



THE ANALYSIS OF THE SALE PROMOTION-LIKING IN THE GROUP OF THE YOUNG

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Abstract

Nowadays the market is saturated. All enterprises want to sale more and more themselves products. Because of it, they have to use elements of marketing mix; for example: the sweepstakes. In my work I examined, is this means really effective, and do the people like it. To the reach my aim I made a questioner, and filled it with students at age of 14 - 22. The number of filled questioner is 200. I analysed the opinions only in food-sweepstakes, because this products are bought by everyone in everyday. The main resources are: The 77% of the answerers have heard about this means. The most of them have got their information in TV. However the most of young think the food-sweepstakes is senseless, they said, it is good thing, because everybody have to purchase food, and also if you can win something it is nice. Students like send to answers or the codes by email and sms, but the most likely possibility is the honouring the coupons in shops. The prize is important for the questioned. The 45 % of the answerers won some presents under the 1000 Ft-price, for example: chocolate, drink, sweet.

Keywords

Sale promotion, sweepstake, questioner

1. INTRODUCTION

Nowadays people can choose from a really lot of food in the shops. The factories have to use a many kinds of sale promotion. The one of these manners is the sweepstake.

The sale promotion is a marketing-method, which inspires directly the consumer, it offer the special value with the purchasing. The advertisement gives the cause; the sale promotion gives inducement for the shopping (Hoffmann, 2004.).

The advantages of the sale promotion are:

It is a popular manner from both side – producer and buyer too. It may be quickly put on the market and quickly stop. It can be successful in short time, but in long time it affect to the image of the company. It help to build connect between the producers, the commerce and the consumers. It helps to difference between the similar products. The disadvantages are: the sale of concrete product has grown, but the other – substituting - product has diminished. The cost of sale promotion can be more than its profit. The consumer has tired, has not carried an article (Bérczi, 2003.).

The main territories of the sale promotion are: the consumer, the trader and the seller. In the first case the main aim is the calling the attention, for example with presents, or tasting. The other aim is the additional promotion, which means: competitive, drawing, bonus points or sweepstakes. In the second case (commercial) the main aim is the conviction of the trader with keeping a connection, studying or the product-preview. In the third case the main means are: study or support (Kotler, 2006.)

2. MEANS AND METHODS

The sweepstakes is a game and a joy and a fortune. It is near to the young people. So I have chosen this age-group for analysing their habits. I made a questioner and had filled in with students' age of 14-22. They study in secondary school and at the university. The most important themes are: if they like the sweepstakes or not, what kind of sweepstakes they like, where they have listened about it, how often they buy such food, have an influence on their shopping, have they ever won wit h this game.

I have got 200 filled questioners, and I analysed them with STATISTICA 8 programme.

3. RESULTS

At first I present the demographic characters: The asked' sexes are: 37% women, 63 % man. The 50% is from secondary school, the 50% study at the university. The 60% of the filler live in county

town, 21% in a city and 19% in a village. The 87 of them usually make their shopping in county town, 9% in a city and only 4% in the village.

In the first diagram we can see the division of the opinion about the usefulness of the food-sweepstakes. The 30% of the asked think, that it is a pointless thing, but the other said it is a good idea for promotion (19%), for win (18%) or for funny (14%). 8% - 8 % told that it is a swindle, because have decided who will win or they are indifferent. And only 3% (6 students) thing, that it is only a mood of a prise-rising.

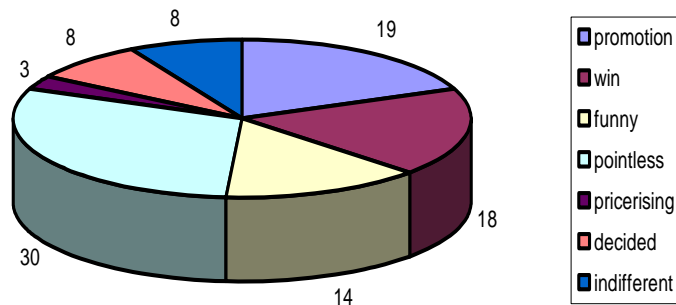


Fig. 1. The division of the opinions about the sweepstakes

other 35% told, it is indifferent, because they have to buy food. The 16% of the think it is promote for purchasing, but 14% are pessimist: they said for the winning people buy more and more food, but they can not to eat them, so the foods go bad.

The one of the different opinions is that the sweepstakes increases the price. In the next question I asked about it the answerers. The most of them (69%) said, it does not add to the price. The 25% told me, that food will be more expensive, if they are in this game, and the others (6%) thought foods will be cheaper.

In the sweepstakes people can do changeable mood of the games. I wondered what kind of methods like young (figure 2.). The most popular in the group of students (47%) is the shop-exchangeable thing (points, coupons, etc). The second beloved deal (35%) is to send an answer by e-mail (because of it is free and comfortable). The 25-25% like the coupons and the answer send by sms. Student do not like too much the sending by post office - it is too "complicate" for them.

And the last question in this theme was about the motivation. I asked young people, if it was important or not, what was the prize. 83 % of them is motivated by the prize.. the other does not matter with it.

The next theme of the questioner is the buyer-habits. At first I would like to know, if the asked were looking for food in sweepstakes or not. The half part of them has never sought this food. The 46% of this people hunt them, if it is interesting, and only 2% said, that they always buy these articles.

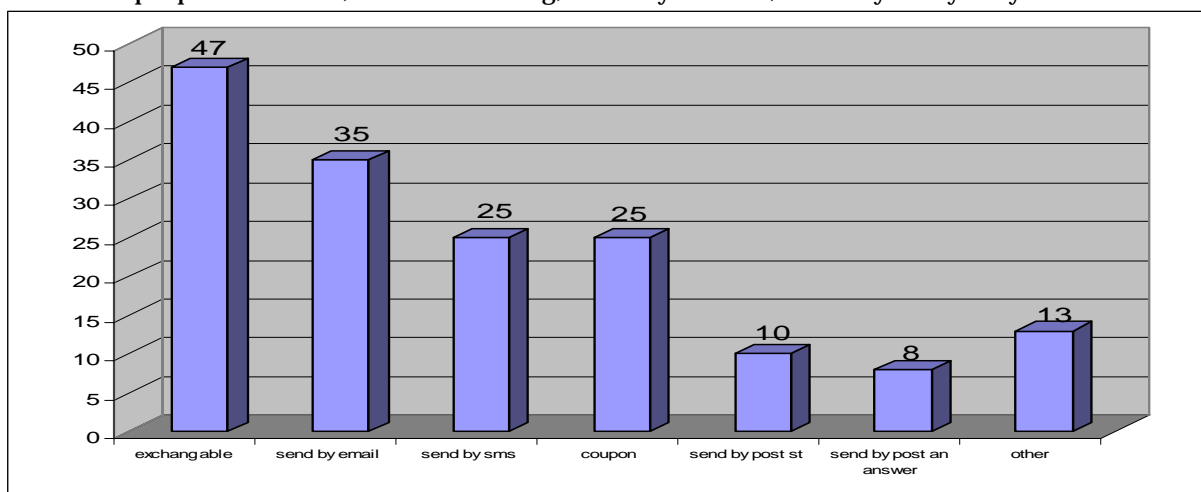


Figure 2. The division of the students about the mood-liking

On the 3rd figure we can see, how often buy the sweepstakes foods the young people. The part of them rarely does it, 17% of them monthly, and only 4 % weekly or daily. The 13% of them have never bought this kind of food. The 1/10 part of students chose the "other" opportunity, for example, if they hear about a good sweepstakes, buy more often than generally.

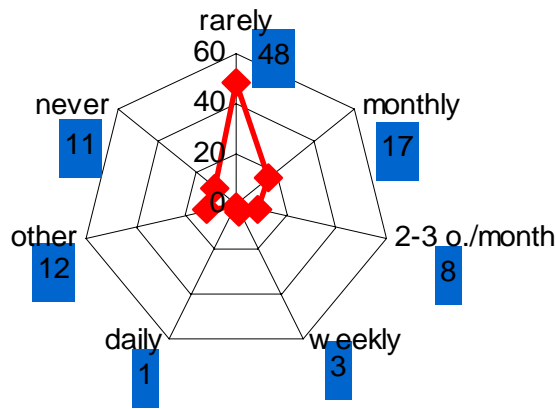


Fig. 3. The division of the answerers about the frequency of the shopping

I asked students if they bought a food only because of the sweepstakes. The 12,5% do it, 87,5% do not. The most part (88%) of these 25 students buy only 1-2 pieces, and 12% buy a lot, they really want to win.

The next situation is: there are 2 similar articles, one of them is in sweepstakes, and the other is not (fig. 4.). The 46% of the students choose the beloved article, irrespectively of the sweepstakes. If the price is same, the 25% buy the winner. If the price is different, only 1% shops the goods in game, 6% told me, they choose the winner, only if its price is not too high and 6% will cull the cheaper. 12% of them will take the better quality, and 4% said it is depend on the prize.

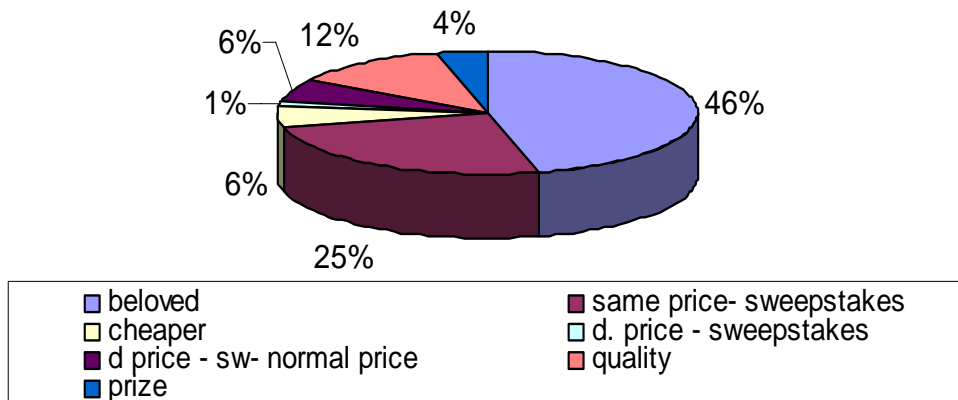


Figure 4. The division of the students about their choice from two articles

At last I wondered about the prizes, have the students ever won something. The bigger part (58%) of them has won, a lot of them (45%) something less then 1000 HUF, for example chocolate, chips, pen, cap, cup, etc. The 9% won more expensive things: CD, perfume, cinema tickets, book, t-shirt, etc. 10 student won really value things: DVD player, camera, bicycle, VIP concert tickets. Some of them (18%) have changed their habits; often buy food if it is in sweepstakes.

4. SUMMARY

Everybody must to eat, so everybody must to buy food, so everybody. In my work I made an analysis about a young people's habits. 200 people - 14 – 22 years old students - filled in my questioner. The main results are the followed:

The half part of them thing it is a good thing, 30% said it was pointless;

77% of them have ever heard about this game, most of them from the television;

69% of the filler thing the sweepstakes was not effect to the price;

Them most of student favourite to collect something (points, pieces, etc) and after it they can to exchange them for the prize;

The win inspires 83 % of young people for the shopping.

By the analysing I have found out, that the students had have heard about the sweepstakes, they liked it, but their consumer shopping habits had has not change because of it.

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