

# Review on Sales Promotional Activities in Retail Stores

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**Abstract-** Sales promotion is a marketing approach that has been studied for many years and has become a fundamental component of modern marketing. The whole point of promotion is to reach your target audience and convince them to make a purchase. Promotion is defined as the coordination of all activities of the seller to establish channels of information and persuasion in order to sell products and services or promote a concept. A crucial part of a promotional mix is sales marketing. The objective of this research is to see how sales promotions affect the purchasing decisions of consumers. The overall objective of this research was to see how effective sales promotion tools and strategies are in influencing the buying behavior of customers. This framework includes a method for calculating the impact on sales of promotions and the duration of this influence. According to this article, the sales promotion activity not only fulfills the organizational goal, but also satisfies the customer's needs and helps in the acquisition of new customers.

**Keywords:** Sales Promotion, Consumer Behavior, Consumer, Marketing.

## 1. INTRODUCTION

### 1.1 Sales Promotion and Background

What is the definition of sales promotion? Activities that draw the consumer's attention to a brand, its products and services are called sales promotion. Its main goal is to attract consumers and distributors to drive sales, provide information about the brand and related items, reduce seasonal decline, and remind customers of the size and existence of the brand. Business-to-business (B2B) and business-to-consumer (B2C) sales marketing is used. Sales promotion can take many forms including samples, coupons, refunds, discounts, premium offers, demo products or services, and any other method that can increase sales. Sales promotion, on the other hand, does not include aspects such as advertising, personal selling, or public relations. However, the distinction between sales promotion and advertising can sometimes be confusing, the two elements absorbing each other. Another crucial factor to consider is that sales promotion attempts to preserve, but also increase, market share and protect the brand from competitors. It just keeps existing consumers while acquiring new ones. Consumer promotion and business promotion are two distinct aspects of sales promotion. It aims to improve the customer experience and expand your target audience and is a great way to promote new brands and products. [1]. Consumer attitudes are changing, making sales and sales

growth more difficult. Marketing comes into the picture, with various acts such as advertising, promotion, pricing and distribution all having a beneficial impact on the performance of the business. Sales promotions have been important for decades, mainly to temporarily increase sales in order to improve sales volume or market share. Sales promotion has become more important and has been used as a marketing tool in the corporate world. Customers do virtually little cognitive work in many buying scenarios because they are so routine. The behavior of customers to change brands or increase the number of unit purchases is difficult to motivate for marketers. Promotional activity encourages customers to reconsider and analyze brand and quantity in ways they might not have previously considered [2]. As a result, sales promotion has become an important tool for merchants and retailers who use various promotional methods and techniques to understand the preferences of their consumers and increase the sales of their business. The practice of encouraging a potential consumer to purchase a product is known as sales marketing. Sales promotion is designed as a short term strategy to increase sales; it's rarely a good way to build long-term customer loyalty. Consumers are the target of many commercial promotions. Others are aimed at intermediaries and the company's sales team. One of the five elements of the promotional mix is sales promotion. (Advertising, personal selling, direct marketing, and advertising / public relations are the other four components of the promotional mix.) To increase customer demand, stimulate market demand, or improve product availability, market specialists use multimedia marketing and not for a limited time Contests, discounts, giveaways, losses, point of sale displays, prizes, rewards, product samples and discounts are just a few examples[3]. Customers, suppliers and members of the supply chain can all benefit from sales promotions ((like retailers). Consumer sales promotions are sales promotions aimed at consumers. Commercial sales campaigns are sales promotions aimed at retailers and wholesalers. Many people think of some sales promotions as gimmicks, especially those that use unique means. Sales promotion refers to a series of marketing actions aimed at providing added value or incentives to consumers, wholesalers, retailers or other organizational customers in order to increase immediate sales. These efforts can be made in the hope of generating interest in the product, test, or purchase. Coupons, samples, prizes, point of sale (POP) displays, contests, discounts and sweepstakes are all examples of sales promotion devices.

## 1.2 Research Question

The study looks at both price and non-priced promotions that influence a customer's purchasing decision. The study's main focus is on how promotional activities affect consumer buying behaviour for the same product or brand, whether they are priced or not.

The focus of this research is to get the responses for the questions such as;

1. How does a sales promotion affect a customer's purchasing behaviour?
2. How does consumer diversity affect the outcome of various sorts of sales promotions?
3. What are the aspects that contribute to the techniques' effectiveness?
4. How do different sorts of sales promotions affect a customer's purchasing behaviour?
5. What are some techniques that might be used to increase sales promotion?

## 2.0 Literature Survey

With definitions and explanations of the results of previous research on comparable topics, the subject of the study is made more understandable. One of the tactics of getting people to buy more or test goods and services is promotion. and new consumers are attracted. Therefore, a sales promotion is a direct inducement that provides additional value or incentive for the product to the sales force, distributors, or end consumer with the primary purpose of generating an immediate sale. [4]With the 1958 Science Policy Resolution and the 1983 Technology Policy Declaration, India recognized the importance of science and technology. To this end, the private sector has received numerous tax incentives, as well as other public sector support, to establish R&D units. Thanks to the promotional efforts of the government and the active engagement of the industry, India has achieved self-sufficiency in some areas and near-self-sufficiency in others.

[5] Reviewing promotional material for pharmaceutical items is essential to ensure that they are of high quality and that recipients are aware of the benefits and risks. This page includes an overview of the control mechanisms that could affect the overall quality of the product, as well as practical advice based on personal experience in the United States and abroad. Case studies from the United States are presented to provide examples of promotional offenses as well as the effects of government sanctions. [6]The term "promotional effort" refers to all techniques aimed at extending a company's reach in the market by building a larger and more loyal customer base. Advertising, public relations, sales promotion, personal selling, and pricing initiatives all have an impact on a company's sales potential. Theoretical and empirical concerns discussed in the existing literature are briefly discussed for positive and normative approaches.

[7] Public relations allows you to present the image and personality of an organization to its "audience": users, supporters, sponsors, donors, local community and others. the general population, but it's a two-way street. You need to communicate with your audience, but you also need to make it easier for them to communicate with you. Real public relations involves dialogue, which requires you to listen to others and see things from their perspective. This document was created with the intention of being useful to any organization, not to make sensationalism about its achievements, but to make it more critical of its work. By seeing the organisation through the eyes of others, you can improve and ensure that you are providing the best service possible to your customers.

[8]The ninth edition of Marketleading Advertising, Promotion, and Other Areas of Integrated Marketing Communication covers all aspects of marketing communication, from traditional tactics to the latest advancements in the field. The text focuses on advertising and promotion including strategy, branding, media buying, sales, public relations, etc. and provides the essentials you need. Emerging themes such as the huge popularity of social media sources, online and digital practices, viral communications and personal selling, as well as all its effects on traditional marketing, are the subject of particular focus. in this edition.

## 2.1 Definition of Sales Promotion

The term "sales promotion" refers to a wide range of promotional activities. The importance of sales promotion has risen dramatically in today's marketing techniques. Companies invest millions of rupees to get consumer attention to their products and pique their interest in purchasing them. The firm's competitive position is also improved via sales promotion initiatives. In today's marketing environment, such efforts appear to be unavoidable [9]. It can also help to lessen customer unhappiness. Sales promotion initiatives are being carried out for a variety of reasons. It's one of the most important and costly marketing decisions you'll ever make. Other than advertising, publicity, and personal selling, sales promotion refers to marketing tactics that encourage customer purchases and improve dealer effectiveness. Short-term and non-routine incentives are typically presented to both dealers and consumers as part of a sales push [10]. Demonstrations, trade shows, exhibitions, exchange offers, seasonal discounts, free services, presents, credit facilities, sweepstakes, and other sales promotion methods are common.

Advertising, personal selling, publicity/public relations, and sales promotion are the four aspects of promotion. "Sales Promotion" is defined by the American Marketing [12] Association as "all those sales activities that supplement both personal selling and advertising, and help to coordinate and make them effective, such as displays, shows and exhibitions, demonstrations, and other non-recurrent selling efforts not used in the

ordinary routine." "Aside from advertising, personal selling, publicity, and direct marketing, sales promotion comprises incentive-offering and interest-creating activities, which are often short-term marketing events [13]. The goal of sales promotion is to encourage, motivate, and persuade customers to make purchases and other desirable behavioural responses." Sales promotions provide a clear incentive to act by delivering additional value beyond what is included into the product at its regular price[14].

These transitory incentives are frequently presented at a time and location when a purchase decision is being made. Sales promotions are not only widespread in today's competitive industry, but they are also expanding at a rapid rate. These promotions are a form of direct bribery. Despite their simplicity, sales promotions are a complex marketing tool with countless creative possibilities limited only by the imagination of promotion strategists. The terms "additional purchase value" and "below-the-line selling" are commonly used to describe sales promotion. Companies in practically every industry now have some form of promotion programme. Automobiles to drinks, financial services to meals, household durables to services, household items to business products, personal care to textiles and clothes are among the industries represented[15].

Sales promotion has been popular in recent years as a way to augment and combine advertising and personal selling efforts. Free samples, premiums on sale, prize contests, dealer incentives, discounts and gifts, and other sales promotion methods are being utilised to boost market demand for everyday products. The main goal is to encourage on-the-spot purchases using one-time and non-recurring incentives [16].

## 2.2 Importance of Sales Promotion

With global competitiveness increasing, the importance of sales marketing has grown. The changing marketing environment as promotional activities with fresh and creative ideas flowing for favourable sales and future sales expansion is the cause for the increasing relevance of sales promotion. It has become an element of the marketing strategy for surviving in the face of adversity or the emergence of new items or brands. The importance of sales promotion has surpassed that of advertising. The changing client markets are one of the reasons for the significant rise in importance of sales marketing. The following are some of the reasons behind the rapid expansion of sales promotions:

1. Internal Factors: • Managers approve sales promotions because they recognise that they are excellent strategies for raising sales volume.

• Managers are in charge of increasing the number of tools, and sales promotion tools have been shown to help achieve this goal.

2. External factors:

• The deals are temporary, but they are more effective at branding and influencing customers than advertising.

• Because the market is swamped with a variety of products that provide similar client satisfaction, sales promotion has become increasingly important.

• Sales are aided by promotional strategies even in times of inflation and recession.

## 3.0 Conclusion

It has been determined that sales promotion is critical for increasing firm sales and attracting new clients. To compete in a market with so much competition, every company needs have a solid strategic strategy for marketing. The company's discounts and loyalty programme will increase revenue by recruiting new customers. The ideal sales promotion will assist the corporation in achieving its organisational goals. In any organisation, sales marketing is required to increase sales. The company should have better promotional activities conducted in the organisation to estimate the sales, as the sales are monitored based on the promotional activities practised by the organisation. As a result, sales promotion is critical to the organization's achievement of its goals and objectives. To compete in the market and meet client expectations, the organisation should develop the finest strategic plan possible.

Consumers have a positive attitude toward various promotional tactics that influence purchasing behaviour. This study shows that sales promotion is a cost-effective marketing tactic when compared to other integrated marketing tools like advertising. It demonstrates that sales promotion tools are an additional marketing technique that is supplementary or complimentary to existing business. According to the findings of this study, in order to raise sales in a cost-effective manner and to outperform competitors, the practise of sales promotion would be beneficial to improve sales by influencing consumers' purchasing behaviour. The promotion of sales Because strategies have a short-term effect, marketers and businesspeople must keep constant follow-up with customers in order to retain long-term relationships with them, as customers may switch to competitors with superior strategies.

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