purchasing conduct, that it may be moved in brand to another and in unequivocal time to another. Later in Ndubisi and Chiew(2006) yielded that a free model strategy had the basic relationship in customer purchasing conduct

Schlissel (2014) movement methods on this better advertisers right now heavier warning and more precious selling exertion than this obstruction. Considering, progress was the huge issue for every single model individuals, fairly considering the way that on customer Perception on high hazard right directly benefits.

Paridhi Bhandari, (2012)

In the present business world purchasers are viewed as rulers. It was colossal for makers to meet this necessitys on clients so as to remain veritable. One on this publicizing instruments that was used in drawing in this idea on this customer was deals progress. this point on this article so was to pick this impact on deals progress in customer purchasing conduct. right now condition specific compelled time approachs are used by this support. Through this assessment, an exertion had been made to locate this various plans progress mechanical congregations and its effect in

customers purchasing conduct by wonderful reference to Rathi Build Mart, Raipur. For driving this examination, information is amassed through direct optional looking at on 100 respondents through clarifying exploration plan strategy. Later this information is dissected and this hypothesis is endeavored by using weighted run of the mill strategy and chi-square test.

Research Methodology

Descriptive type of research design has been used in the research.

Objective of Study

- To explore the different sales promotion strategies
- To analyse client preferences with respect to sales promotion.
- To examine the influence of free sampling strategies on client buying behaviour

Type of Research – Descriptive Research(Questionnaire)

Type of Sampling – Convenient Sampling

Sample Size - 100

Analysis and Findings

The analysis was done through a questionnaire which had 13 questions . According to the respondents, the following free sampling tools had a strong impact on client purchasing decision: free sampling, arrangement & design on showcases among this studied tools for merchandising; buy 1 & get 2, & discounts among this studied tools for client promotion.The different sales promotion strategies include push and pull strategy.

- (i) As per the **first objective** of the study which **was to explore different sales promotion strategies** the following were identified. Table 1 shows the different sales promotion strategies which were explored during the study.

	No.of respondents	Agree	Neutral	Disagree
Free Sampling	100	60	10	30
Buy One Get One	100	78	12	10
Packaging	100	57	19	24

As per Table 1 Free Sampling and Buy one get one free offers have a great impact on customers and are thus categorised under different types of sales promotion strategies.

Some other sales promotion strategies that were explored through research are coupons, discounts , client loyalty programmes etc.

- (ii) The **second objective** was to analyse client preferences with respect to sales promotion and to understand the same questions were asked to the people who were sampled and they most of them visit the store at there own preference. Table 2 represents the respondents answers to a question.

	Number of respondents	Agree	Neutral	Disagree
Buy Product according to there preference and impact of free sampling on purchase.	100	50	20	30

This Table 2 shows that major client preference of the product is influenced by sales promotion strategies. Client are motivated towards buying when sales promotion strategies like free sampling, discount, offers are there.

- (iii) The **final objective** was to examine the influence of free sampling strategies on client buying behaviour towards the product and whether the sales promotion factors influence them or not. Table 3 represents the following:

	Number of Respondents	Agree	Neutral	Disagree
People more likely to purchase the product after seeing the display of the product.	100	62	17	21

The table 3 shows us that majorly people are influenced by free sampling strategies like display of the product and there buying decisions depend on the sales promotion strategies. So this shows that there is a major influence of free sampling strategies on client buying behaviour.

Discussion in point

1. **Tool:** Free Sampling tool is the best tool used by the organisations to influence customers to purchase the product. The customers try the product first and then purchase it.
2. **Sales Promotion Strategies:** Push and pull strategies are used by the companies to increase there sales. An increase in sales and profit margin determines the success of a company and how satisfied the customers are.
3. **Combination of Both Strategies:** A combination of both the strategies result in the long-term goal achievement for the firm. Sales increase and the products which are not doing well are withdrawn from the market.

4. **Buying Behaviour of Customers:** The buying behaviour of customers is largely influenced by the sales promotion, and if one customer will like the product he or she will refer it to the other person. Indian customers prefer trying the product before purchasing, especially in automobile sector.

Conclusion

Sales Promotion plays an important role in influencing customers to buy branded products. The study has helped me to identify that various promotional methods motivate customers to purchase the product , methods like discounts, coupons, free sample etc. Free testing instrument has been fruitful in improving individuals' dynamic conduct and can urge clients to actualize the sort of insight expected to concentrate on growing free preliminary frameworks.

Implications

- More & more research should be made to find new segment and more profitable market for the product.
- The company strategy should be made in such a way, that maximum no of consumer will prefer to consume their products i.e. give importance to quality control, give more importance to public awareness and in advertisement.
- The company should start survey time to time to know the grievances of retailer as well as consumers.
- Sometimes absence of stocks annoys retailer and consumers, so company should keep a watch to the availability of brand.

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✦ SUMMARY

The behaviour of the customers is thus influenced by the sales promotion activities, the role of free sampling is thus very important. Customers gain knowledge about the products through free samples and thus make purchasing decisions. Various sales promotion strategies are used by the companies so that their product can perform well in the market. Samples tests are one of the most significant instruments of deals advancement. Tests are characterized as offers to shoppers of a limited quantity of an item for preliminary. Free examples are given to shoppers to create their enthusiasm for the item. Tests assist purchasers with confirming the nature of the item. Tests are conveyed at the entryways of shoppers. They are additionally sent via mail or given to clients in the retail location itself. Once in a while, tests are appended to another item. In spite of the fact that testing is viable, creating various examples of an item is very costly. In addition, appropriating tests to clients additionally includes consumption