

## A STUDY OF SALES PROMOTION RELEVANCE FOR MARKETERS

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### Abstract

*As per the new need of the present era as the knowledge regarding the association between promotional tools and consumers helps in framing the marketing strategies to attract potential customers and converting them active customers which would lead to higher sales promotions are very important these days to motivate Indian consumers behavior. The companies spend a large portion of their budgets on sales promotion. The goal is to offer the merchandise more attractive and valuable in the eyes of the consumers.*

**Keywords:** *Free Sample, price reduction, social surroundings, physical surroundings, sales promotion.*

### Introduction

Sales promotion is referred to as any activity that is being used by the producer to promote trade (retailer, whole seller, or network partners), as well as for customers to buy the brand and activate aggressive sales force to sell. Promotion is a tool used by retailers and manufacturers to invite consumers to buy more or attempt to service or product. Used as a result of sales promotion for storing large amounts, inviting many new customers, and more sales increase.

Sales promotion aimed at retailers, wholesalers, and consumer effects tools to promote sales on the buying behavior of consumers. An understanding of the promotional tools is important to understand most of the tools that affect the competition with its competitor's impact of a free sample, price reduction, social surroundings, and physical surroundings on consumer purchasing behavior and sales promotion. The consumer buying behavior and consumers are demanding not the end to meet the wants and pleasure of getting something new influence consumer behavior while choosing the products, services, and purchasing decisions. The promotional sales carry an ability to influence the purchasing behavior of consumers, The understanding of the responses of consumers in sales promotion has practical contributions significant to our overall understanding of business skills for consumers.

In the present era, the customers rely on the information given by marketers to purchase products and services, and also it is an effective tool that helps in comparing prices, product features, and after-sale services facilities which they are likely to receive if the product is purchased. arrangement in which consumers purchase goods and services has changed drastically.

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Reducing marketing costs, prices of the goods, and services to cop up with the competition in the market are challenges faced by marketers of many companies.

Sales promotional activities are directed towards specific goals that can be achieved through efforts to boost sales in the short run, the attraction of consumers to stores, and get to the point of retail sale displays, and encouraging stores to store products and sales support for the efforts of staff marketing activities related to the promotion of sales increased consumer purchases and improve the effectiveness of intermediate or retailer and cooperation.

### LITERATURE REVIEW

For analysis about the tendency of customers for sales promotion, a review of literature has been carried out to see the influence of free sample, the discount rate, the role of the physical environment and the social environment and see the significant role in the development of consumer buying behavior of the sales promotion for consumers which is as discussed below

**Bawa& Shoemaker, 1987; Krishnamurthy& Raj, 1991; Guadagni& Little, 1983, 1998; Gupta, 1988; Lattin&Bucklin, 1989;** - Sales promotion can attract more clients use their money, and create the consumption and buy the merchandise they want through this period large that they believed in promoting sales, and prices on all the goods are cheaper than normal. A few consumers stand easily when they see the words of sales promotion. But price reduction, coupon or discount is given by the retailer and other promotional equipment like a free sample, bonus pack and “buy one get one free” were found to encourage customers to buy extra than they think (**Gilbert, 1999**).

According to (**Blattberg and Neslin, 1990**) Sales promotion has a direct impact on the consumer's buying behavior, which is an action focus-promoting occasion. The word sales promotion denotes to numerous types of selling incentives and procedures which aim to yield the urgent sales effects according to Totten and **Block (1994)**. Sales promotion is directed at customers, distribution channels or sales staff called enhanced retail.

There is a relationship between time consumed and social companions (**Nicholls et al., 2002**). The surrounding material is a circumstantial factor that consumers buy the effects of behavior. These promotional techniques affect the buying behavior of consumers. Price

reduction is a well-known tool for offering a good reduction in the purchase price, which is openly declared on the product or point of purchase display (Fill, 2002). Sampling is the method of giving fewer numbers of products to customers without any cost so that they can check it and buying the product shortly (Pramataris et al., 2001).

## INFLUENCES OF SALES PROMOTION:

### Buying Behaviour.

Sales promotion may be good-looking for highly promotion prone customers for reason beyond price savings indicated that Chandon, Wan sinks, and Laurent (2000). Many consumers switch brands, so that they can receive more offers great mimic and promote a smart buyer of their self-perception, and tend these consumers in a positive and promotion, and these consumers are making an effort to try a new product or service were promoted. For example, lower prices for a limited period to attract more consumers a new price promotion qualifies. According to (Totten & Block, 1994) sale promotion refers to numerous kinds of selling incentives and techniques indented to yield urgent sales effects.

Purchasing behavior, the consumer's generally endless demand to meet their desires and satisfaction of getting something new or better than each individual while choosing the products, services, and purchasing decisions. Therefore, there is a large body of literature, which examined and reported consumer buying behavior, studies have shown that a lot of factors can affect consumer behavior, whether to purchase or not to purchase the merchandise. Most of the day by day life actions dominated by merchandise buying behavior and also a practice which gained from the place such as shopping centers, city center, shops, entertaining park, sightseeing center and so on, where some motivating radius can be motivated said by Smelser and Baltes (2001).

According to William (2002) shown that social class has a significant determination to buy assessment criteria. The creation of attitude, inspiration, value orientation, and earnings, and the level of socialization during childhood and education will affect a person's social class. The social class of an individual not directly shows that low income would basis limited choice when making buy decisions said by Yip (2003). According to (Naimah&Tan, 1999) High purchasing power, salesperson and sales surroundings were along with three key factors which influenced impulsive clothes buying practice among women customer .

### Sales Promotions

According to (Nagar, 2009) it has been recognized in the literature that only customers with repeat purchases are profitable. However, consumer participation is important to repeat purchase. Therefore, operators must develop marketing programs that will not only enhance customer engagement but also encourage repeat purchases. One of the functions of

sales promotion not only to promote the participation of consumers but to encourage repeat purchases. Sales promotion has effects on several aspects of customer's buying choices such as brand choice, buying time, quantity, and brand moving (**Nijs, Dekimpe, Steenkamps and Hanssens, 2001**); clients' sympathy to price (**Bridges, Briesch and Yim, 2006**).

Designed sales promotion techniques that have a direct impact on purchasing behavior. The objectives will be achieved sales promotion to a large extent when it is done sporadically when the customer does not imagine.

### Free Samples

A free sample is a further major promotional instrument often used by traders. Marketers recognize the value of merchandise testing and direct behavioral experience with a product. They often mail free samples of merchandise to clients so that clients can test the merchandise for themselves, rather than just hear about the products said by (**Kardes, 1999**). Sampling is the process by sending the actual product or trial-sized customers. The free samples are provided of the merchandise to clients so that customers have the opportunity to try and use the products. According to (**Pramataris et al., 2001**) Sampling is the technique of presenting fewer numbers of goods to the customers without any cost, so that they can try it and buy the product in near future.

Other researchers (e.g. **Parameterise al. 2001; Fill 2002; Shimp 2003**) have acknowledged the impact of the use of the free sample. According to **Shimp (2003)**, a free sample of product effect the clients buying behavior but **Jackaria and Gilbert (2002)** have not agreed with this declaration. According to **Lammers (1991)**, a free sample had a positive relation to the immediate sales of that product. The free sample had a sizeable link with the product test behavior of customers (**Ndubisi and Chiew, 2006**).

### Price Reduction

There is also a considerable strand of the literature that examines customers' reply equipment of sales promotion, such as coupons (**Bawa and Shoemaker, 1987; Huff and Alden, 1998; Krishna and Zhang, 1999; Gilbert and Jack aria, 2002**), price reduction, and samples (**Mela et al., 1997; Gilbert and Jackaria, 2002**).

Price promotion does manipulate new product tests (**Brand week, 1994**), **Percy et al (2001)** reported customers to pay attention to price-off promotions. Earlier investigators showed that an unusual increase in sales would exercise by sellers because of consumer's price-consciousness (**Kopalle&Mela, 1999; Banks &Moorthy, 1999; Gilbert &Jackaria, 2002** and Smith &Sinha, 2000). The reduce in product prices play key parts in



persuading customer's product test behavior and through this new customer can be paying attention (Blackwell, Miniard, and Engel, 2001).

Price reduction refers to a reduction in price for a limited time, which is offered to customers. According to (Fill, 2002) price discount is a well-known tool for offering a good discount in buying price, which is openly mentioned on the merchandise or point of purchase display. Ndubisi and Chiew (2006) said that merchandise tests can be increased by offering a great price cut. According to Ehrenberg et al. (1994), the short-term rises in sales were due principally to purchases made by irregular users of a brand, though they further warned that these irregular users, after taking benefit of the price discount, would most likely go back to their beloved brands in their portfolio rather than purchase the promoted brand at full price.

### Social Surroundings

In a busy sale promotion, it can be observed that some buyers are alone; while others with family (Dholakia, 1999) and Lowrey et al. (2005) suggest shopping with companionship (or association) groups could yield good-looking marks on the ritualistic behaviors. Companion shoppers also play the task of retail salespersons by promoting shoppers to acquire the product with pleasure (Joan and Lauren, 2011). And thus predict relationships between variables' social surroundings and purchase intention during a sales promotion.

Factors related to the general situation to strengthen the price, including the types of stores, brands, if received in this Promotion information at home or the store. Objectives may turn out to be of different types. Maybe the intention to increase visitors to the facility or act on consumer loyalty to the brand, and increase the consumption of products or encourage trying a new brand, among others. According to (Nicholls et al., 2002) Shopping integrates a social experience outside the house and there is a relationship between time spent and with social companions. Some customers may analyze the shopping experience as a basis of satisfaction and a chance for social relations by (Kim, 2002). For the majority of young adulthood, shopping at the mall is a place to hang out or holiday (Lowrey et al., 2005; Matthews et al., 2000).

### Physical Surroundings

Often in the next purchase, consumers recall forming its assessment last shopping experience in a shop on the physical environment, and the provision of services. According to (Sit et al., 2003) the picture of the shopping center encourages customer store patronizing. This "front line" picture attraction is helpful to retail stores. Enjoyable surroundings are the major reasons for store patronizing (Jin and Kim, 2003). The

shopping center also offers a variety of shops at present. It is common to note that the centers' end to develop the impressive physical value of the external surroundings to attract consumers to the shopping malls and department stores.

According to (Baker, 1987) these fundamentals such as design, interior structural design, and decoration, lighting, music, aroma, and cleanliness. Observations during the holiday season, such as Christmas, sales of individual stores product concert adds physical surroundings.

### CONCLUSION

The main objective of this research is to study the effect of different promotional techniques, which can affect the purchasing behavior of consumers and sales promotion and can also be used by the business for increased sales and promote their business. These tools are price reduction and a free sample. The situational factors are the physical surroundings, social surroundings which can be used to measure the buying behavior and consumer sales promotion.

Regarding the tendency of customers for sales promotion, it has been shown by prior researches that a free sample, the discount rate, the physical environment, and the social environment played a more significant role in the development of consumer buying behavior and sales promotion during a consumer sales promotion. Sales promotion is necessary for dealers and retailers in marketing programs. Sales promotion generates significant revenue and the use of sales promotion tools can be increased.

### FUTURE COURSE OF ACTION FOR MARKETERS

This research is important as all companies aim to minimize costs and maximize profits. The future course of action is recognizing sales promotion tactics that are relevant to the management of consumers. It can guide future marketers that if the right promotional incentives are provided, intensive marketing strategies are adopted, then marketers can expect exponential sales by influencing purchase behavior by the adoption of sales promotional activities.

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