

A study of factors of direct marketing and purchase behaviour of respondents

GAGANPREET AND HAWA SINGH

Received : June, 2011; Revised : August, 2011; Accepted : September, 2011

ABSTRACT

The present article involves the study of factors which influence the customers of direct marketing in Haryana to purchase the products through it. Direct marketing is that system with which products are directly sold to customers without using an intermediary. In contrast of mass marketing, direct marketing consists of direct communications with carefully targeted individual consumers to obtain an immediate response. They closely match their marketing offers, and communications to the needs of narrowly defined segments or even individual buyers. Direct marketing will help consumers to be free from wandering door-to-door shops and thereby saves time and money. The major purpose of this study was to find out the factors which influence the purchasing behaviour of customers while purchasing products through different forms of direct marketing *i.e.* network marketing, internet shopping and teleshopping. For this purpose, primary data of 500 customers were collected and for the analysis of the data, chi-square technique was used.

Gaganpreet and Singh, Hawa (2011). A study of factors of direct marketing and purchase behaviour of respondents. *Internat. J. Com. & Bus. Manage*, 4(2): 312-318.

Key words : Direct marketing, Factors, Network marketing, Internet shopping, Teleshopping

Direct marketing is an interactive system of marketing which uses one or more advertising media to effect a measurable response and/or transaction at any locations. Direct marketing consists of direct communications with carefully targeted individual consumers to obtain an immediate response (Philip and Gray, 1999). Direct marketers closely match their marketing offers, and communications to the needs of narrowly defined segments or even individual buyers. Beyond brand and image building, they usually seek a direct, immediate, and measurable consumer response. The term direct marketing has taken on new meanings over the years. Originally, it was simply a form of marketing in which products or services moved from producers to consumers directly through/with the help of a salesman. Later, direct marketing defined as a method by which products and services are offered to one or more segments using a variety of media in order to make a direct response sale or to obtain sale leads or inquiries. Today, direct marketing is conducted through numerous media, including network marketing, mail, telephone, print, television, radio, home

shopping networks and the internet. Regardless of the medium, the goal of direct marketing is always a response; a successful offer persuades prospects to return a coupon or dial a telephone number or place an online order.

Although there may be some disagreement about the exact definition there is a clear consensus about the essential characteristics of direct marketing. First, direct marketing is a marketing strategy rather than a mere use of specific marketing instruments. Secondly, direct marketing is an interactive system, which means that there is a two-way communication between an organization and its customers. The customers can communicate (respond) through inserts in magazines, postal reply cards or by telephones. Thirdly, the results of direct marketing promotion can be better measurable than in traditional marketing. According to Drayton Bird, "It includes any activity whereby you reach your prospect or customer directly as an individual or they respond to you directly."

Different forms of direct marketing:

Network marketing:

Network marketing is the most powerful and effective marketing system in the world. It is a perfect vehicle for home-based business. Network marketing companies eliminate the wholesalers, the high cost of advertising, and high cost of having employees and deliver

Correspondence to:

GAGANPREET, Department of Commerce, Kurukshetra University, KURUKSHETRA (HARYANA) INDIA

Authors' affiliations:

HAWA SINGH, Department of Commerce, Kurukshetra University, KURUKSHETRA (HARYANA) INDIA