ABSTRACT

Purpose of this paper to find the role of sales promotions in FMCG Sector with specific focus on detergent and soap market. Data is collected from the 100 consumers from Ahmadabad city. The data are collected on the basis of Convenience sampling technique. The current research contributes to the marketer to know to the role of sales promotion and its impact on consumer buying behaviour. Here we fine the Correlation between detergent use and income and Correlation between family member and price range of detergent.

Key Words: Sales Promotions

INTRODUCTION

In this age of globalization hyper competition has become a regular feature. Today the markets are no less then battlegrounds and one has to strive very hard for survival and growth. In this research more emphasize given to the various tools of sales promotion and its impact on consumers buying decisions. Actually in recent trend to some extent this technique also become victim of clutter, even though it can be eliminated by generating innovative and more attractive tools to lure the customers.

Now a day most of the FMCG companies considering sales promotion as an important part of their marketing strategy. From the analysis of survey it becomes clear that consumers do response to the sales promotion campaign, but there are customers who strongly prefer to stick to brand name.

Then after concentration is given to the primary research. It includes the analysis and results of survey which was focuses on consumer’s behaviour towards sales promotion campaign. The survey was conducted with the help of structured questionnaire. At last conclusion of report, findings and suggestions was given based on study of secondary source as well as primary research.
REVIEW OF LITERATURE

Gupta Sunil (1993) proposed a model with three components and provided a method for assessing the effectiveness of a sales increase promotion by decomposing the sales during the promotion into sales increase due to brand switching, purchase time acceleration and stockpiling. Result for regular ground coffee that more than 84% of the sales increase due to promotion came from brand switching. Purchase acceleration in time accounted for less than 14% of the sales increase, whereas stockpiling due to promotion (Sunil, Nov. 1993) accounted for less than 2% of the sales increase for coffee brands.

Author- Gupta Sunil
Source-“Reflection on ‘impact of sales promotion on When, What, and How Much to buy’ Journal of Marketing Research (JMR), Nov, Vol .28

Aradhana (1991), proposed that perception of deal frequency may affect consumer price perception and deal response much more strongly than the actual deal frequency. The author determined how consumer perceptions of deal frequency for a brand may be influenced by the dealing pattern of that brand and of other brands. It was found that the price consumer were willing to pay for a brand that was correlated more highly with perceived deal frequency than with actual deal frequency.

Author- Aradhana
Source- “Effect of Dealing Pattern on consumer Perception of Deal Frequency and Willingness to Pay”, Journal of Marketing Research (JMR)

There is growing emphasis on designing the best marketing promotional strategies for targeting and maintaining consumers. A good promotional strategy encompasses advertising, sales promotion, public relations, and personal selling in order to communicate with their present and potential consumers. (Kotler, 2003)

Author- Philip kotler

Promotion is more important in changing the timing rather than the level of purchasing because customers tend to buy earlier Promotion is the marketing effort designed to communicate to an organization’s target market.

Doyle and Saunders, 1985

IMPORTANCE OF THE STUDY

The study is very important for marketers, to know about role of sales promotion and its impact on consumer buying behaviour.

STATEMENT OF THE PROBLEM

On the basis of literature review, we found that in FMCG sectors customers are frequently switching from one brand to another brand, due to which firms are losing their existing customer. Moreover we also found that sales promotion activities have a positive effect only in the short run while there is no effect in long run. On the basis of our study we also found that the price and discounts are also one of the important...
factors due to which consumers shift from one brand to another one but it is seen only in case of reputed products while for the brand which are not well known these schemes are not very effective.

AIM AND OBJECTIVE

The main of the study is to identify consumer preferences with respect to sales promotion in FMCG category. To identify and analyze the factors responsible for the growth of FMCG products in to the segments from consumers’ point of view and to identify the awareness level of sales promotion schemes by the customers.

RESEARCH METHODOLOGY

Research Design: Research design selected for this research is Descriptive.
1. Target population: The population for this research study consists of the residence of Ahmedabad.
2. Sampling unit: In this study the sampling unit is individual Consumer
3. Sample size: 100 consumers
4. Sampling method: The sample is selected by using convenience- Sampling method

RESULT AND DISCUSSION

1. What is the reason behind shifting to your current brand from the previous one?
It gives the result that 40% Better cleaning is the main reason behind shifting to your current brand from the previous brand where 23% of people give the price and 20% people Offers associated with product is reason to change the previous brand. 10% packaging, 2% additional special feature and availability is also reason to change the brand.

2. What is the price range (per kg) of the detergent you use?
We can conclude that out of 100 customers 37 are purchasing the 100-125Rs. price per kg detergent, 28% of people purchase the price range 75-50Rs. per kg where 22% of people using 50-75Rs. Per kg of detergent whereas only 5% people use more than 150Rs. price per kg.

3. Which promotional schemes encourage you to purchase more of the product?
The above stated question clearly states the awareness of promotional schemes offered in the market by the marketers to attract more and more consumers. The results show that discount and extra quantity is the two main offers/schemes which consumers have come across at the time of purchase. It will help the manufacturers and marketers too how to launch their new products in the market with which schemes.

4. When you think of detergents, which brand’s advertisements you can recall now
Answer of this question will give idea about 26% of the people said that nirma’s detergents brand’s advertisements can recall now, 21% of the people said that wheel’s detergents brand’s advertisements can recall now.

CORRELATION

<table>
<thead>
<tr>
<th>Sr.No</th>
<th>Particular</th>
<th>Sing. value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Correlation between detergent use and income</td>
<td>-0.221</td>
</tr>
<tr>
<td>2</td>
<td>Correlation between family member and price range of detergent</td>
<td>-0.81</td>
</tr>
</tbody>
</table>
Correlation between detergent use and income

<table>
<thead>
<tr>
<th>Correlations</th>
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<tbody>
<tr>
<td>Correlations</td>
<td>Income</td>
<td></td>
</tr>
<tr>
<td>Income</td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>0.027</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>100</td>
</tr>
<tr>
<td>Detergent use (Q.5)</td>
<td>Pearson Correlation</td>
<td>-0.221</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>0.027</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>100</td>
</tr>
</tbody>
</table>

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations between Price and Family Member

<table>
<thead>
<tr>
<th>Correlations</th>
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</thead>
<tbody>
<tr>
<td>Correlations</td>
<td>Income</td>
<td></td>
</tr>
<tr>
<td>Price range (Q.9)</td>
<td>Pearson Correlation</td>
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<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>0.426</td>
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<tr>
<td></td>
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<td>100</td>
</tr>
<tr>
<td>Family member (Q.11)</td>
<td>Pearson Correlation</td>
<td>-0.081</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>0.426</td>
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<td></td>
<td>N</td>
<td>100</td>
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Interpretation

1. As per the above table we can found that significant value of detergent use and income is -0.221 which is negative. It show that there is no relation between detergent use and income.

2. As per the above table we can found that significant value of family member and price range of detergent is -.081 which is negative. It show that there is no relation between family member and price range of detergent.
FINDINGS

- In the FMCG market level of loyalty remains low and because of many reasons.
- Quality is the most influencing factors which affect the purchase decision while price is also an important for purchase decision.
- Schemes always attract more and more consumers towards particular brand. Simultaneously it gives idea about the factors which consumers look most in the product before they make final decision 1+1 or 2+1 or other free schemes are more demanded and more aware schemes in the market.
- Price off and extra quantity is the two main offers/schemes which consumers have came across at the time of purchase
- TV as the best media to market the product which will cover majority of the viewer ship. On the second place it shows news papers as the media to promote the product in the market.
- People are ready to switch over to another brand if they find better promotional schemes which suits their budget means more quantity + less cost+ quality.
- Consumer remember that name of the product by the company name and also from the past performance of that company
- Customers are looking for any type of the promotions on the product before they make their final purchase.
- HUL attracts more consumers through such promotions, such as display of the product, banners etc.

CONCLUSIONS

The study reflects that the use of sales promotion undeniably has increased over the years in India. Future holds lot of promise for such schemes across wider range of product-markets.

As per result of the survey we found that sales promotion schemes are more effective in short run and it do not have major impact in long run. Sales Promotion has ceased to be major differentiator at least in the metros, with almost all companies offering similar freebies and gifts. As a result now marketers have to find out some innovative ways of sales promotion to differentiate from competitors. Currently Price off and Buy one get one free offers are very effective to attract the consumers towards the products.

One of the very important facts we came to know from this project is that sale of goods which contain large quantity and having big packaging e.g. detergent are stagnating because consumer prefer to buy small pack goods, the reasons are: small pack goods reduce risk of bad quality, It had low cost or say price, and last but important factor i.e. mentality to purchase just to try first. Sales of small pack goods are quite high, but from the company's point of view small pack goods is less profitable compare to large pack goods. So here marketer tries to increase sales of large pack goods by using sales promotion tactics like price off and percentage extra.
REFERENCE

- Della Bitta and Monroe’s. (1980).
- Robinson, S. a.