

IMPACT OF BELOW THE LINE ACTIVITY ON CONSUMER TEA PRODUCTS

Kavitha Rajayogan, K. Rajamani and T. Sundareswaran

Department Mepco School of Management Studies, Mepco Schlenk Engineering College, India

Abstract

Below the line marketing is known to as BTL marketing. Below-the-line activities are more interactive, allowing businesses and consumers to connect on a more personal level. It allows people to engage directly with the company. To attract and engage more target audiences, BTL activities leverage unique, out-of-the-box thinking. The aim of this study was to determine the impact of a below-the-line activity (BTL) on the consumer tea product division. The study objective is to analyze the BTL activities done by tea companies and its impact on retailers buying behavior. The study follows a descriptive survey. Convenience sampling method was used in the study and the sample size was (163) respondents. Primary data was collected using semi-structured questionnaires. To characterize and summarize data, descriptive statistics were employed. The statistical test done in the study are Chi-Square and weighted average.

Keywords:

Below the line (BTL), Consumer Product Division

1. INTRODUCTION

Commercial production of tea was first introduced into India by British, in an attempt to interrupt the Chinese monopoly on tea. Tea comes under the consumer beverages. Below The Line activities is the promotion activity that requires limited cost spending on advertising, these activities reached the customer highly rather than the mass media advertising from the BTL promotion the company can get immediate feedback about the customers and measure the result and impact of the brand, BTL activities include the banded promotion, In-store promotion, Price-off promotion, and Direct marketing, From these activities which have to, makes the more information about the product to the retailers, create awareness and make to motivate to repurchase the product [1].

2. REVIEW OF LITERATURE

The study of the relationship between above-the-line advertising and below-the-line promotion spending in the marketing of South African products and services, The significant rise of below-the-line promotion spending in South Africa in comparison to above-the-line advertising, The shift in marketing communication budgeting towards below-the-line promotions should be noted by marketing, brand, and product management. Most marketing practitioners should improve their knowledge of the numerous below-the-line promotional features now that most forms of traditional advertising mediums (above-the-line) and their advantages are better known. This necessitates immediate attention to the development of below-the-line promotional abilities [2].

The planning procedure for a BTL marketing campaign is the subject of this research. Marketing companies are also moving forward, developing new material and ideas on a regular basis to

meet the wants and requirements of their clients. They have attempted to emphasise the BTL agency's planning process, specifically how the planning department creates material and ideas for its client's new product launch, using the findings of the study [3].

The goal of [4] was to show how much Digital Marketing has advanced over other communication media, particularly BTL marketing. As a result, I attempted to disrupt the web behaviour of the target audience, as well as the level of attention this BTL campaign promotion was receiving via digital means, as well as their practicality. The number of people who were intrigued enough to go to BTL events as a result of Digital Promotions demonstrates the campaigns' enormous success and, as a result, the impact they had on the campaign's success.

BTL Marketing and Its Impact on Brands was studied in [5]. Effective media planning is critical in determining a campaign's effectiveness and return on investment. The ever-changing Facebook algorithm, on the other hand, makes it difficult to execute our web ad's successful performance. As a result, on-the-job training with Facebook and Google certification should be delivered to the media strategy staff. Facebook is the most popular social media network and the epicentre of digital content consumption.

The results of this study show that increased exposure to community-based education and 'below the line' social marketing leads to increased fruit and vegetable consumption. The more activities parents were exposed to that promote and educate about fruit and vegetables, the greater the resulting increases in consumption. This suggests that financing for community-based, localised fruit and vegetable initiatives should be enhanced [6].

Below The Line: Media Strategy in Improving Promotion of Independent Choir in Surabaya [7]. The goal of this research is to determine which media has the most extensive range at the most affordable price. The results showed that the short message service has the best message effectiveness, to the non-public and direct targeting of people system [8]. This study can be used as a reference for the promotion of other organisations with limited funding [9]-[10].

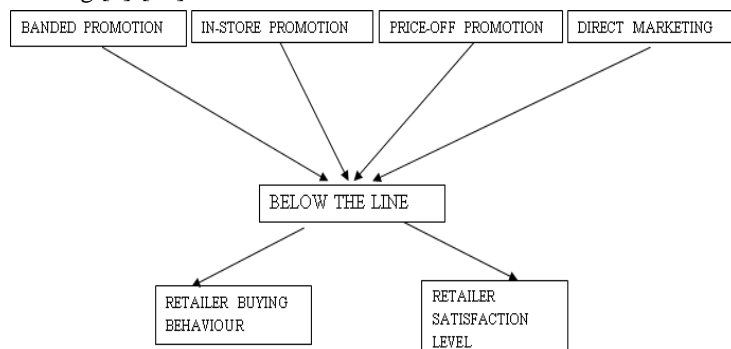


Fig.1. Research Model

3. OBJECTIVES OF THE STUDY

- Analyze BTL activities done by tea companies and its impact on retailers buying behavior.
- The research model is shown in the Fig.1 shows the research model for the study in impact of below the line activity in consumer tea product in Madurai.
- The independent variables are banded promotion, in-store promotion, price off promotion and direct marketing.

4. RESEARCH DESIGN

An intensive study has been made on the Impact of below the line activity in consumer tea product in Madurai. The data collecting and analysis approach used is described below.

4.1 SOURCES OF DATA

Primary and secondary data were utilized to examine the BTL of tea brands. A questionnaire was used to obtain primary data. Secondary information was gathered from journals and websites.

4.2 SAMPLING

By adapting convenient sampling technique, 163 respondents were chosen from among the population in Madurai.

4.3 COLLECTION OF DATA

A well-structured Questionnaire was prepared for the purpose of data collection. The questionnaire includes personal background information of the retailer.

4.4 TOOLS USED FOR ANALYSIS

- Weighted Average
- Chi-square

5. FINDINGS

5.1 RETAILERS DESCRIPTION

For this study the data were collected from Madurai district. Majority of the respondents are having Convenience store, the existence of the store are more than 10 to 15 years in the city, the SKUs sold in their retail outlet are upto 50g and 50g and the preferred flavour is ordinary tea in the retail outlets.

Table.1. Description of Retailers

Retailers Description	Particulars	Respondents
Type of Store	Convenience store	81
	Departmental store	16
	Tea shop and Bakery	12
	Wholesaler	54
	Vessel Store	111
	Retail chain store	16

Existence of store	Less than 5 years	14
	5 to 10 years	52
	10 to 15 years	93
	More than 15 years	4
Mostly sold SKUs	Up to 50g	40
	50g	37
	100g	70
	250g	14
	500g	1
	1Kg	1
Flavour preferred	Cardamom tea	3
	Ginger tea	30
	Green tea	1
	ordinary tea	129

5.2 PRICE-OFF PROMOTION CARRIED OUT BY THE COMPANY

The Fig.2. shows that the loss leader pricing was followed by the majority of the tea company (87) and followed by the (34) multi buy promotion is used to attract the customer towards to the store it may influence the purchase decision and (24) retailers may prefer the coupon offer the coupons offer may help the retail to gain profit, The majority of the tea brand do not make the deal of the pricing.

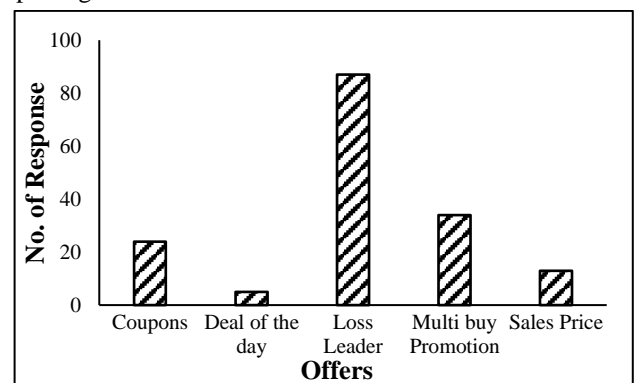


Fig.2. Price-off promotion

5.3 RETAILERS OPINION TOWARDS TEA PRODUCTS

Tool Used: Weighted average.

From the Table.2, the highest value 4.448 it is inferred that most of the retailers agreed that the regular advertisement through newspaper and magazines are boosting up the sales because, most probably consumers read the newspaper and magazines while them consuming tea or coffee. At that time the advertisement about the brand strongly positioned in the minds of consumer. Other than newspaper and magazines the other promotional activities for the brand are less attractive to the retailers and consumers. So, the retailers think that the advertisements through

newspapers and magazines at regular intervals boosting up the sales. The company should focus more on the websites and online promotional activities to target a greater number of the consumers. The retailers feel that company should attend the trade fair/ exhibition to get more ideas to promote the brand in the market. The outdoor advertisements are less for the brand by the company so it should also be increased.

Table.2. Weighted Average

Promotional Activity	Average
The company promotes its product through print media like newspaper and magazines	4.448
The company advertise the product regularly	4.110
The company communicate through ATL like TV and Internet	3.601
The company also sells directly through its sales force	3.583
The sales person has given me enough information about Product and services	3.503
The company uses social networking sites like Facebook and YouTube	3.472
The point of purchase carries out promotional activities	3.436
The company's website contains sufficient information about the product.	3.411
The company often participate in exhibition/Trade fair	3.325
The company also promotes its product through outdoor advertisement	3.308

5.4 ASSOCIATION BETWEEN FACTORS AND RETAILERS' SATISFACTION

Tool Used: Chi-square

H₀: There is no association between the Tea brands and retailer satisfaction level of the preferred brand promotion.

Alternate hypothesis: There is an association between the Tea brands and retailer satisfaction level of the preferred brand promotion.

Table.3. Chi-square test

Factor	Asymptotic Significance	Null hypothesis	Interpretation
Price-off promotion	0.017	Rejected	There is an association between the tea brand and the Price-off promotion
Banded Promotion	0.012	Rejected	There is an association between the tea brand and the banded promotion

Direct Marketing	0.001	Rejected	There is an association between tea brand and direct marketing.
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From the Table.3, it is inferred that there is an associate between the Tea brand and the factors of retailer satisfaction level. While observing the results of the Chi square test shown in the table, if the asymptotic significance is less than 0.05 ($p < 0.05$) then the null hypothesis is rejected thus there is an association between the two variables. i.e. Tea brands and price-off promotion, banded promotion and direct marketing.

6. CONCLUSION

In this study, In-store promotion plays a vital role in creating awareness of brands, The price-off promotion is impacting the consumer demand and make the retailers to purchase the tea. Catalogue and Boucher may provide more information about the product. BTL activity is done effectively, and it doesn't require much cost to promote the posters that make the customers attracted to the store. Better economical products have to be promoted by the company by using banded promotion. Brands use promotional pricing to attract prospects and customers by temporarily lowering the price of a product or service. A brand artificially raises the worth of a product or service by creating a sense of scarcity by decreasing the price for a limited time. Price-off promotions will be preferred by all brands. Internet advertising should be investigated further as a marketing medium. In 2000, firms such as PepsiCo, Proctor and Gamble, and Kellogg used below-the-line activities to spend more than 5% of their revenue on mass media marketing. The corporation can cut its promotional expenses from 5% to 2%.

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