

Study of sales promotion STRATEGIES of GENERAL FMCG PRODUCT

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ABSTRACT

In the customer area unit of today's business, it is thought to be the kings. It is essential for manufacturers to meet buyers' requirements to remain competitive. One of the sales tools used to attract customer attention is advertising. Therefore, the purpose of this document is to see the impact of advertising on customer buying behavior. Within the state of increasing business, numerous promotional units of the techniques used by the merchant. Through this study, a shot was created to search for various advertising tools and their impact on customers who buy behaviors with a special relationship with customer. To perform the analysis, the information was collected by directly sampling a hundred interviewees using a descriptive analysis technique. Subsequently, the information was analyzed and, therefore, the hypothesis was verified by means of a mediated abuse technique and Chi2 test.

Introduction

The term Fast moving consumer goods (FMCG) is easy to understand but difficult to define.

In general, they are those goods that require less purchases and decision-making efforts and are used directly by the final consumers. It can include any type of frequently purchased goods. Today it has become synonymous with consumer goods. Sales promotion is a marketing strategy that has been studied for years and has become a crucial factor in modern marketing.

Sales promotion is the short-term value that immediately motivates the consumer member of the distribution channel and the purchase of goods and services. - Lower the price - Add value

According to Brussel (1991), sales promotion consists of marketing activities other than advertising and personal advertising that stimulate customer purchases, but for William & Ferrell (1987) sales promotion is an activity that acts as an incentive direct, which offers added value or incentive for a product to resellers, sellers or customers. Marketers often use sales promotion to improve the effectiveness of other ingredients in the mix of promotions, particularly advertising and personal sales. The sales promotion method is divided into one of two groups based on the

audience the consumers are intended for. The methods of sales promotion are directed towards the customer. Good. The sample, demonstration and content are typical.

The promotion was defined as the coordination of all efforts initiated by the seller to establish channels of information and persuasion to sell goods and services or to promote an idea. Sales promotion is a vital element of a promotional mix. Sales promotion has become a vital marketing tool and its importance has

increased significantly over the years. The promotional activity encourages the customer to rethink and evaluate the brand and the quantity that have not been realized. Therefore, sales promotion has become an important tool for sellers and retailers who use different promotional tools and strategies to understand customer preferences and increase sales of their business. Promotion is communication with customers to pursue them and purchase the product. It is the job of the marketing manager to choose the means of communication and combine them into a planned effective promotion. These are more than one type of tools used to promote sales. The combination of these tools to maintain and create sales is known as a combination of promotions.

LITERATURE REVIEW

Blattberg, Peacock, and subunit (1976, 1978) : describe sixteen getting strategy segments supported 3 purchase dimensions: whole loyalty (single whole, single whole shifting, several brands), form of whole most popular (national, each national and personal label), and value sensitivity (purchase at regular value, purchase at deal price). There are alternative variables that will be accustomed describe purchase methods, examples are whether or not the family purchases a significant or minor (share) national whole, store whole, or generic, or whether or not it's store-loyal or not

McAlister (1983) and Neslin and maker (1983) use sure segments derived from those of Blattberg, Peacock, and subunit however add a buying deal acceleration variable to review the gain of product promotions.

Srinivasan, 1996 :. Despite this, necessary gaps stay to be studied. it's typically in agreement that commercials are troublesome to standardize thanks to legal, economic, and cultural variations (e.g., Foxman, Tansuhaj, and Wong, 1988; Kashani and Quelch, 1990; Huff and Alden, 1998). transnational corporations ought to thus perceive however client response to commercials differs between countries or states or province

Ambler, 2003 several firms live whole equity to confirm that promoting activities are aligned with the company's strategy and to confirm that investment is employed for the correct brands.

footer (2003) more defines promoting metrics as quantified performance measures often reviewed by prime management which may be classified into six classes like

Rust, Ambler, Carpenter, Kumar, & Srivastava (2004) :, it's necessary to live selling plus of a firm that they outline as client centered measures of worth|the worth} of the firm (and its offerings) that will enhance the firm's semipermanent value. to live this, they concentrate on 2 approaches: complete equity and client equity. measure complete equity deals with the activity of intangible selling ideas, like product image name and complete loyalty

Rajagopal (2008) supports the read of mensuration the selling plus of a firm and highlights that the main advantage of a whole activity system is that it links whole management and business performance of the firm and could be a strategic management tool for continuous improvement instead of a static snap in time of the brand's performance. an efficient whole activity system so helps businesses to know however the whole is acting with the framework of client values and against competitive brands.

BHANDARI . P (2012): The verify concerning terminated that Promotion things to try to to go away customers to consume product on the marketplace for this reason increasing consumption fee and also the sales volume. there's a strong relationship between financial gain promotion and also the purchasers shopping for behavior. As per this study financial gain promotional things to try to to do have impact on purchasers buying behavior. Majority of the purchasers Rathi build retail store has belongs to bourgeois cluster.

2 . Objectives

1. To determine the impact of sales promotion technique in customers buying decision.
2. To determine the most inflectional sales promotion technique.
3. To study the various sales promotion techniques used in the organizatio

DATA ANALYSIS

Catogory (gender)	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Male	54	13	0	2	0	69
Female	19	5	4	3	0	31
Total	73	18	4	5	0	100

TABLE: 1 CHI SQUARE TEST

Observerd frequency	Expected frequency	(O- E)	(O-E) ²	(O-E) ² /E
54	50.37	3.63	13.18	0.26
19	22.63	3.63	13.18	0.58
13	12.42	.58	0.34	0.03
5	5.58	.58	0.34	0.06
0	2.76	-2.76	7.62	2.76
4	1.24	2.76	7.62	6.15
2	3.45	-1.45	2.10	0.60
3	1.55	1.45	2.10	1.35
0	0	0	0	0
0	0	0	0	0
TOTAL				11.79

Degrees of freedom in given problem is $(c-1)(r-1) = (5-1)(21) = 4$

□ **Calculated Value:-** 11.79

□ **The Table Value** of chi-square for 4 degrees of freedom at 5% level of significance is 9.488

□ Because the calculated value of chi – square is greater than the tabulated value so we reject the null hypothesis and accept the alternative hypothesis and we can conclude that “that sales promotional activity is having significant impact on customers buying behaviour”

CONCLUSION

The study ended that Promotion activities induce customers to consume merchandise on the market so increasing consumption rate and therefore the sales volume. there's a powerful relationship between advertisement and therefore the customers shopping for behaviour. As per this study sales promotional activities do have impact on customers shopping for behavior . The advertisement tools that facilitate in fast sales square measure employed in market to draw in customers to go to the shop outlet approach to the merchandise, comprehend its usage & stimulate to buy however doesn't cause purchase call.

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