

Project Report On
(ROLES OF SALES PROMOTION IN INDIA)

Submitted by
(SIDDHI KISHOR KADAM)

Roll NO: **218**

Submitted to



UNIVERSITY OF MUMBAI

MASTER OF COMMERCE

(MANAGEMENT)

Semester- III

(2020–21)

Project Guidance by

Professor: **SUSHMA PATIL**



UTTARI BHARTI SABHA'S

RAMANAND ARYA D.A.V COLLEGE OF COMMERCE AND SCIENCE

DATAR COLONY, BHANDUP (EAST)

RamanandArya D.A.V. College

Bhandup (East) Mumbai 400042

Certificate

This is to certify that (**SIDDHI KISHOR KADAM**) has worked and duly completed his/her Project Work for the degree of Master in Commerce under the Faculty of Commerce in the subject of (**RURAL MARKETING**) and his/her project is entitled, (**ROLES OF SALES PROMOTION IN INDIA**) under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is his/her own work and facts reported by her/his personal findings and investigations.

Co-Ordinator:

Prof. SUSHMA PATIL

Principal:

DR. AJAY M. BHAMARE

Project Guide/Internal Examiner:

Prof. SUSHMA PATIL

External Examiner:

RamanandArya D.A.V. College

Bhandup (East) Mumbai 400042

Declaration by learner

I, the undersigned (**SIDDHI KISHOR KADAM**) declare that the work embodied in this project work hereby, titled (**ROLES OF SALES PROMOTION IN INDIA**), forms my own contribution to the research work carried out under the guidance of (**SUSHMA PATIL**) is a result of my own research work and has not been previously submitted to any other University for any other Degree to this or any other University.

Wherever reference has been made to previous works of others, it has been clearly indicated as such and included in the bibliography.

I, here by further declare that all information of this document has been obtained and presented in accordance with academic rules and ethical conduct.

Name of the learner:

SIDDHI KISHOR KADAM

Signature:

Certified by

Name of the Guiding Teacher:

SUSHMA PATIL

Signature:

Acknowledgment

To list who all have helped me is difficult because they are so numerous and the depth is so enormous.

I would like to acknowledge the following as being idealistic channels and fresh dimensions in the completion of this project.

I take this opportunity to thank the **University of Mumbai** for giving me chance to do this project.

I would like to thank my **Principal, Dr. Ajay M. Bhamare** for providing the necessary facilities required for completion of this project.

I take this opportunity to thank our **Coordinator (SUSHMA PATIL)**, for her moral support and guidance.

I would also like to express my sincere gratitude towards my project guide **(SUSHMA PATIL)** whose guidance and care made the project successful.

I would like to thank my **College Library**, for having provided various reference books and magazines related to my project.

Lastly, I would like to thank each and every person who directly or indirectly helped me in the completion of the project especially **my Parents and Peers** who supported me throughout my project.

Signature of the Student

(SIDDHI KISHOR KADAM)

- **CONTENT/ INDEX**
- ABSTRACT
- CHAPTER 1
- 1.1 INTRODUCTION
- 1.2 OBJECTIVE
- 1.3 HYPOTHESIS
- 1.4 IMPORTANCE AND SCOPE OF THE STUDY
- 1.5 REASONS FOR TRAINING AND DEVELOPMENT OF STAFF
- 1.6 BENEFITS OF TRAINING OF STAFF
- **CHAPTER 2**
- 2.1 THE PROBLEM EXIST
- **CHAPTER 3**
- 3.1 LITERATURE REVIEW
- **CHAPTER 4**
- 4.1 DATA COLLECTION PRIMARY DATA SECONDARY DATA ANALYSIS
- **CHAPTER 5**
- 5.1 CONCLUSIONS
- 6.1 SUGGESTIONS
- 6.2 SUMMARY OF SUGGESTIONS
- 6.3LIMITATIONS
- 7.1 BIBLIOGRAPHY AND WEBLIOGRAPHY

INTRODUCTION OF SALE PROMOTION

Sales promotions are a marketing communication tool for stimulating revenue or providing incentives or extra value to distributors, sales staff, or customers over a short time period.

Sales promotion activities include special offers, displays, demonstrations, and other nonrecurring selling efforts that aren't part of the ordinary routine. As an additional incentive to buy, these tools can be directed at consumers, retailers and other distribution partners, or the manufacturer's own sales force.

Companies use sales promotions to increase demand for their products and services, improve product availability among distribution channel partners, and to coordinate selling, advertising, and public relations. A successful sales promotion tries to prompt a target segment to show interest in the product or service, try it, and ideally buy it and become loyal customers.

There are two types of sales promotions: consumer and trade. A consumer sales promotion targets the consumer or end-user buying the product, while a trade promotion focuses on organizational customers that can stimulate immediate sales.

Another very popular sales promotion for consumers is a premium. A **premium** is a product or offer a consumer receives when they buy another product. Premiums may be offered free or for a small shipping and handling charge with proof of purchase (sales receipt or part of package). Remember wanting your favorite cereal because there was a toy in the box? The toy is an example of a premium. Some premiums are designed to motivate consumers to buy product multiple times. What many people don't realize is that when they pay the shipping and handling charges, they may also be paying for the premium.

Loyalty programs are sales promotions designed to get repeat business. Loyalty programs include things such as frequent flier programs, hotel programs, and shopping cards for grocery stores, drugstores, and restaurants. Sometimes point systems are used in conjunction with loyalty programs. After you accumulate so many miles or points, an organization might provide you with a special incentive such as a free flight, free hotel room, or free sandwich.

Many loyalty programs, especially hotel and airline programs, have partners to give consumers more ways to accumulate and use miles and points.

Contests and sweepstakes are also popular consumer sales promotions. Contests are games of skill offered by a company, that offer consumers the chance to win a prize.

Cheerios' *Spoonfuls of Stories* contest, for example, invited people to submit an original children's story and the chance to win money and the opportunity to have their story published. **Sweepstakes** are games of chance people enter for the opportunity to win money or prizes. Sweepstakes are often structured as some variation on a random drawing. The companies and organizations that conduct these activities hope consumers will not only enter their games, but also buy more of their products and ideally share their information for future marketing purposes. As the following video shows, marketers have become increasingly sophisticated in the way they approach this "gaming" aspect of sales promotions.

OBJECTIVE OF SALES PROMOTION

In nutshell, main objectives of market promotion can be described with reference to below stated points:

- To Stimulate Demand:
- To Inform Consumers:
- To Persuade Consumers:
- To Promote a New Product:
- To Face Competition:
- To Create or Improve Image:

- **1. To Stimulate Demand:**

It is the primary objective of market promotion. Through the use of appropriate means of market promotion, such as advertising, sales promotion, personal selling, and so forth, the company can stimulate demand for the product. Market promotion efforts convert potential buyers into actual buyers. Company, by highlighting product benefits, tries to match the product with needs, wants, and expectations of buyers. As per need, various means of market promotion are used to establish the information link with the target customers.

- **2. To Inform Consumers:**

Promotion is aimed at informing consumers about features, qualities, performance, price, and availability of firm's products. Market promotion is also a valuable means to inform consumers the changes made in the existing products and introduction of new products. In the same way, market promotion, by various tools of market communication, is used for communicating the special offers, price concession, utility of products, and incentives offered by the company.

- **3. To Persuade Consumers**

Market promotion is an effective way to persuade consumers the superiority of product over competitors. A firm can communicate competitive advantages the product offers to distinguish it from competitors' products. Obviously, market promotion can assist the firm to convince buyers that the firm's product is the best

solution to their unmet needs and wants. Advertising is one of the most effective tools to distinguish the product from competitors' products.

- **4. To Promote a New Product:**

In a large and decentralized market, market promotion is an inevitable medium to promote a new product. By suitable promotional strategies, a company can successfully introduce a new product in the market as against existing products.

Company can inform about availability, distinct features, and price of newly launched product. In every stage of consumer adoption of a new product, market promotion has critical role to play.

- **5. To Face Competition:**

Market promotion enables the firm to face competition effectively. In today's market situation, it is difficult to stand without the suitable promotional efforts. In short, it can be said that marketer can fight with competitors effectively, can prevent their entry, or can throw the competitor away from the market by formulating and implementing effective market promotion strategies.

- **6. To Create or Improve Image:**

Advertising, personal selling, and publicity and public relations – all promotional tools – are capable to create or improve image and reputation of the firm. Many companies have become popular in the market due to effective market promotion. Company can reach the customers at every corner of the world through market promotion.

- Brand image is purely an outcome of promotional efforts. For example, Hindustan Unilever, Colgate Palmolive, Sony, Philips, Hero Honda, Ambuja Cement, and many national and multinational companies have made their permanent place in the market due to successfully launching of market promotion programmes.

- Thus, market promotion can help company realize various objectives. Company can increase sales, improve its image, and maintain close and live contact with the market by suitable promotional efforts. A company's survival, growth, and development are based on how effectively it communicates with the market.

HYPOTHESIS OF SALES PROMOTION

ABSTRACT :-

This paper aims to analyze the influence sales promotion types have on the relationship between perception of financial risk and perception of utilitarian and hedonic value on consumer purchase intentions. To this end, an experiment was conducted involving 589 participants divided into two groups defined by distinct scenarios in which the sales promotion type (monetary vs. non-monetary) was manipulated. The working hypotheses predicted a direct and positive relationship between the perception of (hedonic and utilitarian) consumption value and purchase intention for a promoted product and a negative relationship between the perception of consumption value and the perception of financial risk. In addition, it was supposed that the sales promotion type would moderate these direct relationships and that a monetary promotion would have a stronger effect on the relationship between purchase intention and perceived product utility, whereas a non-monetary promotion would have a stronger effect on the other relationships (hedonic value and financial risk perceptions). Analysis of the outcomes supported the proposed hypotheses.

INTRODUCTION TO HYPOTHESES.

Despite being widely used in the management sphere ([Bertrand, 1998](#); [Wierenga & Soethoudt, 2010](#)), sales promotion has scarcely been explored in the academic field ([Alvarez & Casielles, 2005](#); D'Astous & Landreville, 2003). In the business context, Silva (n.d.) indicated that \$176 billion would be invested in such initiatives by the end of 2013, representing an increase of 33% in relation to 2011. Recently, the same organization projected investments of \$24 billion in sales promotion activities only on social networks for 2015 ([Paglia, 2010](#)). This projection exceeds the forecast that advertisement will have investments of \$14 billion. In the academic sphere, some gaps can be observed in the literature, especially regarding the analysis of moderators that may either enhance or minimize the impact of sales promotion on consumer behavior ([Alvarez & Casielles, 2005](#); [Freo, 2005](#); [Low & Mohr, 2000](#)). Therefore, inquiry into how sales promotion type results in different consumer responses becomes essential ([Chandon, Wansink, & Laurent, 2000](#); [Kwok & Uncles, 2005](#); [Taylor & Neslin, 2005](#)).

This study is expected to contribute to the literature in the following ways: (a) to stimulate discussion of the topic with a view of the scarce literature on the subject ([Alvarez & Casielles, 2005](#); D'Astous & Landreville, 2003); (b) to deepen understanding of non-monetary sales promotion techniques, as they have been unsuccessful in relation to monetary promotions (c) to provide knowledge about consumer responses to two different sales promotion techniques) (d) to provide a better understanding of the relationship between sales promotion and purchase intention based on the inclusion of moderators and (e) to expand on the research of by including an independent variable (risk perception).

This study is structured as follows: the article proceeds by presenting the literature review and hypotheses in the next section. The subsequent section describes the methods used, followed by an analysis of the results and final considerations.

Literature Review and Working Hypotheses

Aiming to reduce the aforementioned gap in the literature, this study proposes to examine the moderating effect of sales promotion type (monetary *vs.* non-monetary) on the relationship between perceived consumption value (hedonic and utilitarian), perceived financial risk and purchase intentions for a promoted product. To this end, an experimental study was conducted involving 589 consumers who were exposed to either monetary or non-monetary product sales promotions.

Sales promotions are divided into two types: monetary promotions and non-monetary promotions. Monetary promotions are considered the best alternative for short-term increased sales, and these promotions play a key role in consumer choices. This assumption is reinforced by who argued that this promotion type satisfies consumers' desire for savings. Studies such as those of indicated that consumers always respond to monetary promotion campaigns, as this promotion type is based on a transactional incentive, which provides immediate rewards and utilitarian benefits

The benefits of non-monetary promotions are not always related to short-term increased sales. These promotions, such as loyalty programs and prize contests, are related to entertainment and other actions that aim for long-term effects, such as brand strengthening

In general, sales promotions techniques, regardless of their type (monetary or non-monetary), constitute significant variables that influence consumers' purchase intentions. , for instance, found that sales promotions are more effective than advertising in reaching company sales objectives. Nevertheless, studies conducted in the 1970s, such as and more recent studies such as have demonstrated the effectiveness of both monetary and non-monetary sales promotions in consumers' responses and attitudes. For this reason, the following hypothesis is proposed:

H1: Sales promotions positively influence consumers' purchase intentions.

In relation to the effects of promotions on consumers' purchase intentions, the effect of monetary campaigns are believed to be even stronger. This assumption is made based on the results of studies such as who found that sales campaigns focused on savings (monetary promotions) performed better than non-monetary promotions and that monetary promotions are preferred by consumers over non-monetary promotional actions. found that discount promotions (monetary) have a greater influence on purchase decisions than do non-monetary promotions (*e.g.*, prize contests). More recently, similarly found that discount promotions (monetary) were more effective than prize campaigns (non-monetary) when the purpose is to influence service acquisition. Given the above findings, the following hypothesis will be tested in this study:

H2: The effect of monetary sales promotions on consumers' purchase intentions is stronger than that of non-monetary sales promotions.

Another assumption of the present research is that the type of sales promotion (monetary or non-monetary) influences the perceived value of the product offered.

Individuals' motivation for consumption is generally connected with their attitudes toward brands and their utilitarian and/or hedonic nature (;). This fact is also considered in studies of sales promotions Both the works of and have linked the benefits of hedonic and utilitarian value to sales promotions types (monetary and non-monetary).

Thus, it is believed that both types of promotional campaigns (monetary and non-monetary) will affect perceived value and, as consequence, intentions to purchase a promotional product.

H3: The utilitarian perception of the product influences, in a positive way, the product's purchase intention on sales promotion

H4: The hedonic perception of a product influences, in a positive way, the product's purchase intention on sales promotion.

According to the referenced studies, monetary sales promotions foster the perception of three utilitarian benefits - savings, increased quantity and enhanced convenience - whereas non-monetary promotions improve hedonic value perceptions - such as entertainment, exploration and opportunities for value expression. Thus, it is suggested that monetary promotions are more suitable for products or services that have a rather utilitarian nature and that non-monetary promotions are better suited for hedonic products or services.

Purchase intentions and utility value perceptions will have a stronger relationship with consumers exposed to monetary promotions. This assumption is based on the following principles: (a) monetary promotions positively affect sensitivity to perceptions of economic benefits (b) monetary promotions predict short-term effects (associated with purchases by quantity and convenience and these characteristics are directly related to the characteristics of utilitarian value and (c) monetary promotions induce economic behaviors and consequently relegate quality perceptions to second place and such perceptions are associated with hedonic value perceptions. Thus, the following is hypothesized:

H5: The type of sales promotion moderates the relationship between the utilitarian value perceptions and purchase intentions for a promoted product, with the perception of utilitarian value being stronger (weaker) for monetary (non-monetary) promotions.

In the sixth hypothesis, a moderating role of the sales promotion type in the relationship between hedonic product value perceptions and purchase intentions is expected. In this case, a stronger relationship is expected for consumers exposed to non-monetary promotion. This assumption is based on the following arguments: (a) consumers who are exposed to non-monetary campaigns are less sensitive to price; (b) non-monetary promotions are effective in evoking long-term behaviors, such as those related to brand image (c) non-monetary promotions stimulate exploration perceptions, self-expression and entertainment, which are related to hedonic value perceptions; and (d) non-monetary promotions are aligned with

experiential purchase orientations, as demonstrated in the results of the recent research .

Based on these arguments, the following hypothesis is proposed:

H6: The type of sales promotion moderates the relationship between the hedonic value perceptions and purchase intentions for a promoted product, with hedonic value perceptions being stronger (weaker) for non-monetary (monetary) promotions.

Perceived risk has been proven to be an important construct in explaining consumer behavior, and its study has been widely discussed). This issue has been debated not only in the field of marketing but also in psychology research ([Dholakia, 2000](#), [Mitchell, 1999](#)). [Dholakia \(2000\)](#) generally defines perceived risk as a negative feeling that may emerge from the purchase of a product.

Studies such as those conducted by and [Choi and Lee \(2003\)](#) have shown that the perception of risk affects a consumer's propensity to make a buying decision. In this sense, when consumers perceive risks, they assess those risks before making a decision ([Weegels & Kanis, 2000](#)). These authors also emphasized that the perception of risk is greater under unusual situations because the lack of prior knowledge is influenced by a number of factors that strengthen the perception of risk

One dimension of perceived risk is financial risk, which occurs when a consumer perceives a risk of possible monetary loss when buying a product ([Dholakia, 2000](#)). Such a loss could be related to the depreciation of a product or to potential expenses related to repairs and maintenance), and it is a major dimension involved in determining risk perceptions

claimed that sales promotion techniques are effective alternatives for reducing consumer perceptions of risk. This connection is even clearer in the study by ¹, who tested and confirmed the hypothesis proposing the use of discount coupons (monetary promotion) for reducing perceived risk associated with service consumption. However, this same study demonstrated that discount promotions have a negative effect on perceived service quality. [Santini \(2013\)](#) tested, among other factors, the direct effect of perceived financial risk on the intention to purchase a discount product (monetary promotion). The study confirmed the assumption of a negative relationship between these two variables. Hence, the following relationship is expected:

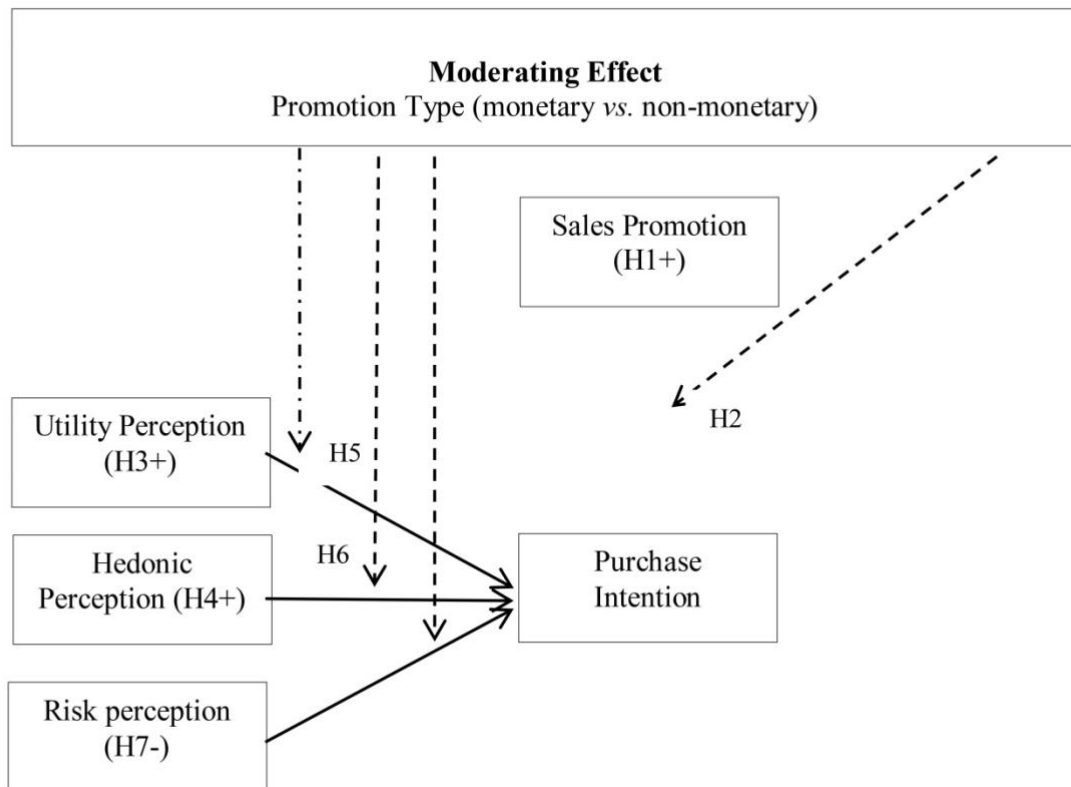
H7: Sales promotions negatively influence the relationship between the financial risk perception of a product and consumer purchase intentions.

Based on the arguments above, promotion that reduces the basic product price can provoke an attitude of prudence that is related to consumers' cognitive dimensions and is therefore connected to the utilitarian aspects presumably involved in a monetary promotion ([Chandon et al., 2000](#), [Kwok & Uncles, 2005](#)). Non-monetary promotions, as already mentioned, do not change basic product prices and are thus expected to have a less harmful effect on the relationship between perceived financial risk and purchase intentions, as their effect is related to non-functional benefits.

In addition, unlike monetary promotions that encourage perception of the economic benefits of a promoted product or service, non-monetary campaigns evoke perceptions of quality. This characteristic aims to combat negative risk perceptions. Thus, the following hypothesis is proposed:

H8: The type of sales promotion moderates the relationship between the risk perception and purchase intention of the promoted product, with the perception of risk being stronger (weaker) for monetary (non-monetary) promotions.

Figure 1 shows the antecedents of purchase intentions and the moderating role of promotion type interacting with the direct hypothesized relationships.



METHOD

Based on the proposed hypotheses, an experimental research design was chosen and was preceded by an exploratory and descriptive step aimed at defining the product, the discount (monetary promotion) and the awards (non-monetary promotion) to be used in the experimental stage.

Exploratory and descriptive stages

In the exploratory stage, data were collected from a secondary source, Groupon, a collective buying site whose products and offered discounts were analyzed over a period of 15 days. From this analysis, it was possible to identify the most common products and the average discounts offered on that group buying site. In the same period, in addition to the referenced site, the most frequent awards granted in prize contests promoted by the Brazilian retail market were surveyed based on information obtained from the National Operations

Department of Commercial Promotions, an agency of the Brazilian Federal Savings Bank responsible for the supervision of such promotions.

After identifying the products, discounts and prizes that are most common in the market, this study conducted descriptive research that culminated in the selection of the product that was found to be the most familiar and realistic from the view of the study participants, which is essential to ensure both the internal and external validity of a laboratory experiment (Wilson, Aronson, & Carlsmith, 2010).

For application in the descriptive stage, six different products were selected and applied individually by means of research instruments with response scales for the following factors: (a) interest in the product (Bruner & Hensel, 1998), (b) hedonic or utilitarian value perceptions (Voss et al., 2003), and (c) financial risk (Stone & Grønhaug, 1993). The questionnaires were administered to 182 business management students at a higher education institution located in southern Brazil.

This research aimed to analyze a single product from the perspective of the feelings that the interviewees associated with the product. For this reason, rather than considering the concepts involved in the research (value and risk perceptions) from the product perspective, we aimed to address them from the perspective of interviewed consumers. Accordingly, products that could generate extreme behaviors were excluded, as such behaviors could affect the results of the survey; for example, a product with a high perceived financial risk would tend to be associated with weaker purchase intentions regardless of whether a sales promotion was applied.

The selection of the product used in the experimental stage was based on observations of behaviors that are least related to the constructs (purchase intentions, hedonic and utilitarian value perceptions, and financial risk) by analyzing the mean and the variation in participants' responses to each behavior on the basis of standard deviations. Such an analysis identified the **netbook** as the product that showed the greatest variation in behaviors (purchase intentions, hedonic and utilitarian value perceptions, and financial risk). After the product to be used in the research was identified, the average discount offered for this product by the collective buying site was calculated. This information was obtained during the exploratory stage, as described above. This assessment showed an average discount of 37%, which was used in the monetary promotion experimental scenario. With this same purpose, the campaigns of prize contests authorized by the National Operations Department of

Commercial Promotions were examined, revealing the predominance of contests to win brand new cars. Thus, this good was used in manipulating non-monetary sales promotion scenarios.

Experimental stage

The present study was characterized as a laboratory experiment in which two variables were manipulated - the presence of a sales promotion (with or without) and the type of promotion (monetary, discount; non-monetary, prize contests). A within-subjects design was used to analyze the presence of sales promotions, whereas the type of promotion was examined using a between-subjects design.

The participants were randomly assigned to the two possible scenarios. They first received an advertisement for the netbook. The advertisement consisted of a brief description of the product and its stated value, followed by five questions aiming to assess the respondents' purchase intentions. In this scenario, the type of promotion was not manipulated.

Once completed, the questionnaires were collected, and the participants received an advertisement for the same product again with the same features, but in this case, a price discount promotion was included (a monetary promotion). For the non-monetary promotion scenario, the participants received an advertisement for the same product showing the same characteristics and price, but this case featured a prize promotion indicating that those who purchased the product could win a brand new car. In addition to this information, the respondents' purchase intentions, hedonic and utilitarian value perceptions, and financial risk perceptions were measured using the scales mentioned above.

Data collection

The study sample included 600 students selected by quota sampling. It is worth noting that samples of students are recommended when testing the application of a theory in which the homogeneity of respondents is essential (Calder, Philips, & Tybout, 1981). The data were collected in September and October of 2013 in a Higher Education Institute located in Rio Grande do Sul. Only business administration students participated in the research.

Research instrument

The survey instrument was composed of the following constructs: (a) the intention to purchase the product (both with and without a sales promotion) measured using a five-item scale ([Bruner & Hensel, 1998](#)), (b) perceptions of the hedonic (five items) and utilitarian (three items) value of the product (adapted from [Voss et al., 2003](#)) and (c) the perceived financial risk (three items) of the promoted product. In the [Appendix A](#) you will find all the items of the scale used in the study, the average rates, standard deviations, factor loadings and reliability (simple and composite) and in the [Appendix B](#) the correlation matrix.

Strange variable control

To control for extraneous variables, none of the offered products were associated with a brand. This measure aimed to avoid the influence of this variable on the participants' purchase intentions given that previous studies have reported such a relationship ([Aaker, Kumar, & Day, 1998](#), [Keller & Lehmann, 2006](#)). The researcher's personal supervision of the administration of questionnaires helped to control for interactions among respondents, which could be a variable that would interfere with the results. Another major variable that was controlled because of the artificiality of the experiment was the financial resources available to participants, as this variable is an important element of increased purchase incidence ([Hausman, 2000](#), [Iyer, 1989](#)). Possible sociodemographic influences on the research results were also controlled, such as income, sex and age, because the use of student samples in this type of study allows for homogeneous samples and enhanced internal validity of the experiment ([Peterson, 2001](#)).

RESULTS

The first step before analyzing the results was the purification of the database. At this stage, we excluded outliers from the final sample. For this purpose, the data were scanned to identify questionnaires with a large number of non-responses (4), univariate outliers (5) and multivariate outliers (2). After excluding these questionnaires, the research proceeded with 589 respondents whose incomes were primarily between R\$1,000 and R\$3,000 (56.4%), whose ages largely ranged from 19 to 25 years (47.4%), and who were primarily female (58.7%). [Table 1](#) presents the demographic information in detail.

Descriptive Analysis of Sample

<i>Gender</i>	<i>Valid Percentage (%)</i>	<i>Frequency</i>
Female	58.07	341
Male	41.93	239
<i>Income*</i>	<i>Valid Percentage (%)</i>	<i>Frequency</i>
Up to R\$1.000	18.04	106
From R\$1.001 to R\$3.000	56.4	325
From R\$3.001 to R\$5.000	14.9	86
From R\$5.001 to R\$10.000	5.7	33
Above R\$10.000	4.3	25
<i>Age</i>	<i>Valid Percentage (%)</i>	<i>Frequency</i>
19 to 25 years	47.4	274
26 to 35 years	38.4	222
36 to 45 years	11.6	67
Over 45 years	2.6	15

Note. Source: The authors' data obtained in this research. * At the time of data collection \$1.00 was R\$2.23.

Sales promotions and purchase intentions

First, we evaluated the experiment manipulation check. Two variables were manipulated: sales promotion (with or without) and type of sales promotion (monetary vs. non-monetary). Participants were asked if they had noticed differences between the first questionnaire (without promotion) and the second (monetary or non-monetary promotion). Respondents from non-monetary promotion scenarios mentioned that the distribution of the prizes was the discrepant element. Respondents from monetary scenario mentioned that the discount was the discrepant element.

After the manipulation check was confirmed, the first hypothesis predicted that the sales promotion techniques would positively influence consumer purchase intentions and that the discount promotion (monetary) technique would more strongly influence this behavior than the prize promotion (non-monetary) technique.

A t-test was thus performed to evaluate the influence of sales promotions, regardless of type, on consumers' purchase intentions, and an analysis of variance (ANOVA) was conducted to test the hypothesis that predicted a greater and statistically significant difference for the group exposed to a monetary promotion (discount). Figure 2 below presents the results obtained.



Figure 3. Moderation in H5

Figure 3 indicates that the slope is greater for the monetary promotion ($\beta = 0.712$; $p < 0.001$; confidence interval = 0.621 to 0.787) than for the non-monetary promotion ($\beta = 0.310$; $p < 0.001$); *i.e.*, the expected effect is observed. It should be noted that the chi-square indicator referring to the significant difference between models was significant ($\chi^2 = 28.260$; $p < 0.001$; confidence interval = 0.186 to 0.409), which confirms H5. Considering that monetary promotions are related to price and, accordingly, to a visible and practical benefit, one could state that this relationship is associated with the utilitarian rather than hedonic aspects of the product. This assumption is reinforced when we consider the claims by and ¹ that the price, which is fully linked to the discount (monetary) promotion, provides a utilitarian benefit composed of the instrumental, functional and cognitive features that generate a consumer response.

H4 and H6 evaluated the direct effect of hedonic value perceptions and purchase intentions and the moderating effect of sales promotion type on the relationship between hedonic value perceptions and purchase intentions for the promoted product. The direct relationship between the constructs hedonic value perceptions and purchase intentions was confirmed by

the findings ($\beta = 0.268$; $p < 0.001$), thus supporting H4. [Figure 4](#) presents the testing of H6 to assess the moderating effect of the type of sales promotion on the relationship between hedonic value perceptions and the intention to purchase the promoted product.

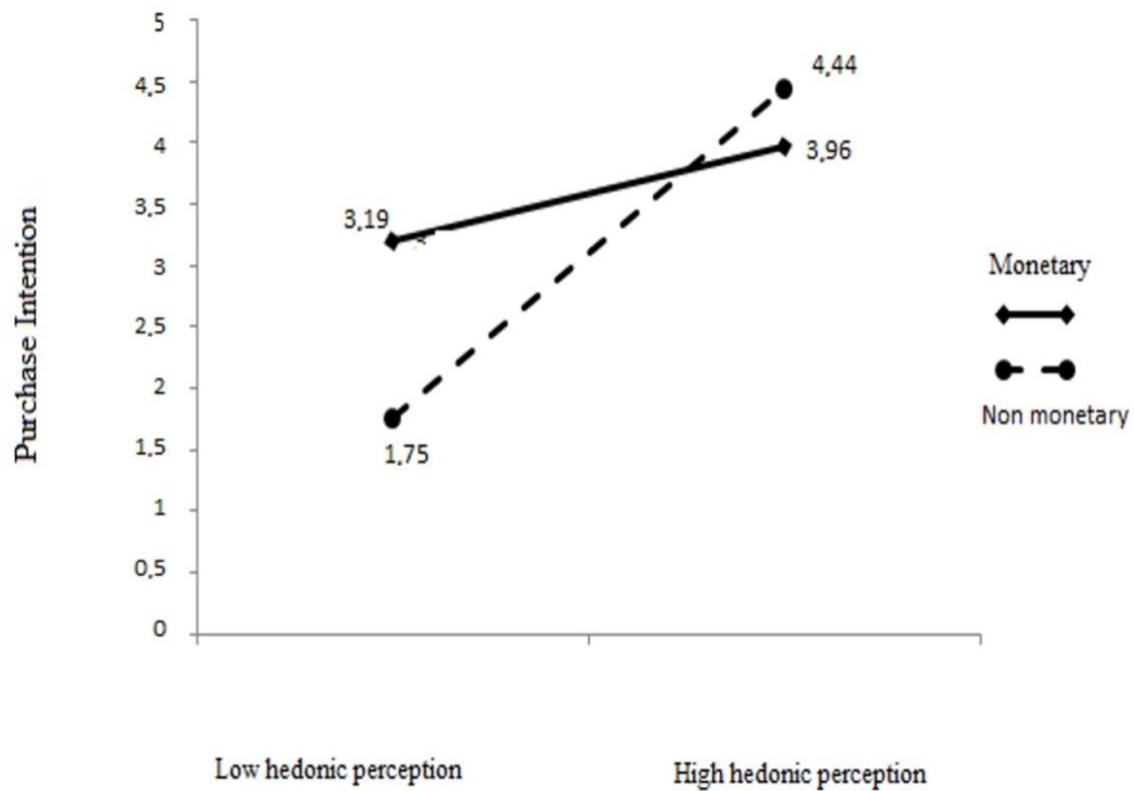


Figure 4. Moderation in H6

Figure 4 shows that the slope was positive and significant for the non-monetary sales promotion ($\beta = 0.550$; $p < 0.001$; confidence interval = 0.457 to 0.653) and not significant for monetary promotion; i.e., the indices support H6, as there was a significant difference between the models ($\chi^2 = 32.061$; $p < 0.001$). The results again support the assumptions of [Chandon *et al.* \(2000\)](#) and [Kwok and Uncles \(2005\)](#) that linked hedonic and utilitarian values to sales promotion type (monetary and non-monetary). This finding was evidenced by the confirmation of H6.

The hedonic value dimension is linked to the emotional and experiential aspects, such that hedonic goods are appreciated without consideration of their practical aspects ([Chandon *et al.*, 2000](#)). Considering that the monetary promotion is highly connected to price and,

consequently, to a visible and practical benefit of the product, this type of promotion is related to utilitarian rather than hedonic aspects of the product. Instead, hedonic perceptions are more strongly related to non-monetary (prize contest) promotions. Hence, sales promotion technique generates the perception of exploration and self-expression ([Schindler, 1989](#)). Research conducted by [Büttner, Florack and Göritz \(2015\)](#) showed that consumers with experiential shopping guidelines choose non-monetary campaigns when compared to task-focused consumers.

Thus, the discount promotion associated with the perception of hedonic value generates a state of discomfort in the consumer, leading to an increased sense of prudence ([Davidoff, 1983](#)) and negatively affecting the hedonic features. Conversely, non-monetary sales promotion, which adds value rather than decreasing value, is successful by offering a benefit such as a free gift or the possibility of winning a prize ([Apaydin & Koksul, 2011](#); [Shimp & Bearden, 1982](#)), raising the purchase stimulus through the sense of entertainment ([Chandon et al., 2000](#)), a characteristic associated with hedonic perception ([Voss et al., 2003](#)).

Moreover, a large discount (monetary promotion) may dampen a major feature of hedonic products, which is the exclusivity associated with such products. Furthermore, this negative effect may represent a significant obstacle to generating the need for pleasure and excitement that is essential to encouraging hedonic consumption. Finally, the findings presented in the present study allow us to suggest that monetary promotions weaken the dimensions of hedonic behavior highlighted by [Arnold and Reynolds \(2003\)](#), including the sense of belonging to certain groups and adherence to innovative styles. This effect occurs because a substantial rebate on the basic price of a product may facilitate and increase its appeal to a variety of social groups and classes. This is reduced in monetary sales promotions since the benefits offered don't have direct benefits on the price [Büttner et al., 2015](#)).

H7 and H8 proposed a direct and negative effect from sales promotions on the relationship between the risk perception and purchase intention of the promoted product and a moderating effect from the type of sales promotion on the relationship between risk perception and purchase intentions, with monetary promotions having a stronger effect on risk perceptions. The direct relationship of these constructs was negative and significant.

The findings support H7 ($\beta = -0.149$; $p < 0.001$), reinforcing previous observations that this perception is negatively associated with consumer purchase intentions. Similarly, the fear of

monetary loss linked to the perception of financial risk is reinforced, even under the effects of sales promotions ([Dholakia, 2000](#), [Huang, Schrank, & Dubinsky, 2004](#)).

Finally, [Figure 5](#) presents the testing of **H8**, which predicted a more positive relationship between perceived financial risk and consumer purchase intentions for non-monetary promotions.

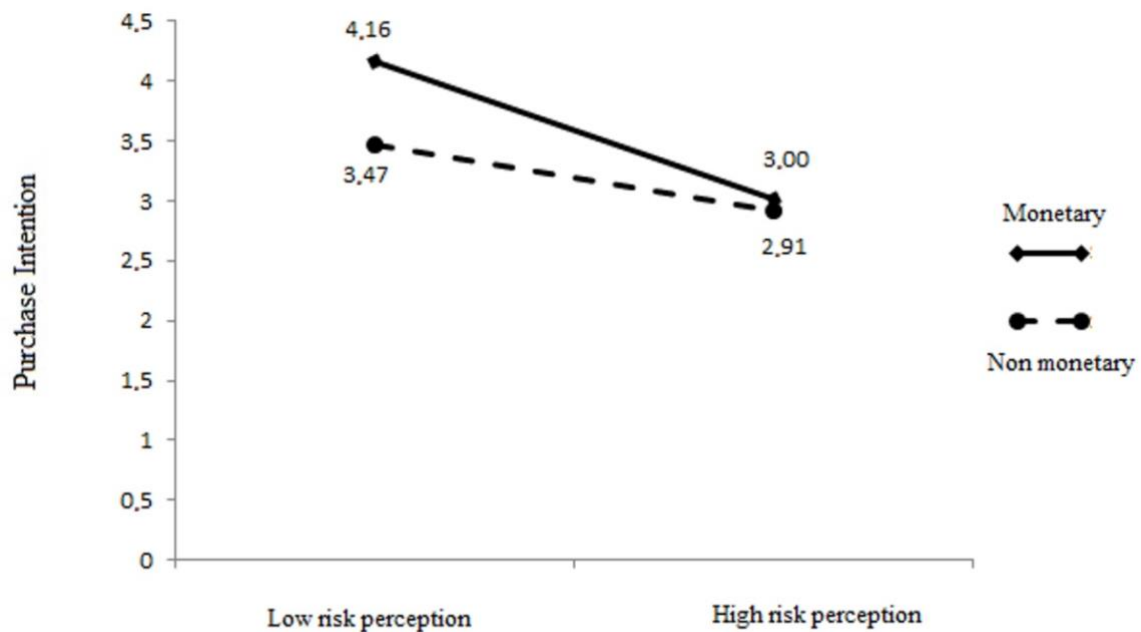


Figure 5. Moderation in H8

A significant and negative relationship between financial risk and purchase intention was observed for the group exposed to a monetary promotion ($\beta = -0.158$; $p = 0.36$; confidence interval = -0.264 to -0.068), whereas the relationship was not significant for the group exposed to a non-monetary promotion ($\beta = -0.028$; $p > 0.05$; confidence interval = -0.117 to 0.047). It is worth noting that there was a significant difference between the groups ($\chi^2 = 4.395$; $p < 0.05$), thus confirming what was suggested in H8.

The results found for H8 reinforce the assumption that a discount (monetary) promotion can encourage perceptions of psychological risk and social risk ([Jacoby & Kaplan, 1972](#)), corroborating the proposal by [Garretson et al. \(1999\)](#), who claimed that the perception of product or service quality should always come first and that promotional tools should be secondary. This study also

found that the discount attached to a service is negatively associated with perceptions of quality, suggesting that this finding may also apply to a discounted product.

FINAL REMARKS

The present study aimed to analyze consumer behavior in relation to sales promotions by examining the positive or negative relationships that could explain such behavior and by evaluating the moderating effect of promotion type (either monetary or non-monetary) on this process.

In the academic sphere, this study offers a contribution from at least three perspectives. First, the literature on sales promotions seeks works investigating moderators that may either enhance or minimize the impact of these promotions on consumer behavior (Alvarez & Casielles, 2005; Low & Mohr, 2000). Second, there is an academic demand to examine marketing actions that may be positively related to hedonic and utilitarian product value perceptions (Alzate & Guillermo, 2003; Hightower, Brady, & Baker, 2002). Third, this study contributes to filling the gaps in the literature requiring analyses of the potential effects on the perception of risk associated with a product or service (Garretson, Burton, & Clow, 1999; Simon & Victor, 1994).

For the business context, the findings point to important guidelines for business managers.

(a) The results show that sales promotions, especially monetary promotions, can be a key element in inducing the sales of stocked products as well as a tool for differentiation among highly competitive product categories (Jones, 2008). Thus, managers can consider the use of this promotional tool for encouraging consumers to try new products (Nbudisi & Moi, 2005), increasing the purchase of promoted goods (Cotton & Babb, 1978) and boosting short-term sales volume (Blattberg & Neslin, 1990). (b) The results indicate that a monetary promotion is more suitable for products that carry utilitarian value because this type of promotion establishes consistent linkages between the product and offer (Chandon *et al.*, 2000; Kwok & Uncles, 2005), thus enhancing the effectiveness of this promotional tool in increasing product sales. (c) Non-monetary promotions are more appropriate for products with hedonic value. Therefore, we suggest that for products carrying largely hedonic attributes, monetary promotions should be avoided while non-monetary actions are encouraged. Another interesting assumption is linked to the use of this tool to launch new products, given that this feeling is related to hedonic value perceptions (Kim, 2008; Venkatraman & Price, 1990), and the findings revealed a positive relationship

between this perception and the intention to purchase a promoted product. (d) Non-monetary promotions are more effective for reducing the perception of financial risk; *i.e.*, discount promotions are not the most appropriate tools for encouraging the purchase of a product that evokes the perception of financial risk. It is emphasized that such an initiative should be considered based on the assessment of other variables related to the segment in which a company operates and the level of competitiveness of the product category, in addition to the profile of consumers served.

The subject of sales promotions and its investigation still have extensive room for debate because, despite being a widespread and important management technique, this subject has scarcely been studied in the academic context ([Alvarez & Casielles, 2005](#), [D'Astous & Landreville, 2003](#), [Jones, 2008](#)). From this perspective, the current study seeks to contribute to a better understanding of behaviors related to sales promotions and their relationship with consumer purchase intentions. Nevertheless, the study has methodological limitations that must be considered. The analysis of risk perception was restricted to the dimension of financial risk. It is suggested that future studies evaluate other dimensions of risk within the proposed relationships. Similarly, as noted earlier, the interaction between products and services and their relationships with sales promotion techniques and perceived risk should be analyzed to verify possible differences in these relationships. It would also be interesting to evaluate other samples and sales promotion techniques (monetary and non-monetary) to assess the consolidation of the results found here. In this sense, based on the findings of this study, it would be worth analyzing and comparing how these constructs are affected by both sales promotions and advertising actions.

IMPORTANCE OF SALES PROMOTION

Sales promotion is an important component of a promotion campaigning programme. It can be specific tool of the marketing strategy of an enterprise. Because of increasing level of competition and costs of advertisement, producers largely use this technique as a promotional tool.

Sale promotion techniques are not only useful to the producers and distributors, but also are useful to consumers. The importance of sales promotion may be grouped as follows:

- a). Importance to Consumers.
- b). Importance to Manufactures/Producers.
- c). Importance to Dealers/Middleman.
- d). Importance to Society & the nation.

A) **IMPORTANCE TO CONSUMER**

1. product knowledge:-

Various consumer promotion methods such as demonstrations, training to use the product, etc. give sufficient product's knowledge to consumer with regard to uses, operations, maintenance or upkeep of the product.

2. . Availability of product at reduced prices:-

Sales promotional tools like prices-off deals, premium offers, discounts, etc. reduce the price of the product when purchased on notified occasions.

3. Increase in consumers buying confidence:-

Free samples offered under the sales promotion programme give the potential consumers an opportunity to use the goods and satisfy with the quality of product. This experience may give them confidence to take a better decision towards the purchases of products.

4. . Increases in the quality of goods purchased :-

Stimulated by the various promotional incentives like free goods, premium and coupons, etc. the buyer are attracted towards larger purchases than their usual needs to avail the opportunity.

5. Higher standard of living :-

The consumer also get plenty of opportunities in using the new , cheaper & durable items, to their satisfaction, which may help them to maintain a higher standard of living.

6. Minimize exploitation :-

The consumer promotion programme gives sufficient knowledge about product and substitutes available for a product, its quality and price. As a result, a seller cannot be able to create a monopoly in his product and exploit the consumers. This may be the reason that for product like soaps, Detergent, toothpastes, etc. the exploitation is not at all possible.

B) IMPORTANCE TO PRODUCER / MANUFACTURE

1. Increases in sales :-

sales promotion programme attracts the consumers & stimulates them for larger purchases leading to increased sales.

2. Regular sales of seasonal product :-

The offer of off-season discounts, price cut etc. on seasonal products like fridge, coolers, fans, etc. are able to maintain regular and continuous sales of such items.

3. **Improve effectiveness of advertisement and personal selling** :-

The sales promotion makes the advertisement more effective to push the sales. It is effective technique to minimize the dissatisfaction of customers that have been create by retail selling.

4. **Cooperation from middlemen** :-

The various promotional incentives offered to the dealers help to achieve co-operations from them to sell the product on priority basis and to maintain maximum stock with them.

5. **Demand for product & services**

The sales promotion techniques have proved successfully in introducing new product & services. By the supply of free samples, the new product makes its place in the market.

6. **Able to capture new market** :-

The sales promotion programme facilitates the producer to capture new markets for his products easily. The markets of plantation products have been successfully in capturing the markets by the distribution of free samples.

7. **Increase in goodwill** :-

The repeated uses of sales promotion tools facilitate the consumers to get a special identification of the product as well as of the producer. The satisfaction that have been arrived to the consumers by continuous uses of the products will gradually increase the goodwill of the firm.

8. **Direct control** :-

Since the advertising media is controlled by advertising agencies, the advertising costs are on higher side. This has adverse effect on the sales and profits. But in the sales promotion programme, the producer has full control over the promotional tools & therefore, can achieve maximum results at minimum costs.

9. **Effective steps to face the competition**:-

Larger sales, reduce production costs, increase in profits, special identity and goodwill of the producer, etc. achieved through sales promotion measures can help to face the competition more effectively.

10. **Improvement & new uses of the production** :-

The sales promotion programme invites suggestions from the consumers from time to time to know about their change in need & performance. According, necessary improvements or modifications are made in the product to satisfy the consumer need.

C) **IMPORTANCE TO DEALERS/ MIDDLE MEN**

1. **Facilitates larger sales** :-

The dealers get advantages of sales promotional techniques for increasing their sales. Sales promotion is a coordinating activity between sales, advertising, research & public relations efforts & they reduce the resistance at the point of sales.

2. **More facilities & assistance** :-

The producer, under the sales promotional programme, provides various facilities & assistance to the middlemen, such as assistance to marketing research, providing with display materials and managerial assistance, etc. for maintaining regular stock for sales.

3. **Direct relation with customers** :-

A direct relationship between the dealers & the consumers are established through the sales promotion techniques which will continue for a long time.

D) **IMPORTANCE TO THE SOCIETY & THE NATION**

The importance of sales promotion programme for the society & the nation can be summarized as below :-

- Increase in standard of living the people.
- Increase in employment opportunities.
- Development and expansion of transport, communication, banking, insurance and warehousing facilities.
- Increase in Gross National Product and percapita income.
- Creation of healthy competition in national and international trade, etc.

SCOPES OF SALES PROMOTION

As consumers have developed a resistance to advertising, the use of sales promotion has increased. There is scope for a variety of activities with sales promotion and companies seek to create a promotion that singles it out from competitors. Advertising is partly restricted by the media that can be used.

The role of sales promotion is to encourage purchase by temporarily improving the value of a brand. However, it is part of the overall marketing mix and should tie in with advertising, product performance and pricing. The purpose of advertising is to improve dispositions towards a brand, while the objective of sales promotion is to translate favourable attitudes into actual purchase. Advertising cannot normally close a sale because its impact is too far from the point of purchase, but sales promotion can.

Sales promotion is often managed in isolation from other elements of marketing, because there is the need to gain shelf space through retailer support and in this context it is referred to as 'the silent salesman'.

Collectively, these tools of sales promotion are often referred to as 'below-the-line promotion' which contrasts to advertising which, as discussed earlier, is termed 'above-the-line' expenditure. We now describe and discuss some of the more frequently used tools of sales promotion. With such variety of techniques, we need to be sure that the planning of sales promotion is systematic, so the key steps in planning sales promotion, along with appropriate techniques, are now discussed.

Planning sales promotion

The starting point is the identification of the target audience and the specific objectives that the sales promotion intends to achieve. Sales promotion can be aimed at one or more of the following:

- consumers;
- the 'trade' (retailers, wholesalers, distributors etc.);
- the sales force.

In consumer sales promotion, typical objectives include encouraging customers to switch brands, to try a new product or encourage heavier purchase/consumption. Much of the literature on sales promotion relates to the use of this tool in markets for fast moving consumer goods. It is also prevalent and effective in industrial product markets, through the use of, for example, trade fairs, executive gifts and sponsorship. Sales promotion can play an important part in a market where competition is fierce and where relatively minor 'incentives' to purchase might swing the balance in favour of a particular supplier.

In trade sales promotion, objectives might include encouraging the trade to stock a new line or exhorting them to put more effort into selling a company's brands to the final customer. Naturally, the trade will only be interested in doing any of these if it is profitable. Because of this, effective trade sales promotion needs to be supported by imaginative marketing, including sales promotion efforts to the trade's customer. More importantly, the trade will need to be convinced that there is a market for the product.

Promotion aimed at motivating the company's own sales force might include these objectives: stimulating greater effort to support a new product launch, encouraging the opening of new accounts and encouraging more visits per day. We see that achieving a given objective may require targeting sales promotion at various parties. Where this is the case, it needs to be effectively co-ordinated and controlled along with other elements of the marketing and promotional mix. The next step is to select the most appropriate and cost-effective sales promotional tools. There is little empirical evidence to suggest which tools work best in which situation and why. As an indication of the types of sales promotion tools available for each target audience, we outline the major ones used for consumers, trade and the field sales force.

Consumer sales promotion

Coupons The consumer must be in possession of a coupon or voucher of a particular value which can then be 'redeemed' at a local store to obtain the product or products named on the voucher at the usual price, less the value of the voucher. There is usually a deadline, and the offer often applies to a particular size in the range of products, which usually means that the consumer, in order to take advantage of the offer, must purchase the product within a shorter space of time than normal. The effect of this is to increase the rate of stock-turn for both the retailer and the manufacturer. A problem is that most redemptions are made by people who would normally have bought the product, so the true value of the scheme is difficult to

ascertain, although in oligopolistic situations some might switch brands as a result of the offer.

However, where the voucher constitutes an introductory offer on a relatively new product, the 'bargain' element sometimes persuades consumers to switch brands.

Self-liquidating offer An example here is where a manufacturer of a brand of canned food purchases a quantity of kitchen knives from a supplier at a price of £1 per knife. The food manufacturer then 'offers' to sell the knives to the consuming public at the cost price of £1 or thereabouts, plus proof of purchase (e.g. the till receipt) from a particular size of the manufacturer's brand of canned food. The advantage to the retailer and the manufacturer is that stock-turn rate is increased. The consumer benefits by being able to purchase the knives at trade price. This type of operation is termed 'self-liquidating' because capital used by the manufacturer in purchasing the knives is returned by the consumer.

Until relatively recently, manufacturers making such offers used to ask for proofs of purchase in the form of the actual label or a token from the can's label. Legislation has now made this illegal, as the view was taken by the UK and other countries that the public should not be coerced into making purchases that they may not want, particularly in relation to those purchasing simply to take advantage of the offer. This, incidentally, is the main reason why there are now fewer consumer competitions on offer, as the rule now is that no purchase should be necessary to enter a contest, so manufacturers are naturally reluctant to offer expensive contests when they cannot directly see the benefits of such promotions.

Sampling Many manufacturers, particularly in the areas of fast moving consumer goods (FMCGs), give away free samples of their products. The sample is often of a smaller size than the normal pack size and it is hoped that customers will try the product, like it, and purchase it in future. Again, this is usually reserved for new entrants to a market and its advantage is that if consumers are given a sample of shampoo for example, they are unlikely to buy their usual brand until they have used the free sample, by which time they might decide to switch from their usual brand next time they purchase.

Bargain packages There are two main forms of this promotional technique. One is where the product is advertised at a particular price, but the pack is marked '50p off' (known as a flash pack) which means that the purchase price will be reduced by that amount, but only on products so marked, which is another way of saying 'while stocks last'. Many people take advantage of this type of offer, but they include regular purchasers, many of whom stock up with the product at the bargain price and do not purchase again until their stocks have run

down. Legislation was enacted in the UK that makes it difficult for manufacturers to use this tactic as the problem is ‘50 pence off what?’ The fixing of retail prices by manufacturers is not legal as a result of the Resale Prices Act (1964 and 1976) and retailers can sell at whatever price they feel is appropriate. In 2001 Levi’s jeans were being imported by Tesco from South America from what is called the ‘grey market’ and sold in its stores at a discount. Levi’s insisted that its retailers sell at stipulated prices and stopped Tesco selling its goods without permission through the European Court of Justice, who ruled that Levi’s had the right to stipulate who sold its products. In this way Levi’s was able to exercise control over distribution of its products and at what price. Manufacturers now find it easier to use tactics like ‘10 per cent extra free’.

The second form of this technique is where the offer is advertised as ‘buy one, get one free’ (BOGOF) which is two for the price of one. Sometimes, attached to the large size pack (of toothpaste, for example) is a smaller sized pack (termed a ‘limpet pack’). This method does not help the retailer so much as the manufacturer, who is able to increase turnover of large packs, sales of which may have been sluggish, and at the same time maintain the turnover of the smaller pack. Competitive brands of toothpaste are unlikely to be purchased by the customer until their stocks have run down.

Give-aways This is often aimed at the younger end of various market segments, and has been used extensively by breakfast cereal companies. Into every packet of cereal is put a small toy or gift in an attempt to use the influencing power of children.

Many FMCG marketers ‘bundle’ their promotional offers using a combination of promotional tools in a campaign, e.g. a two-for-one offer on a brand may be combined with a promotional offer of a free product with the purchase, such as free Bolognese sauce with a pasta purchase. Bundled promotional campaigns are successful in persuading customers to purchase or switch brands, as they offer good value for money, although they can be expensive for the marketer.

Trade promotions

Frequently used trade promotions include:

- *Discounts/cash allowances*: a percentage discount or cash allowance given for each bulk case purchased;
- *Additional products with order*: extra products given with each unit ordered e.g. if a case of 12 is purchased, one extra case is given free (colloquially called a ‘baker’s dozen’);

- *Merchandising allowances*: financial allowances to a retailer for featuring and selling the manufacturer's products;
- *Advertising allowances/co-operative advertising*: compensates retailers for featuring a manufacturer's products in a newspaper advertisement featuring the retailer; alternatively, the supplier may organize collaborative advertising with the trade.
- *Exhibitions*: in some trades are almost obligatory. A well known example in the UK is the Ideal Home Exhibition, which is held annually. It features all possible goods which can be used in a home, and exhibits 'model homes' which are fully furnished and can be visited and inspected.

Another international example is the annual Frankfurt motor show.

Many exhibitions are on an industrial scale, including examples like the Motor Show, the Office Equipment Exhibition and the Hardware Trades Fair. Many of these exhibitions are mounted solely for the trade and the public are not allowed admittance.

PROBLEM FACED DURING SALES PROMOTION

1. You suffer from the impostor syndrome! Yes, it's a thing. The impostor syndrome is a phenomenon discovered by Dr. Pauline Clance while working with high achieving women. It's the tendency, despite no objective evidence, to believe "that they were intellectual frauds and feared being recognized as impostors."

2. You're an expert, not a manager. Lars Sudmann, former CFO of Procter & Gamble Belgium and an executive coach and university lecturer on leadership says this is one of the key reasons he sees among people who fail to get the promotions they're hoping for. "People have it in their head that they want to get promoted. They think it will be fantastic to mention at the next family meeting. But ultimately...they are experts and specialists," says Sudmann. "They thrive at solving tough and deep problems, not with negotiating the workload between two team members. It might not be visible for them but for outside people. This is typically a realization that for many kicks in after 5-10 years in the professional workforce."

3. You're not dressed for success. John Molloy wrote the still popular book, Dress for Success, in 1975, but its advice still resonates today. If you want to move to the next level, or higher, you need to dress the part!

4. You're too far "in the weeds." Shefali Raina is an executive coach who works with executives on leadership and career development. "Early stage professionals are valued and rewarded for being detail-oriented, subject matter experts and for being 'in the weeds' in general," says Raina. "However, spending one's entire energy and focus on this detail and small picture thinking can get in the way as one starts progressing in one's career. When decision makers look at who to promote, they want people who can see the big picture, have foresight and create a vision

5. You're not taking on new responsibilities. Mikaila Turman, director of people at GoodHire, says: "If you're not currently proactively taking on some of the responsibilities of the role you're seeking, you might be missing an opportunity to show the person who has decision-making power that you're capable of being successful in that role." Positioning yourself to take on a leadership role, she says, means having "a leadership mentality and going 'above and beyond' to proactively take on some of those responsibilities to prove that you have the skills and experience required."

6. You don't seek feedback. "Tell bosses and colleagues that constructive feedback is welcomed so that workplace performance can continually be improved," recommends Timothy G. Wiedman, retired Associate Prof. of Management & Human Resources at Doane University. And, he adds: "Always remember to thank them for their advice!"

7. You're not taking credit for the great things you're doing. Blame it on our Puritan work ethic, but too often we fail to do enough to advocate for ourselves says Andrew Rawson, Chief Learning Officer with Traliant, a compliance training company. "Often times these workers will not take the credit they deserve for the great work they do. Once these workers start taking credit where it is due, management will start to see their potential."

8. You don't show up early and stay late. Those looking to move up within their organizations need to visibly demonstrate their commitment. That means not being last in and first out. Whether you realize it or not, others are watching!

9. You stay in your own lane. Savvy executives, says Lisa Barrington, a certified coach, workplace and employee engagement strategist, will take the time and make the effort to learn about other areas in the organization. "For example, the CFO who wants to be CEO will learn about areas such as marketing, HR and operations," she says.

10. You don't have clarity around your "personal brand." What is your personal brand? "The difference you make in an organization," says Beth Benatti Kennedy, a leadership and executive coach. Your brand "can either be career-enhancing or career-limiting," says Kennedy. "I have seen over and over that people who have confidence, drive-for-results, passionate reputations get the interesting projects and support for development. Conversely, I have clients who are brilliant in their field but ask me, 'Why have I been in the same position

for five years without a promotion when I am accomplishing as much as my peers?’ What they don’t realize is that their reputation—for example, being arrogant with colleagues—is blocking them from getting the opportunities they want.”

11. You don’t have cross-functional support. Lori Scherwin is founder of the consulting firm Strategize That. The more senior you get, the more support you need from all around the organization, says Scherwin. “Make sure you are always helpful to your colleagues around the firm. Actively build relationships and make that as important a part of your job as the tasks of your job. Seek out mentors and advocates who can help your progress.

12. You’re not likeable. It matters says Susan Peppercorn, an executive transition coach with Positive Workplace Partners. “Competent employees often overlook the likeability factor when it comes to moving ahead,” says Peppercorn. “Not only do the most competent people get promoted, but also those that are highly liked. If someone is perceived as grabbing power and not crediting colleagues for work well done, they may suffer the consequences of not getting the recognition they desire.”

13. You’re not asking for it! Karlyn Borysenko, Ph.D., principal at Zen Workplace, says this is the top problem she sees among the people she coaches. Her advice: stop waiting for someone to hand it to you! “Know what you want, be able to make the case that you’re a valuable asset in the position you want to get promoted to and then make the ask unapologetically.”s

LITERATURE REVIEW

Sales Promotion influence to unplanned purchase Research conducted by (Weerathunga & Pathmini, 2016) find that sales promotion effect to unplanned purchases. While, (Amanah, Dita dan Pelawi, 2015) mention some proofs of great significant of sales promotion to unplanned purchase. 2. Shopping Lifestyle influence to unplanned purchase Other study conducted by (Deviana & I Gst Ayu Kt.Giantari, 2016) find that shopping lifestyle significantly influence unplanned purchase. (Chusniasari & Prijati, 2015) mention that lifestyle shopping give significant influence and positive impact on unplanned purchase. Further research conducted by (Cahyono, Khuzaini, & Hermono Widiarto, 2012) find that shopping lifestyle has a direct influence on unplanned purchase. 3. Store Atmosphere influence to unplanned purchase (Tryastiti & Astiti, 2016) find significant effect on unplanned purchase of store atmosphere. Further research (Ukpabi, 2015) find positive correlation between unplanned purchase and four components of the atmosphere stores. 4. Hedonic Shopping Motivation influence to unplanned purchase Research conducted by (Lumintang & Fenny Felicia, 2012) finds that hedonic shopping motivations significant effect on impulsive purchases, where the higher motivation of consumers who buy at shop with hedonic impulsive behavior happening. This is because when someone make shopping hedonist, then consumers would not consider a benefit of product so to increase likelihood of impulse purchases. In line with this, in a study conducted by (Paramita, 2015)also shows that the higher motivation hedonic owned by the customer in the shop in order to get pleasure, then the behavior of impulse purchases will occur so that consumers are more likely to engage in unplanned purchases when motivated by encouragement hedonic such as pleasure.

(Chusniasari & Prijati, 2015) finds that hedonic shopping motivations give significant impact on unplanned purchase. Research (Asnawati & Sri, 2018) also find hedonic shopping motivations significant impact on unplanned purchase.

DATA COLLECTION AND ANALYSIS

DATA COLLECTION

Primary data :-

QUESTIONNAIRE – NEGATIVE / POSITIVE

1. Do you frequently visit Big Bazaar?

- a. Yes
- b. No

ANS :- YES

Q2. Reason for your visit?

- a. Promotional Offers
- b. Discount Offers
- c. Range of Items
- d. Location of the Store
- e. Others

ANS :- RANGE OF ITEMS .

Q3. How do you come to know about Big Bazaar?

- a. Through Advertisement
- b. Through Friends & Relatives
- c. Through Hoardings / Newspaper
- d. Other Medium

ANS :- THROUGH FRIENDS AND RELATIVES.

Q4. Rate the Attractiveness of the advertisement for Big Bazaar?

- a. Very Attractive
- b. Less Attractive
- c. Not at All Attractive

ANS :- LESS ATTRACTIVE

Q5. Is the pricing Clearly written on the Shelf?

- a. Yes
- b. No

ANS :- YES

Q6. Do you think Offers are clearly presented through Displays in Big Bazaar?

- a. Yes
- b. No

ANS :- YES

Q7. How do you rate the range of Products in Big Bazaar?

- a. Good
- b. Average
- c. Poor

ANS :- GOOD

Q8. Does the Displays and Promotional offers informed in the store attract you?

- a. Yes
- b. No

ANS :- YES

Q9 .Which type of promotional activities attracts customers?

- a. Discounts
- b. Extra Offer
- c. 1+1 Offer
- d. Advertisements

ANS :- 1+1 Offer

Q10. How do you rate the customer schemes of the company?

- a. Good
- b. Average
- c. Poor

ANS :- GOOD

SECONDARY DATA

Vpro Auto Productl partnership firm a firm was commissioned in the year 2009. Vpro auto products is located at 113/2 9th cross, doddanna industrial estate, near peenya 2nd stage, Bangalore-91. Vpro company manufacture DC electric horns suitable for automobiles such as cars, jeep, LCVs, HCVs, auto rickshaws, trucks, tractor, motor cycle and scooters in wide ranges of visual appeal, fitment and operating voltages. The manufacturing facility comprises of press shop, assembly and testing facilities backed up by design and development. About 8 dedicated and skilled associates from our workforce and are supported by good ancillary support for rubber, plastic and metal components. Substantial portion of VPRO auto products business is for branding of different types of vehicle manufacturers as stated above, apart from the open market. Vpro auto product has a network of distribution outlets spread all over the company. With the objectives of meeting customer's requirements consistently, now QMS is being implemented as per ISO 9001:2008 Vpro auto product is committed to provide consistent quality of products and service, which meets the customer requirement. This commitment is fulfilled through continuous improvement efforts and cost-effective measures in every functional area. Infrastructure Company infrastructure is set up 8000 sq ft area. The investment comprising of 4, 8 and tone hydro pneumatic presses, contract riveting, closed horn testing chamber, power press etc., and other basic facilities required. Additional

investments are planned based on the requirements for further expansion. The critical components are manufactured in house to ensure quality assurance of the component. Company has current production capacity of 50,000 horns/ month and will be expended based on the requirement time to time.

VIII. DATA ANALYSIS AND INTERPRETATION

In the competitive CPG space, your ability to execute at retail plays a massive role in your business's success. Using in-store promotions is one of the most popular and effective ways to boost your sales, but only if you know how to determine the effects of the product promotion on your company in a promotion analysis. Having a data-driven approach and measuring your results will show you what your invested funds have achieved, and prove whether your field efforts are actually improving your sales. At the end of the day, data is your biggest ally, as it will tell you where you've been, where you're heading, and where you want to be. Here are the four main metrics you should use to analyze data on the success of your in-store promotion, as well as some suggestions on how to leverage this data:

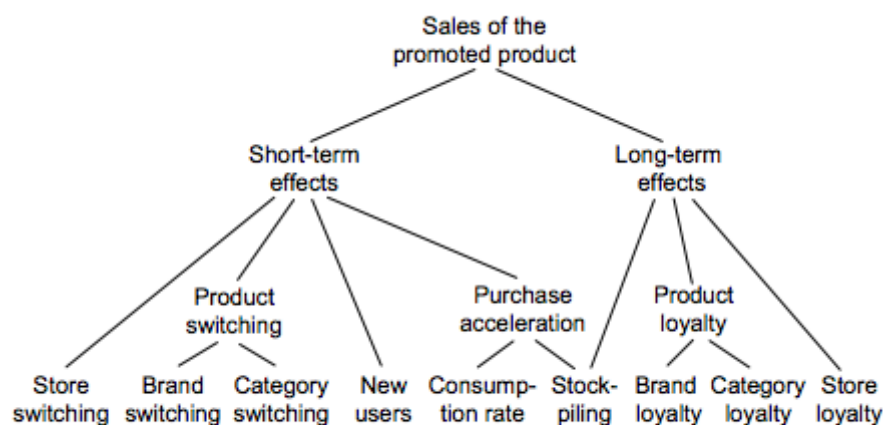


Fig. 3. Effects of Retailer Promotions

1. Profits

Promotions, like other investments, fundamentally work by earning revenue in exchange for a smaller investment. It is important to evaluate the impact of sales promotions on profit because it is possible for promotions to lead to higher sales but lower profits. Only 30 out of 45 promotions reported as successes are actually successful, while 19 out of 46 promotions reported as failures actually increased profits (Hardy 1986). In order for a promotion to be profitable, incremental customer sales must increase and the cost of obtaining one dollar in increased sales must not exceed a dollar. These are measurements you need to pay attention to before, during, and after the promotion, as having solid metrics will give you a clearer view of the effects of your promotion. In the example below, the cost per incremental dollar of sales is \$0.64. If the margin that the manufacturer receives from the retailer is less than \$0.64, then the promotion is not profitable to the manufacturer.

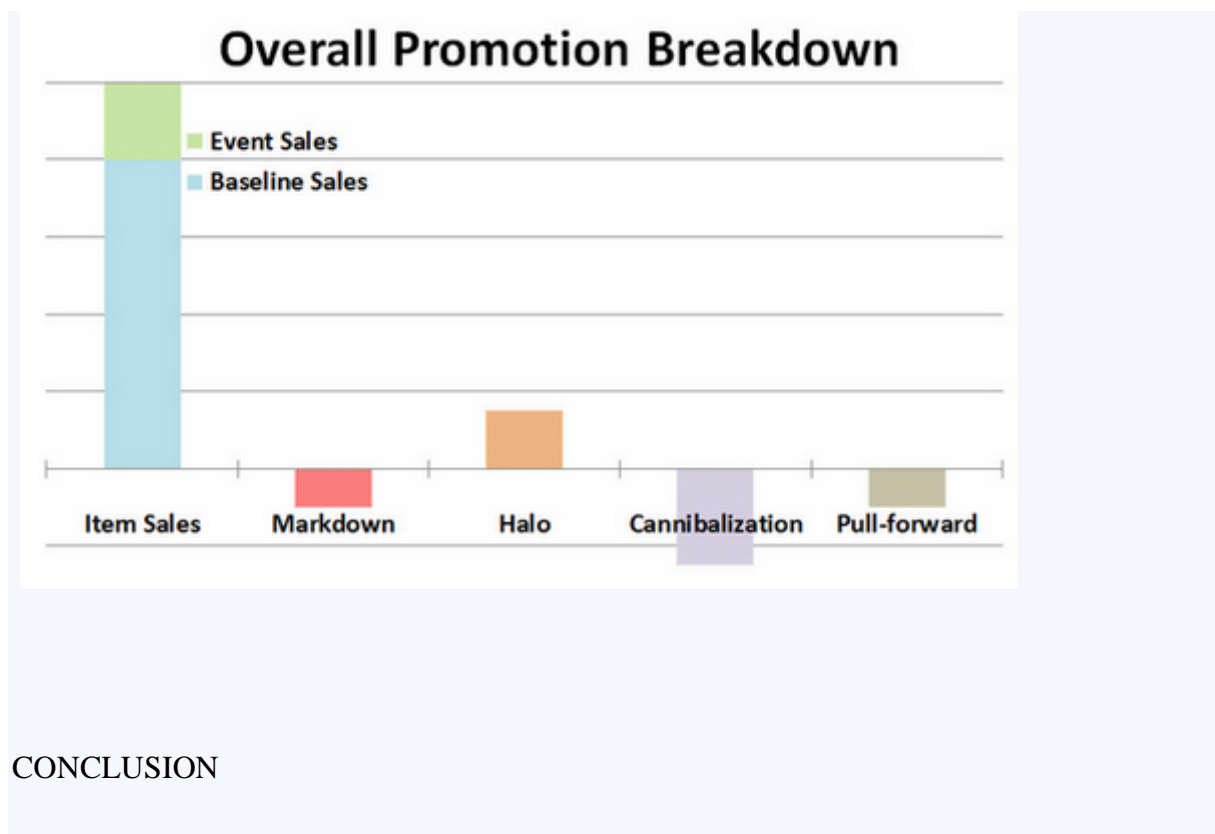
	<i>Cases</i>	<i>Gross Dollars</i>
Baseline sales that would have occurred during the four weeks	400	4,000.00
+ Incremental sales to consumers	430	4,300.00
+ Ten weeks of forward buying by retailers	1,000	10,000.00
= Total sales during promotion	1,830	18,300.00
Cost of promotion (\$18,300× 15% discount)		2,745.00
<u>Cost per incremental dollar of sales</u>		<u>0.64</u>

Table 4.1. The cost of incremental sales according to Abraham and Lodish (1990).

2. Sales Volume

In order to accurately measure the increase in sales volume, you need to know your baseline (what sales were prior to the promotion) using both data you've already collected and data you collect throughout the duration of the promotion. This equation can be used to find your overall increase in sales:

$$\text{Overall Sales Lift} = \text{Lift in Promoted Item Sales} + \text{Halo} - \text{Cannibalization} - \text{Pull-forward}$$



CONCLUSION

The results of the independent sample for mean scores of male and female customer on various sales promotion techniques. It is evident that gender as that didn't have significant influence over the effectiveness of various sales promotion techniques. As scores in a discount increase in scores on loan and the lucky draw was increased linear and significantly, however, the discount was not found to be related to quantity gift, offer, rebate.

SUGGESTIONS

To effectively capture your customers' interest (and business), your sales promotion strategy should include these five essential elements:

- Select the right target audience. ...
- Set measurable goals. ...
- Limit availability. ...
- Promote widely but wisely. ...
- Offer real value. ...
- Review your results.

LIMITATIONS

Sales-promotion is known for short-term quick results unlike advertising. It stands for the impulse buying. However, all is not well with this sensitive promotional mix ingredient.

The basic limitations which one cannot forget are:

1. It is short-run device:

Like a flash light, it flashes and disappears. It has the shortest life impact as promotion tool unlike advertising. It can be used as a tool to achieve short term marketing objectives by schematic means. It has the strongest ability of creating impulse buying but cannot work as a lasting dose.

2. It is dependent technique:

It is more of a supplementary device and has got to be blended well in right proportion with other two promotional ingredients namely, advertising and personal selling. That is why; it has been rightly described as the bridge between personal and impersonal selling. It makes up the gaps in the two and, therefore, is a plus ingredient.

3. It damages the brand image:

Advertising is the most powerful means of creating brand image which is a must in these days of segmented marketing practices. However, creating brand image through promotional ingredient is like praising too much of a thing. When the firm has already done much in this direction, this plus ingredient creates a doubt in the minds of consumers.

They are likely to feel that when too many incentives and concessions are given, there is something fishy about the product or a brand. Thus, instead of refining the image it is dismissed.

4. Under-valued by experts:

Sales-promotion, as tool of promotion mix, is undervalued by the experts from advertising agencies. They are of the opinion that sales-promotion as mix ingredient is not capable of fighting the intense competition.

BIBILIOGRAPHY AND WEBLIOGRAPHY

https://www.researchgate.net/publication/329217313_The_Effectiveness_of_Sales_Promotion_Technique_on_Consumer_Purchasing_Behavior_at_Bimal_Auto_Agency.

<https://www.repsly.com/blog/consumer-goods/measure-product-promotion-return>

<https://www.yourarticlelibrary.com/sales/sales-promotion-roles-and-limitations/49150>

<https://en.wikipedia.org/wiki/Wiki>

