

INFLUENCE OF PRINTED LEAFLETS ON CONSUMER PURCHASE BEHAVIOR

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Abstract

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This article deals with the way customers perceive individual non-direct response printed leaflets and it is simultaneously focused on the question whether this material has any importance in general for customers during their purchase realization. The research is further concerned with the issue of the differences between customers living in family built-up areas and those who are living in residential housing. The research explores the differences related to preferences of various target groups. It identifies whether customers wish to receive printed advertising material into their letter boxes, what sort of media they read and what kinds of assortment are most frequently requested to appear in this form of promotion by customers. Preferences are aggregated by means of data classification based on different criteria and they provide a clue for better orientation in customer thinking.

Keywords: marketing management, customer behaviour, effective resource allocation, printed advertising materials, customer preferences, target group

INTRODUCTION

Detection of customer behaviour represents an incessantly recurring process monitoring their customary habits, specific responses to a particular product, group of products or promotional materials. Customer needs and behaviour and their analysis are crucial in relation to the review of decisions implemented so far by the management but they are decisive primarily as for the extrapolation of at least short-term trends in their development. Contemporary market economy is characteristic for the high level of market interconnection, their information interconnectedness and complexities in general, rapidity and accuracy of processes. A way to ensure the efficiency of these processes lies in the necessity to be acquainted with the customer opinions and wishes and to carry out, on a regular basis, statistical examinations related to the deviations in these views and their development. The article surveys customer response to the distribution of non-direct response printed advertising material (printed leaflets) by chains within the whole Czech Republic.

METHODOLOGY AND DATA

Advertising is any paid form of non-personal presentation and promotion of ideas, goods, and services by an identified sponsor. Mcquail (2005) sees advertising as a paid publicity in media for goods or services directed at customers. Among the printed advertising material can be included catalogues, sales pamphlets, brochures, leaflets, posters, signs and other advertising materials and Khan (2012) says that the formal sources of consumer buying behavior. Effective advertisement influences the attitude towards brand and finally leads to purchase intention (Goldsmith and Lafferty, 2002). Ideally, consumers buying behavior is the products purchase decision (Adelaar *et al.*, 2003).

The aim of the advertiser is to inform, persuade and convince the consumer and the aim of the advertiser is to inform, persuade and convince the consumer and the consumer is central to the success of the advert. The theory of consumer behavior explains the processes consumers go through in making a decision whether to buy a product or subscribe to the services of an organization. As

the consumer decides whether or not to buy the product, the advertiser is able to develop the interest of the consumer towards accepting the products being offered (Owusu and Nyarku, 2014). By Assael (1995) successful marketers must first define the benefits sought by consumers in the market place, followed by the drafting of marketing plans supporting the needs of consumers. According to Hawkins (2007) can be summarized that all marketing decisions are based on assumptions and knowledge of consumer behavior.

In order to be able to approach practical part, it is necessary to characterize the notion of "non-directed distribution". Non-directed distribution represents special kind of promotion which may include printed publicity in the form of magazines, prospectus and leaflets. However, non-direct distribution of printed matters may be well ranked within sales promotion. According to Kotler (1992), sales promotion may be characterized as a short-term incentive stimulating the purchase or sale of product or service. It may be therefore stated that non-direct distribution advertising includes publicity leaflet that is used for short-term incentives similar to campaigns on the grounds of which product may be chosen and subsequently purchased.

Studies carried out by reputable agencies demonstrate that the popularity of printed advertising material and special offers included in them has been on increase. It is therefore essential to pay attention to their quality as far as their delivery is concerned (process adjustment in accordance with customer wishes). The significance of this topic in the Czech Republic is confirmed by the research carried out by research agencies ppm factum and Czech Marketing Association: Czechs and advertising 2013 (Vysekalová, 2013). Consumers rather affects the advertisement that they can thoroughly explore. Many people (38%) when

buying are influenced by leaflets. In second place is then television advertising (34%) and advertising at point of sale (31%).

The research aimed to find out what are customer preferences and needs in relation to the distribution of non-direct response printed advertising material.

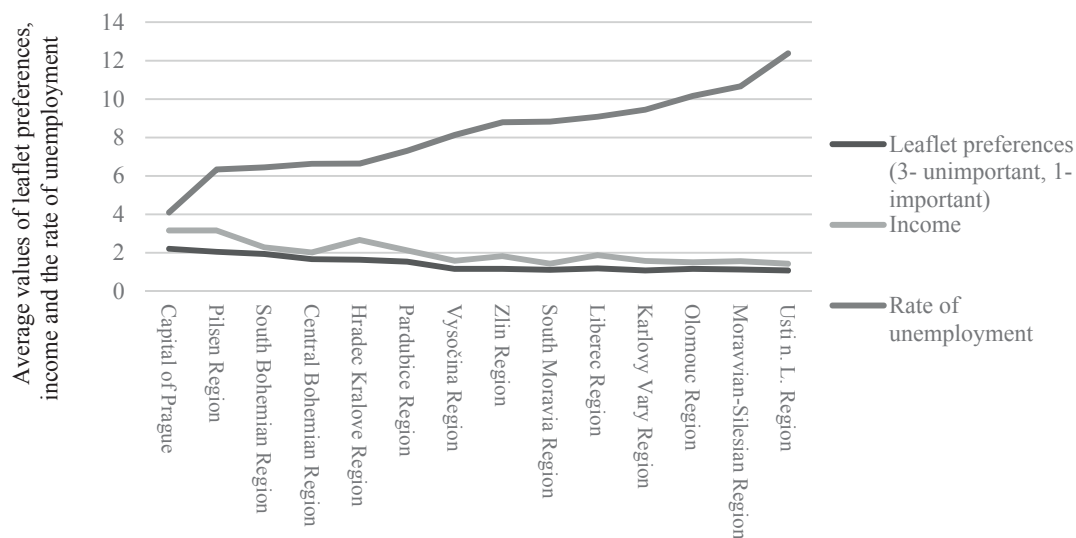
The method employed in this article consists above all in the analysis and synthesis of primary data, and the method of deduction is used as well. Respondent opinions were detected by means of assisted questionnaire research within the whole Czech Republic (all fourteen regions). There were 550 respondents addressed in total. After the filtration of incomplete questionnaires, 514 questionnaires could be used for the purposes of the research results evaluation. The questionnaire's response rate was relatively high and it amounted to 93.5%. High response rate of questionnaires was achieved especially due to personal addressing of customers. The inquiry concerning household income was regarded too personal by customers and as a result, there were some incompletely filled in questionnaires, which made them unfit for the research and they were consequently disregarded as for the purpose of the research.

Within the frame of the assisted questionnaire research respondents were asked close questions with a preselected option for answer.

The closing part of the research involved the objective to classify respondents within a particular group. Respondents were asked questions with a close option of answer.

RESULTS

The first subject of the questionnaire research was the importance of printed advertising material in general. Printed advertising material including special offers is regarded as very important by 340 (66.1%) respondents whereas it seems to be less



1: Interest in printed advertising material

important for 119 respondents. Printed advertising material is then perceived as unimportant by 55 respondents. The total average of answers amounts to 1.446 which implies that customers most frequently supported the answer No. 1, "very important". Majority of respondents thus considers the printed advertising material as an important factor for the choice of goods within purchase behaviour. As emerged from the research, the interest in printed advertising material in regions is closely related to the rate of unemployment. It may be deduced that the interest in printed advertising material is subsequently linked with the social status of respondents. The following chart (Fig. 1) illustrates that the income of respondents decreases depending on the rate of unemployment, which results in the growth of their interest printed advertising material.

The second subject of the questionnaire research deals with the regularity related to the obtention of printed advertising material. It was reported to be very important for 330 respondents. 129 respondents in total stated that the obtention of printed advertising material is less important for them. Regular obtention of printed advertising material is perceived as unimportant by 55 respondents. This result of questionnaire research corresponds to the result of the question No. 1.

The third subject of the carried out questionnaire research focuses on the type of built-up area where the respondents live since it influences the way in which printed advertising material is delivered to customers. Out of the total number of respondents (514), majority of them lives in apartment buildings from which those including up to ten apartment units are occupied by 246 respondents. An eleven-unit apartment buildings are a place of residence for 171 customers. Family houses are occupied by 97 respondents. The average size of houses in which respondents live is no more than ten apartment units.

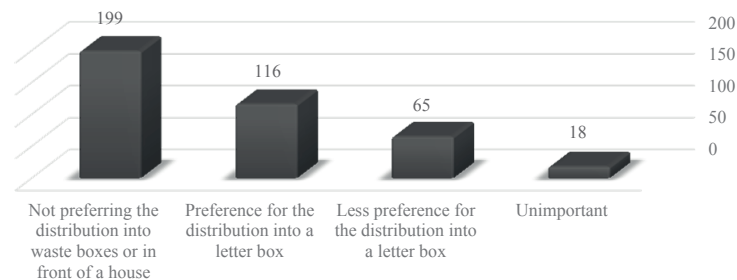
Customers living in apartment buildings (417) tend to prefer to receive printed advertising material onto a prepared place instead of a letter box; usually a shelf or a stand. 272 respondents wish to receive printed advertising material into their letter boxes. For 194 respondents it is less important to receive printed advertising material into their letter boxes. 48 respondents consider

the obtention printed advertising material into their letter boxes as unimportant – though it concerns the respondents not interested in printed advertising material.

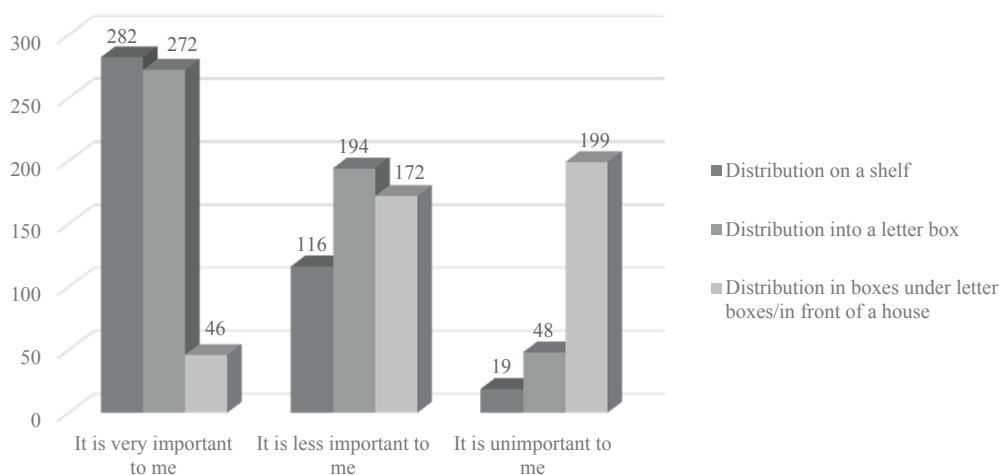
282 respondents from those living in apartment buildings (417) wish to receive printed advertising material on a shelf serving as a place reserved for the delivery of printed advertising material. With the respondents living in family houses, on the contrary, printed advertising material is distributed into their letter boxes. The total number of 116 respondents considers the delivery of printed advertising material on a prepared shelf in a house as less important. 19 respondents do not wish to receive printed advertising material on prepared shelves. All 19 respondents stated that printed advertising material is unimportant for them. The total average value of answers provided by these 19 respondents on the questions No. 1 and 2 amounts to 3. It may thus be assumed that these respondents show no interest in printed advertising material; the way of distribution thus becomes irrelevant with respect to their answer as it is rather their lack of interest in printed advertising material that counts.

The research further reveals that customers do not wish to receive printed advertising material into boxes placed under the letter boxes or in front of an apartment building. Only 46 respondents out of their total number is willing to collect printed advertising material from the box placed under the letter boxes (often used as a waste disposal place). It concerns a significantly small number of respondents, which may more likely indicate considerable interest in printed advertising material of a concrete customer rather than preference of this distribution place compared to the others. A group of 127 respondents considers the described way of distribution as less important. 199 respondents disagree with this way of distribution. Based on the detected data a comparison of respondents' preferences was carried out, which is illustrated in the charts (Fig. 2, Fig. 3) below. As the charts reveal, customers not preferring to receive printed advertising material in waste disposal boxes or in front of a house favour by contrast to receive printed advertising material into letter boxes.

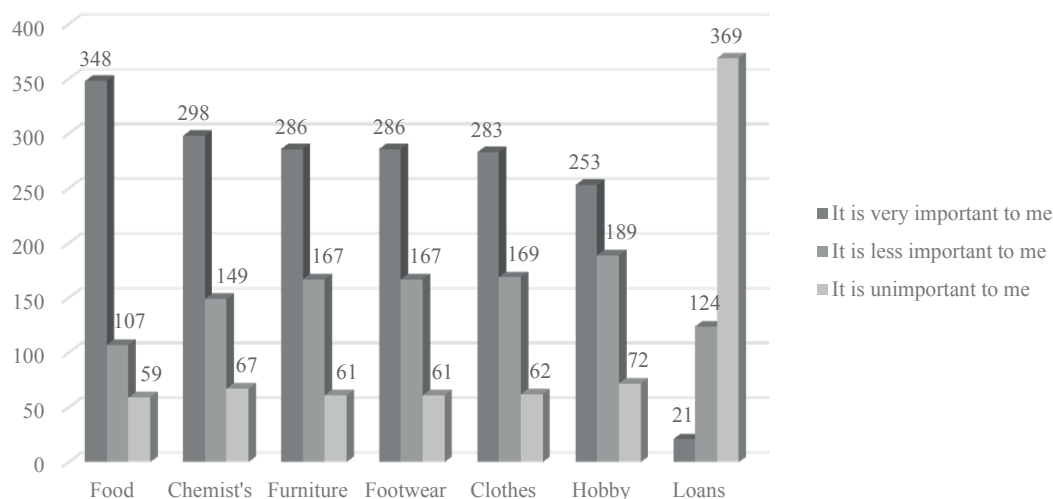
Within the frame of the evaluation related to the part of questionnaire research focused on customer preference in relation to distribution



2: Preferences of distribution points



3: Preferences related to the place of distribution



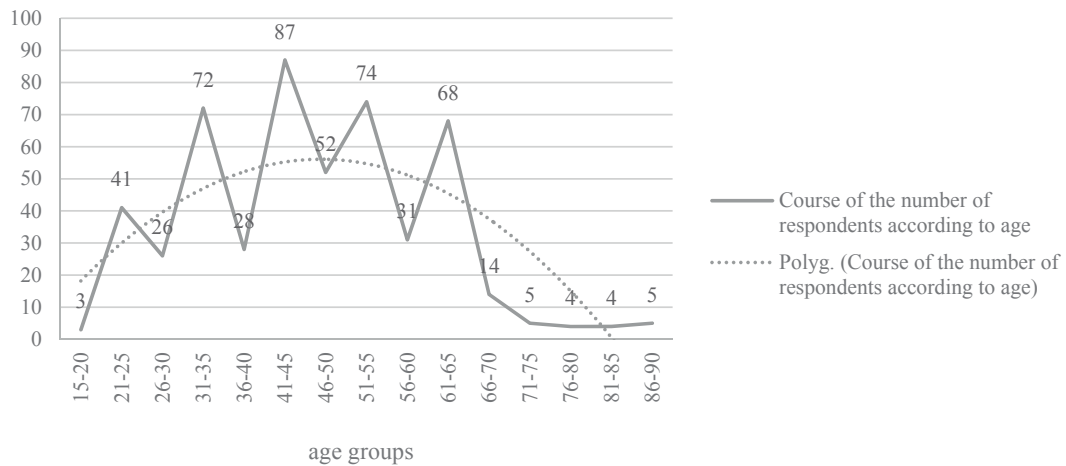
4: Preferences related to the type of printed advertising material

place, the following results were found out. 282 respondents in total (67.6%) wishes to receive printed advertising material on prepared shelves inside apartment buildings. 272 respondents would like to receive printed advertising material into their letter boxes, which is 52.9% out of the total number of respondents. Only 46 (11%) respondents wish to receive printed advertising material in a box placed under letter boxes or in front of entrance door.

The overall comparison of customer preferences is described in the chart below (Fig. 3).

The fourth part of the research deals with preferences related to types of printed advertising material (Fig. 4). Respondents had a tendency to prefer the printed advertising material focused on food the most, in particular it concerned 348 cases (67.7%). The second position in terms of customer preferences was occupied by printed advertising material offering chemist-related goods. Interest in this type of printed advertising material was recorded with 298 (58%) respondents. The offer of furniture firms was the third most interesting

preference of respondents. Popularity of this type of printed advertising material is expressed by the average value of answers which was calculated to be 1.562. There were 286 (55.6%) respondents considering these printed advertising materials very important as for their purchase decision. Some shoemaking firms also present their offer by means of non-direct response distribution of printed advertising material. Customers perceive printed advertising material of shoemaking firms as interesting. This fact is illustrated by the total arithmetic average value of respondents' answers being 1.568. There are 284 (55.3%) who find the offer leaflets delivered by shoemaking firms as very important. 283 (55.1%) respondents feel appealed by the offer presented by clothes sellers; they put it straight that the printed advertising material is very important for them as far as their decision on the purchase of clothes is concerned. The offer of hobby markets is very interesting for 253 (49.2%) respondents. Respondents were asked the questions related to printed advertising material offering



5: Age of respondents

loans and credits. As the stated answers indicate, respondents are not concerned with such a type of printed advertising material. 369 respondents regard them as unimportant, which is the majority of respondents. As emerged from the following findings, the companies promoting their offer by means of non-direct response printed advertising material may find it suitable to combine their distribution with some company operating in food industry. As the research results show, customers tend to focus primarily on this type of printed advertising material. Provided that a printed advertising material of a company not dealing with food products or a small and not a well-known company is inserted within an advertising material of a food firm, more intensive penetration into households and the ability to address a broader spectrum of potential customers will be achieved.

Question related to general characteristics of respondents are analysed below in a way described. The first sub-theme deals with the age scale of respondents (Fig. 5).

Respondents were also classified according to their sex. Female opinions represent 60% (306 in total) of answers. The percentage of men answering the question amounts to 40% (208 in total). Average age of respondents is 46.4.

The question No. 17 monitored customer initiative in case they would not receive printed advertising material. As the research results show, customers make a complaint about these printed advertising material; approximately one third of respondents (28.6%) considers making a complaint about non-direct response printed advertising material as very important, within the absolute terms it concerns 147 respondents. The group of 268 respondents indicates making a complaint about non-direct response printed advertising material as less important, which is 52.1% in relative terms. Making a complaint about the given printed advertising material is unimportant for 19.3% (99 respondents).

In order to find out concrete experience of respondents and their actual behaviour the question

No. 18 “Have you ever made a complaint about the non-delivery of printed advertising material?” was included. The evaluation of results revealed that 38.5% standing for 198 respondents made a complaint about printed advertising material at least once. 316 respondents (61.5%) have never made a complaint about printed advertising material.

The comparison of results related to these two questions imply that the actual customer initiative expressed in terms of a complaint about printed advertising material exists and that it is even by 9.9% higher than the group of those regarding making a complaint about printed advertising material as important. The group of 9.9% of customers comes from the number of respondents considering making a complaint about printed advertising material as less important. In terms of the question No. 2 there were 330 respondents who stated that they insisted on a regular delivery of printed advertising material. Not every customer would thus make a complaint about the non-delivery of printed advertising material. The number of customers ready to make a complaint is lower by 25.7% than the number of those insisting on a regular delivery.

The question No. 21 deals with the detection of total monthly income of a household. It concerns sensitive data of respondents, which made the answers being protected by strict anonymity. The inquiry concerning household income was chosen deliberately so that a respondent would be free of fears related to possible abuse of concrete data. The specific amount of income was not intentionally required from respondents since they were more likely requested to categorize their household within the definite scale of income. Despite all these measures a certain number of questionnaires must have been disregarded due to the unwillingness of respondents to answer this question.

Total average of answers related to respondents' income is 2.25 and it is close to household income of 16–20 thousand crowns. Determinant deviation is calculated to the value of 1.10 and it may be

thus interpreted that the biggest percentage is represented by households having the income of 10–15 thousand crowns.

Questionnaire research is also focused on the detection of respondents' education. Total average achieves the value of 1.89. As the results show, majority of respondents disposes of secondary education.

The closing part of the research included the question focusing on the detection of the origin of respondents according to regions. The share of regions was deliberately balanced (37 or 36) in each region so that geographical connection for further research might be estimated.

DISCUSSION

An average respondent was a man or a woman being 46 years old, having a secondary education, with the household income ranging from sixteen up to twenty thousand crowns and living in an apartment building of no more than ten apartment units (Ø2.14). An average respondent considers leaflet special offers as very important (Ø1.44), it is important for him/her to receive printed advertising material on a regular basis (1.46) and they prefer to be delivered the printed advertising material on a shelf in an apartment building

(Ø1.83). The greatest number of respondents (living in apartment buildings (417)) wishes to receive printed advertising material on a shelf in an apartment building (Ø1.36). Fewer respondents (Ø1.50) wish to receive printed advertising material into their letter boxes. The way of distribution into boxes placed under letter boxes inside a house or in front of an apartment building is refused by respondents (Ø2.36) especially due to sanitary reasons (printed advertising material becomes dirty upon their delivery into boxes on the ground of a house). An average respondent considers the advertising information on the internet as less important (Ø1.95). An average customer tends to search the most for the printed advertising material offering food (Ø1.43), chemist's-oriented goods (Ø1.55), furniture assortment, (Ø1.56), footwear (Ø1.56) and clothes (Ø1.57). Printed advertising material focusing on hobby assortment is perceived as less important (Ø1.64). Printed advertising material offering loans and credits are unimportant for respondents (Ø2.68). This question may be interpreted as defaming and it is therefore necessary to understand the result with a certain degree of reservation. An average respondent considers making a complaint about the non-delivery of printed advertising material as less important (Ø1.91).

CONCLUSION

The summary allows for the deduction that customers in general search for printed advertising material though the type of assortment is important to them. The way of distribution plays an important role as well. Making a complaint of printed advertising material is not much commonly employed by customers.

In order to ensure the completion of individual researches, suggestion concerning the way of distribution of printed advertising material might be made in the future out of these outputs for each region (frequency of distribution, type of assortment – a less popular printed material may be inserted within the more favourite one and thus the increase relating to the penetration into households may be achieved, place of delivery) which will reflect customer interests and will thus be tailored to customers' needs and wishes and will be consequently able to address the largest segment of the target group of customers.

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