

# CONSUMER REACTION TO SALES PROMOTIONS AND SITUATIONAL FACTORS TO PROFIT FROM DOMINANCE OF PROMOTION MARKETING

**AUTHOR: ANITA VERMA, ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE**

## ABSTRACT

*Business establishments pay out enormous quantities of resources as budgets for sales promotion-orientated events. The purpose is to endorse the yields pleasingly and gainfully. The aim is to proffer the produce alluring and worthwhile in the perceptiveness of buyers. A cost-free sample, bequeathing discount, physical, social milieu personified an imperative portion in the development of acquiring behavior of consumer and sales promotion. As for each of the new-fangled necessities of the present-day age as the information apropos the connotation amid persuasive instruments and consumers assistances in mounting the marketing policies to entice probable customers and translating them into self-motivated customers which would initiate advanced sales promotions which are significant these days to encourage Indian purchasing pattern.*

**Keywords: Present era, Buying behavior, Sales, Rebates.**

## INTRODUCTION

In the contemporary period, purchasers depend on the material granted by marketers to buy items. It is an effective instrument that aids in the assessment of descriptions, and amenities expected to obtain if the merchandise is bought. prearrangement through which purchasers buy items transformed considerably. Diminishing trading outlays, managing with the opposition in the marketplace are challenges confronted by marketers.

Companies disburse enormous quantities of resources employing resources for sales promotion focused on events. The detached is to endorse the goods additionally nicely and gainfully. The purpose is to propose the merchandise strikingly and also which is appreciated in the minds of purchasers. In keeping with the novel necessity of the contemporary time as the information concerning the connotation amid promotional instruments and purchasers aids in enclosing the marketing approaches to appeal to potential customers and adapting to become vigorous customers which would trailblazer to advanced sales promotions are significant to stimulate Indian purchasing habits.

Thus, Sales Promotion is an instrument exercised to offer purchasers to buy an item with the benefit offered by the trader. A considerate and planned tender of sales promotion devices is noteworthy to grasp the instruments which touch the rivalry with competitor's strategies relating to distributing free samples, rebates, etc.

**LITERATURE REVIEW:** A study of past literature is as summarised below:

**Chandon, Wan sinks, and Laurent (2000)** contemplated it to be striking for exceptionally apt purchasers for reason afar decent quantity of stashes. **Block & Totten, (1994)** stated that it included a plentiful kind of vending stimuli and technique allied to antiquated critical sales effects. As per Luna & Kim, 2009; it can entice buyers for the usage of funds, generate the expenditure and purchase the merchandise.

The price cutback is specified by the purchaser and devices of promotion consisting of a free sample, instituted to reassure purchasers to purchase additional than thought out by them **Gilbert,( 1999)**. Sampling is a technique of philanthropic quantities of items to purchasers deprived of price and obtaining the produce **Pramataris et al., (2001)**.

As stated by (**Blattberg and Neslin, 1990** ) it has a straight impression on the purchaser's buying behavior, is a deed focus on encouraging events. It represents abundant kinds of vending incentives that intend to harvest the crucial sales belongings.

There is an association between time expended and societal friends (**Nicholls et al., 2002**). Amount lessening is a renowned instrument contribution of a lessening in the purchase price, acknowledged on the product. Sales promotion displays stimulus on numerous traits of purchaser's obtaining traditions like brand assortment, (**Hanssens, 2001**), consumer's compassion to value (**Yim, 2006**).

### **OBJECTIVES OF THE STUDY:**

1. To analyze sales promotion as an instrument for marketers.
2. To study the challenges of sales promotion.
3. To examine the benefits of sales promotion.
4. To evaluate the sales promotional activities of marketers.

### **OBJECTIVES OF SALES PROMOTION :**

1. To acquaint with the new products through the persuasion of customers.
2. To attract customers by giving gifts, discounts on purchases.
3. To increase sales in the depression period.
- 4 To create goodwill among past and potential purchasers.
5. To create a public image among past and potential purchasers.

### **REASONS FOR INCREASING USAGE OF SALES PROMOTIONAL ACTIVITIES:**

#### **1. BRAND PROPAGATION :**

There is a trend towards increased usage of branding to highlight products from other competing products. More and marketers are increasingly using Sales promotion for distinguishing brands and creating a brand image in eyes of purchasers.

## 2. PRESSURES OF TRADE :

Due to the growth of supermarkets and a large number of retailers, there is competitiveness among traders to come up with more and more sales promotional activities.

## 3. RECESSIONARY TENDENCIES :

Even during the recession, the consumers can be continuously offered Sales promotions so that sales activities are not altogether pretentious during such periods as discounts, rebates, etc. The adoption of such activities keeps the sales stable.

## 4. QUICKER RETURNS:

As soon as Sales promotional activities are undertaken it shows immediate results in terms of boosting up sales and provides immediate profits.

## 5. COMPETENT STAFF :

In several companies, competent staff is assigned duties to promote sales, who are required to implement the latest techniques to make an edge in the market.

## 6. ATTITUDINAL CHANGES:

Traders are increasingly realizing that more and more traders are now switching to Sales promotion and hiring MBAs in marketing with the assignment of duties relating to drafting unique sales promotion campaigns.

## DEVICES OF SALES PROMOTIONAL ACTIVITIES.

### Free Samples:

A free sample entails a benefit to consumers no amount is to be expedited for such an item given for trial by the traders to get the product familiarized among purchasers.

### Discounts/Allowances/Rebates/Price Offs:

Price promotion ensures manipulation of newfangled product tests Percy et al., (2001) described customers to disburse attentiveness to price-off publicities.

### Coupons Discount:

Coupons entitle to a specific saving on purchasing a product.

### Premium or Gift :

It may entail giving gift /free of cost/with pack premium /reusable bottle/free in mail premium. toothbrush free with toothpaste, conditioner free with shampoo, 50 gm free with 250 gm pack, etc

### Quantity Dealings:

Traders draft packages like extra/free at the same price. the purchaser acquires a bigger magnitude of items at no extra cost.

### Public Relations:

It entails undertaking those programs by which the public image improves for example independence day or

Diwali wishes etc

### **Fairs and Exhibitions:**

Arranging trade fairs, exhibitions add to the promotional activities by the traders.

### **Display of products:**

Traders are adopting window displays, stylishly decorating stores as persuasive activities to attract purchasers.

### **CONCLUSION:**

This paper is important as all companies aim to minimize charges and capitalize on returns. The future course of action is recognizing sales promotion strategies that are pertinent to the administration of consumers.

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