

# Impact on Direct Marketing and Consumer Attitude With special Reference to Raichur City

\*Dr.Suguna Basavaraj, Associate Professor of Commerce, Govt. First Grade College for Women, Raichur.

## ABSTRACT:

This paper attempts impact on direct marketing and consumer attitude with special reference to Raichur city. India is a major hub for most of the direct selling companies in the world and is going to be one of the biggest markets in the world as population is one of the major factors for the growth of the industry. Without doubt, India has the greatest potential for direct sales in the world. Nowadays there are a lot of opportunities in India in direct marketing. The present paper aims to study the consumer attitude towards Vestige products at Raichur city. Objectives of the study are, to identify the factors influencing on purchasing of Vestige products. To identify the problems faced by the sample respondents and summarize the major findings and give suitable suggestions. Primary and secondary data are used in the present study. This study is focused on the present and upcoming marketing trends of the direct marketing company in Raichur city. Vestige is an Indian company which has built its success on direct selling. Direct selling is different from more traditional distribution channels. Vestige has a network of Independent Business Owners (IBOs). Vestige manufactures and distributes different products. The management team at Vestige has the combined experience of pioneering MLM in the country. The professionals involved in establishing MLM companies and making them successful have turned entrepreneurs to bring forth the best of opportunity and products through Vestige. The IBOs are highly motivated in selling to people they know or meet. Personal contact and care is an important element in direct selling. Scientific research and development of new products are extremely costly and are often beyond the financial resources of small companies. Vestige company's investment has been key to its success. Vestige has been a market leader in research and developing new products throughout its product portfolio and designing new manufacturing processes. Direct selling consists of two models: single-level marketing, in which a direct seller makes money by buying products from a parent organization and selling them directly to customers, and multi-level marketing in which the direct seller makes money from both direct sales to customers and by sponsoring direct sellers and earning a commission from their effort.

**Key words:** Direct selling, Global market, Direct marketing.

## INTRODUCTION:

### OBJECTIVES OF THE STUDY

The following are the objectives of the present study

1. To identify the factors influencing on purchasing of Vestige products.

- To identify the problems faced by the sample respondents and summarized the major findings and give suitable suggestion

## REVIEW OF THE LITURETURE

- Parasite Rattanaphan [International journal of e-education, e- business, e- management, e- learning, vol. 2 , No. 4 ,August 2012]

The purpose of this study was to identify the major predictors that affect consumer attitude toward the corporate image of direct selling companies in Thailand. Using questionnaires survey an a sample of 343 customers of direct selling companies in Thailand and then analyzing those using regression. The corporate social responsibility (CSR) , and internet marketing hed no significant influence on attitude towards corporate image.

- Dr . V. Kannan, [International journal of business and management invention, ISSN: 2319-8019, vol 6 issue 12, Dec. 2017.]

Indian is a major hub for most of the direct selling companies in the world and is going to be one of the biggest market in the world as population is one of the major factor in the growth of industries. Without doubt, Indian has greatest potential for direct selling strategy of Amway is quite from the business administration of general enterprises although it can save the company a lot of cost, of being accompanied with uncertain risks.

Direct marketing is broadly defined as any direct communication to a consumer or business recipient that is designed to generate the further information or a visit to a store or other place of business for the purchase of a specific products or service. The emphasis is a direct marketing communication. The study extends to the people who have been involved in multi-level marketing or network marketing only.

## LIMITATION OF THE STUDY

- The study confined only to Raichur city.
- The analysis and interpretation are based on primary data. The respondents may be biased.

The present research paper is based on the primary data collected from 30 respondent and secondary data collected from journals and website.

### Meaning:

Direct marketing attempts to acquire and retain customer by contracting them without the use of an intermediary. Direct marketing is the distribution of products, information and promotional benefits to target consumers through interactive communication in a way which allows response to be measured. Direct marketing is a very effective and powerful way to share information about a product or service. This lesson will discuss what direct marketing is and what concepts are important in direct marketing.

## Definition

Direct marketing is a very popular and widely used method of informing people about products and service. It's a method of contacting customers and potential customer personally, rather than having an indirect medium between the company and the consumer. Direct marketing can take many forms, including mail, telephone calls, emails, brochures, and coupons.

Vestige Marketing Pvt. Ltd., which started its operations in the year 2004, is now becoming a leading direct selling company dealing in world class wellness products. Vestige is constantly growing at a phenomenal rate every year. The growth rate in itself speaks volumes about the quality of the products, the marketing plan and the management that has been able to deliver such a rewarding and sustainable system.

Vestige is constantly expanding its product range to introduce innovative products every year, manufactured at state-of-the-art manufacturing facilities, which are GMP and Halal certified. Vestige is an ISO 9001-2015 certified company and believes in world class service levels to all its customers. With over 3000+ online and offline sales outlets pan India, multiple international offices and several distributor centres, Vestige has been building a widespread network of distributors, which is constantly growing every year.

Vestige believes in empowering its members with the opportunity to lead their lives on their own terms. With the motto of spreading Wellth, i.e. spreading wealth through wellness, Vestige has continued to enrich the lives of everyone who is a part of the company and those who believe in its products.

## VISION

To help people live a life of economic independence on their own terms

## MISSION

To grow to a global scale and become the benchmark in direct selling

### 1. Gender:

It reveals from the table that 50 percent of respondent are belong from the male categories while 50 percent of percent of them are female categories in the study.

### 2. Education qualification:

It transparent the table that 23 percent of SSIC, 33 percent of degree, 30 percent of postgraduate and 13 percent of other.

### 3. Aga:

It depicted to from the 10 percent respondent have the age group from 20-30 year while 37 percent of them have the age group from 31-40 year and 26 percent of them have the age group from 41-50 year and 27 percent of the respondent have the age group above 50 year in this study.

### 4. Monthly income:

It is depicted from the table 26 percent of the respondent have their monthly income up to 10000-15000 while 24 percent of them have their monthly income up to 15000-20000 and 30 percent of the respondent have their monthly income 20000-30000 and 20 percent of the respondent is above 40000 in this study.

**Graph shows classification of respondent on the basis of different categories.**

1. Quality of vestige products:

It is depicted from the table 30 percent of the respondent is very good, 37 percent of good, 16 percent of satisfied, and 17 percent of poor.

2. Price of the products:

It is depicted from the table 30 percent of the respondent is very good and good, 23 percent average and 17 percent of the respondent if low.

3. Feel about the employee dealing with vestige company:

It is depicted from the table 20 percent of the respondent of highly satisfied, 40 percent is satisfied, 24 percent is average and 16 percent dissatisfied.

4. Before product purchasing:

It is depicted from the table 40 percent of the respondent is product quality, 13 percent is durability, 14 percent of price and 33 percent is service quality.

5. Latest technology of vestige product;

It is depicted from the table 54 percent of the respondent is yes and 46 percent is no.

6. Problem while using the vestige product:

It is depicted to from the table 64 percent of the respondent is yes and 36 percent is no.

7. Bonus and incentive:

It is depicted from the table 77 percent of the respondent if yes and 23 percent is no.

8. Attitude towards the vestige products:

It is depicted from the table 70 percent of the respondent is satisfied, 17 percent if dissatisfied and 13 percent is neutral.

9. Success from the direct selling business in vestige company:

It is depicted from the table 73 percent is yes and 26 percent is no.

**Graph shows classification of respondent on the basis of different categories.**

## FINDINGS OF THE STUDY

Gender it reveals from the table that 50 percent of respondent are belongs form the male categories while 50 percent of them are female categories in the study.

Education qualification it transparent the table that 23 percent of SSLC ,33 percent of degree ,30 percent postgraduate and 13 percent of other. It is therefore analyzed that majority of the respondent have their education level.

Age: it is depicted from the table 10 percent respondent have the age group from 20-30 year while 37 percent of them have the age group from 31-40 year and 26 percent of them have the age group form 41-50 years and 27 percent of the respondents have the age group above 50 years in this study.

Monthly income: It is depicted from the table 26 percent of the respondent have their monthly income up to 10000-15000 while 24 percent of them have their monthly income up to 15000-20000 and 30 percent of the respondent have their monthly income 20000-30000 and 20 percent of the respondent is above 40000 in this study.

Quality of vestige products it is depicted from the table 30 percent of the respondent is very good, 37 percent of the respondent is good, 16 percent of the respondent is satisfied and 17 percent of the respondent is poor. Price of vestige product: It is depicted from the table 30 percent of the respondent both the very high and high, 23 percent of the respondent of average and 17 percent of the respondent is low rate of the product.

Feel about the employees dealing with vestige company: It is depicted from the table 20 percent of the respondent of highly satisfied, 40 percent is satisfied, 24 percent of average and 16 percent of the respondent is dissatisfied.

Before purchasing products: It is depicted from the table 40 percent of the respondent is product quality, 13 percent of durability, 14 percent of price and 33 percent of the respondent of service quality. Latest technology of vestige product: It is depicted from the table 54 percent of the respondent of yes and 46 percent of no.

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Attitude towards the vestige product: It is depicted from the table 70 percent of the respondent of satisfied, 17 percent if dissatisfied and 13 percent is neutral. Success from the direct selling business in vestige company: It is depicted from the table 73 percent of the respondent is yes and 26 percent of no.

## CONCLUSION

Majority of people are successful on direct selling business, but there is also a big number of unsuccessful direct sellers. This can be overcome when they are supported and guided by their team and motivate them to attend the training programmes it is observed from the study that age group are in to the business, but it could be the key factor age group of 20-30 year has the youth generation are the internet exports, and the direct selling business, people do not understand the concept of direct selling as people of the study area are grown up seeing traditional business so, a direct seller most illustrate the difference and potential of direct selling logical with required accurate data. Direct selling is a home based business and it can be done by any person in part time or full time comfortably from the home. To be a successful direct seller, a person has to be persistent, consistent and attend seminar to be motivated about the business. Direct selling is a huge business concept and it should be examined from the student levels to create a part time income and also to have the financial education of the life along with formal education. People who are into the direct selling business from a long time are successful and making a good amount of income, so new people should have a long term vision and develop the skill in the beginning of their direct selling business.

Direct selling is a different concept and it has a vast difference from the traditional business around. The concept is accepted worldwide now across all the developing country in the world. It helps a person to earn passive income by working in a desired plan. But, the concept of direct selling still has a lock of clarity in India. Even a giant direct selling company like Vestige Company.

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