



A STUDY ON MILD TOUCH IN THE MINDS OF POTENTIAL BUYERS IN KIOSK MARKETING

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ABSTRACT

The first impression is the best impression. The marketing strategy possible is to access lower middles. Middle class people also create inspire to the goods. An interactive kiosk is a computer terminal featuring specialized hardware and software that provides access to information and applications for communication, commerce, entertainment, or education. Early interactive kiosks sometimes resembled telephone booths, but have been embraced by retail, food service and hospitality to improve customer service. Interactive kiosks are typically placed in high foot traffic settings such as shops, hotel lobbies or airports. Integration of technology allows kiosks to perform a wide range of functions, evolving into self-service kiosks. For example, kiosks may enable users to order from a shop's catalogue when items are not in stock, check out a library book, look up information about products, issue a hotel key card, enter a public utility bill account number in order to perform an online transaction, or collect cash in exchange for merchandise. Customized components such as coin hoppers, bill acceptors, card readers and thermal enable kiosks to meet the owner's specialized needs

Keywords: food traffic, non invasive test, prefabricated, vandalism

INTRODUCTION

A kiosk is a small, temporary, stand-alone booth used in high-traffic areas for marketing purposes. A kiosk is usually manned by one or two individuals who help attract attention to the booth to get new customers. Retail kiosks are frequently located in shopping malls or on busy city streets with significant foot traffic.

The first self-service, interactive kiosk was developed in 1977 at the [University of Illinois at Urbana-Champaign](#) by a pre-med student, Murray Lappe. The content was created on the PLATO computer system and accessible by plasma touch screen interface. The [plasma display panel](#) was invented at the [University of Illinois at Urbana-Champaign](#) by Donald L. Bitzer. Lappe's kiosk, called The Plato Hotline allowed students and visitors to find movies, maps, directories, bus schedules, extracurricular activities and courses. When it debuted in the U of Illinois Student Union in April 1977, more than 30,000 students, teachers and visitors stood in line during its first 6 weeks, to try their hand at a "personal computer" for the first time.

REVIEW OF LITERATURE

Kiosks come in a variety of forms, such as booths, carts or computer workstations. The majority of research related to kiosks focuses on multimedia kiosks, or “public access kiosks that provide information and services directly to customers” (Rowley and Slack, 2003, p. 329; Rowley, 1995; Moerloose et al., 2005). This may be due to lowered personnel costs and the desire to deploy new technologies in the retailing environment; however, non-multimedia kiosks (mall kiosks or retail kiosks) still represent a very important aspect of the retail landscape. In fact, almost every major US mall has some type of kiosk in it, and in 2007, it was estimated that \$12 billion in sales were in part generated by this form of “specialty leasing program” (Pinnacle Group, 2007).

Mall kiosks offer several advantages for both business owners and consumers. For business owners, mall kiosks offer a cost effective alternative to expensive store leases. Moreover, mall kiosks have the potential to increase the awareness of the product/service offered, capitalize on foot traffic, and stimulate impulse-buying consumption. As Kahn and Wansink (2004) mention, the definition of variety, per se, is context-specific. When one particular product (such as beads) is chosen, variety can be defined by various colors of that

product. However, when the product itself begins to vary (such as different types of beads), variety may be characterized by more than one attribute, such as color and shape. Hence, variety can be defined in terms of actual vs perceived. In the present research, we focus on the perception of variety in the mall kiosk environment. For consumers, mall kiosks tend to provide more variety and novelty for the same product category than a typical department store. For example, a sunglass kiosk may sell thousands of sunglasses whereas competing stores often carry fewer brands of sunglasses (Swinyard, 1997). Another possible advantage of using kiosks is convenience, since they can provide quick access to very specific items for consumers (Seiders et al., 2000). However, what happens when a consumer regrets and is dissatisfied his/her choice?

OBEJCTIVES OF THE STUDY

1. To Know the work effects of sales force and strength of promotional strategies
2. To Assess the buying pattern of potential buyers
3. To suggest that improve kiosk marketing in India

BACKGROUND THE STUDY

Employment Kiosks

In addition to kiosks that sell retail products or services, some companies set up employment kiosks where job seekers can apply for work. This type of kiosk is especially commonplace in chain stores such as Walmart and Sears. Employment kiosks provide a way to quickly identify promising candidates, who will often receive an interview on the spot.

The kiosk may include a computer station at which the applicant can use a keyboard or touchscreen to input information about their employment history, education and personal data. Some employment kiosks also administer assessment tests to help determine an applicant's strengths and weaknesses. Information collected at the kiosk is frequently available to the hiring manager almost immediately.

Food Service Kiosks

In an effort to streamline the process of taking food orders, some restaurants install self-service kiosks. Customers can follow interactive prompts to select their meal and customize their order. The kiosks usually accept credit or debit cards, eliminating the need for a human cashier. When restaurants use kiosks, the need for counter personnel is reduced, lowering payroll costs for the company.

Health Care Kiosks

The health care industry has also joined the movement toward automated kiosk services. Medical kiosks allow patients to check in for appointments, pay bills and update personal information. At some kiosks, patients can even take their own blood pressure or perform other non-invasive tests, and then relay the results to their doctors. In some cases, medical kiosks also offer educational videos about medical conditions and their treatments.

Patient kiosks can reduce medical costs by cutting down on paperwork and eliminating some clerical staff positions. Critics of medical kiosks point to concerns about patient confidentiality as an argument against their use.

THE SELF-SERVICE KIOSK – ONE OF THE KEY ELEMENTS OF THE MICRO MARKET CONCEPT

There's a new trend developing in offices and it might be considered an inevitable result of the increased demand on an employee's time. The expectation of high productivity levels, ensuring deliverables are completed in a timely manner and to a preset standard have extended the amount of time employees spend at work. This new development is not ominous in any way, but actually quite practical.

Micro markets can be described as a convenience store at the office, one that provides lunch, snacks and drinks that employees can purchase. What makes micro markets so unique, is not only the convenience of an accessible and often healthy lunch option, but the fact that they utilize a self-service model - one that relies on an honor system where employees are expected to pay for their purchases with cash, credit or even via their cell phone.

It can be argued that the key element that makes the self-service option possible is the self-service kiosk that is required to take payments. Unlike the traditional vending machine, the kiosk must allow the user to scan or input items as well as pay for them. There are some kiosks that even allow the input of coupon codes at the time of purchase.

Just as important as choosing the right layout of the micro market to suit the space available is the choice of a kiosk. This unmanned kiosk must be capable of handling multiple transactions as well as track and record data to provide accurate inventory and revenue reports. The design of the kiosk is similar to those found in other industries, but they must also have the following components:

- Cash acceptors, debit and credit card readers to facilitate various payment options including cash, credit and debit cards
- Card dispensers and issuers that can provide company-sponsored membership cards. These are usually used as loyalty cards where employees can accumulate points.
- Low end thermal printer to provide receipts to users.

Some optional components can also be used to provide added services including:

- A keyboard and trackball for surveys or providing general information
- A secondary overhead monitor can be used for advertisements, marketing or for user instruction
- Scanner- for coupons or promotions

DATA ANALYSIS AND INTERPRETATION

TABLE NO. 1. HOW OFTEN DO YOU VISIT?

Particulars	Respondents	Percentage
Once per day	35	35
Once per week	27	27
Once per month	22	22
Less than once per month	16	16
Total	100	100

Source: Primary data

From the above table shows that 35% of respondents visit once per day 27% of respondents have visit once per week and 22% of respondents once per month visit the kiosk marketing. Therefore it can be concluded that most of the respondents are one per day.

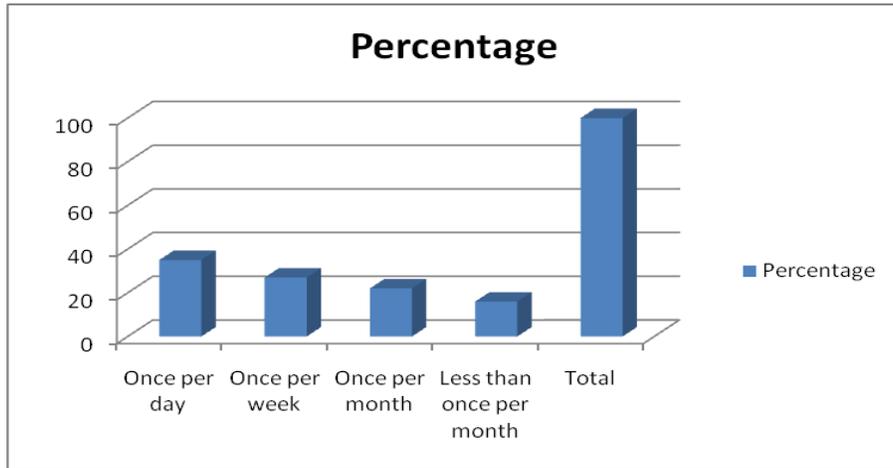
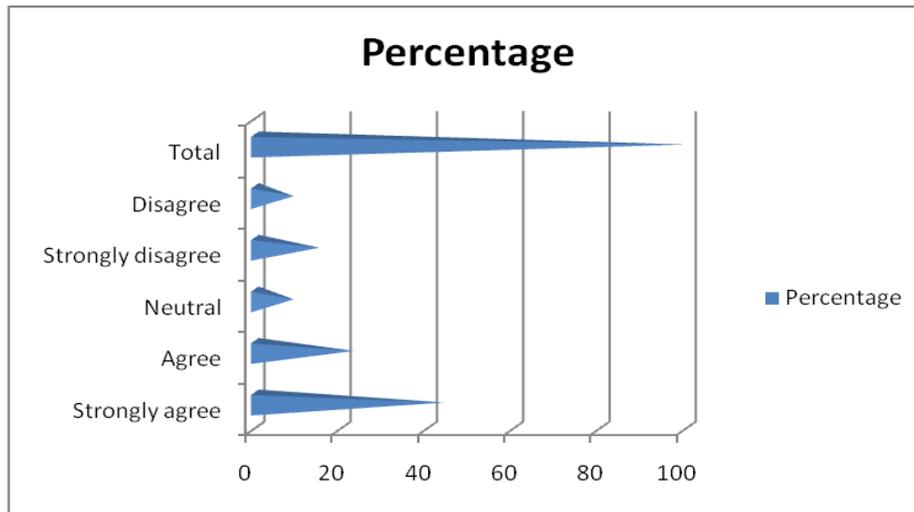


TABLE NO. 2. QUALITY OF SERVICE OF KIOSK MARKETERS

Particulars	Respondents	Percentage
Strongly agree	44	44
Agree	23	23
Neutral	9	9
Strongly disagree	15	15
Disagree	9	9
Total	100	100

Sources: Primary data

The above table exhibits that most of the respondents are strongly agree the quality of kiosk marketers



FINDINGS OF THE STUDY

- ❖ Kiosk innovative marketing strategy
- ❖ Activity goes to near the doorstep of consumers.
- ❖ Collection of database with government recognized cards. Like Aadhar, voter id card and PAN.

SUGGESTIONS

- Kiosk the attention floating population and induce to buy goods are avail services.
- Peoples are hesitated go show room are watch product demonstration and try to buy loan with easy installments.

CONCLUSION

In short run kiosk, marketing plays better role to improve and induce to people to buy a product are make use of service. Mass marketing were possible through catch the minds of floating population, middle class and lower middle class peoples also eager to buy. The company will enjoy the benefits of target marketing. Temporary shed with attractive colors and small member's group face to face conversion to the potential buyers and increase sales volume in sudden. The collection of database and follow up action will support for entire success of organization.

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