



A Study On Sales Promotion Tools With Special Reference To It Industry.

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Abstract

Sales promotion is a marketing strategy that businesses use to generate increased sales and attract customers. It involves using a variety of strategies and plans to generate excitement and persuade customers to buy. These tactics often include discounts, specials, contests, free samples, coupons or other promotions. By offering an additional price or a special offer, advertising is designed to persuade consumers to choose a product or service over its competitors. Sales promotions are typically implemented limited for time to create sense of the urgency and encourage immediate in action. The study involves both primary and secondary data. Primary data was collected from customers in a structured questionnaire method. The sample size was fixed at 135. The data analysis was done by applying statistical tools like percentage analysis, correlation and chi-square, one-way anova and weighted average ranking method. The alternative hypothesis was proved significant. The ultimate objective is to drive short-term sales growth, create brand awareness, and cultivate customer loyalty. Through strategic and appealing sales promotions, businesses can effectively engage their target audience and boost their overall revenue.

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INTRODUCTION

Sales promotion tools are a crucial component of a comprehensive marketing strategy for any business looking to increase sales and attract new customers. These devices are designed to stimulate demand and create pressure among customers, forcing them to buy or create other needs. By offering discounts, free samples, loyalty programs and other incentives, businesses can encourage their customers to try and relate to their products or services.

SALES PROMOTION STRATEGY

1. Boosts sales:

The primary objective of A promotion is an attempt to increase sales by encouraging customers to purchase a product or service. Promotional strategies such as discounts, coupons, rebates and free items can be used to encourage customers to buy.

2. Attracts new customers:

Sales promotion can be used to attract new customers no one will ever have to think about a product or service. Special offers or free trials can be used to entice new customers to try a product or service.

3. Builds brand awareness:

Sales promotion can be used to create awareness about a brand or product. Promotions such as contests, sweepstakes, and giveaways can help to increase the visibility of a brand and generate interest among potential customers.

4. Clears inventory:

Sales promotion can be used to clear out excess Inventory that can use up storage is valuable or leading to the loss. Techniques such as discounts, buy-for-one and merchandise can help sell old items quickly.

5. Encourages customer loyalty:

Sales promotion can help to build customer loyalty by rewarding existing customers with exclusive offers or discounts. This can help to increase customer retention and foster long-term relationships.

6. Increases competitiveness:

Sales promotion can help businesses to stay competitive by offering deals and promotions that match or beat those offered by their competitors. This can help to retain existing customers and to attract new ones.

LITERATURE REVIEW

Kotler (2003) The relevance of sales promotion to business organisations

The advertising is used as a long-term strategy to increase business value, while advertising is often used to create short-term demand for products, so business leaders copy favourites and increase advertising because it works well for a while. With that in mind, every business owner deserves a review of important tools like Advertising.

Kenya (2017) sales promotion and consumer brand preference

Kenya's mobile telephony industry has been over the years, intense competition among operators in the industry has caused some cell phone service providers to shut down their businesses or sell them out entirely to competitors. In this context, measuring consumer preferences for products is an important in step understanding consumer preferences. The aim of this study is to determine the effect of advertising on mobile phone preferences among Kenyan consumers. Using a descriptive model, data were collected through semi-structured interviews.

OBJECTIVES OF THE STUDY

1. To build the product awareness sales promotion techniques own advantage of capturing customer information while exposing promotion.
2. To encourage more purchase among current customers
3. To identify factors influence buy a product.

LIMITATION OF THE STUDY

- Research work is done for a limited time. Therefore, it is not possible to make general research.
- Due to time constraints the number of samples is restricted to 135.
- Some of the information given by the respondents may not be accurate.

RESEARCH METHODOLOGY

The In our study we used marketing research methods. The research process includes sample design and selection, data collection, and data analysis. Research customer needs,

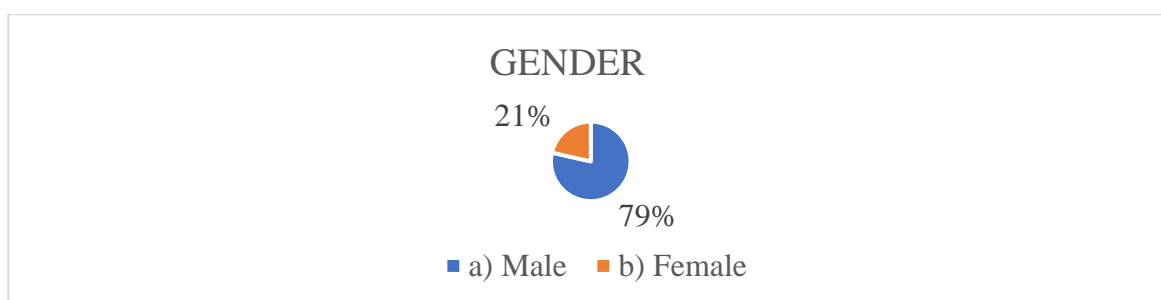
understanding, and satisfaction with services. In this project percentage analysis, one-way anova, chi square test, correlation analysis, and weighted average ranking methods are used.

DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

GENDER OF THE RESPONDENT

BASIC FACTOR	CATEGORIZATION OF GENDER	NO OF RESPONDENTS	PERCENTAGE
GENDER	Male	106	79%
	Female	29	21%
	Total	135	100%



INTERPRETATION:

From the above table is clear that 79% of respondents are male and remaining 21% of respondents are female.

ANOVA – ONE WAY

TYPES OF FAMILY AND DO YOU THINK THE ADVERTS CLARIFY THE BENEFITS OF THE PRODUCT

ANOVA					
5.Type of family					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.259	4	.065	.294	.882
Within Groups	28.674	130	.221		
Total	28.933	134			

Null Hypothesis (H0): There is no significance difference between Marital status and do you think the adverts communicate the uniqueness of the product of the customers.

Alternative Hypothesis (H1): There is a significance difference Marital status and do you think the adverts communicate the uniqueness of the product of the customers.

INTERPRETATION

As per the above table, it is inferred that the p value is 0.882. P value is greater than 0.05. Thus, Null hypothesis is accepted and it is find that there is a no significant relationship between Marital status and do you think the adverts communicate the uniqueness of the product respondents of the customer.

CHI SQUARE TEST

GENDER AND HOW DO YOU FEEL ABOUT OUR ADVERTISEMENT ON THE BASIS OF ATTRACTIVE AND ETHICS

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.947 ^a	4	.745

Likelihood Ratio	1.990	4	.738
N of Valid Cases	135		
a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .21.			

Null Hypothesis (H0): There is no significance difference between Gender and how do you feel about our advertisement on the basis of attractive and ethics.

Alternative Hypothesis (H1): There is significance difference between Gender and how do you feel about our advertisement on the basis of attractive and ethics.

INTERPRETATION:

As per the above table, it is inferred that the p value is 0.745 the minimum expected count is 0.738 it is significance to 5% (0.05) significance level. Thus, the null hypothesis is accepted and it is find that there is no significant relationship between Gender and how do you feel about our advertisement on the basis of attractive and ethics of the respondents.

CORRELATION ANALYSIS

AGE AND DO YOU THINK THE ADVERTS EMPHASIZE ON THE SLOGAN OF THE COMPANY

Correlations			
		3.Age	18.Do you think the adverts emphasize on the slogan of the company?
3.Age	Pearson Correlation	1	.132
	Sig. (2-tailed)		.127
	N	135	135
18.Do you think the adverts emphasize on the slogan of the company?	Pearson Correlation	.132	1
	Sig. (2-tailed)	.127	
	N	135	135

INTERPRETATION

It is a positive correlation. Hence the output obtained above indicates the P value of the Pearson coefficient of correlation is (0.132) and significance is greater than (0.05). So,

there is no significance difference between age and do you think the adverts emphasize on the slogan of the company of the respondents.

WEIGHTED AVERAGE RANKING METHOD

VARIABLES	WEIGHTED AVERAGE	RANK
Price	4.51	4
Quality	4.06	1
Performance	4.16	3
Expectation	4.08	2

INTERPRETATION

From the above ranking, we can determine that Quality provided by the company is excellent which ranks first, then Expectation of the company is good comes to second rank, then performance comes third rank, and then finally the Price of the company is fourth rank.

➤ It is clear that 79% of respondents are male and remaining 21% of respondents are female.

ANOVA – ONE WAY

➤ It is inferred that the p value is 0.882. P value is greater than 0.05. Thus, Null hypothesis is accepted and it is find that there is a no significant relationship between Marital status and do you think the adverts communicate the uniqueness of the product respondents of the customer

FINDINGS

PERCENTAGE ANALYSIS

CHI SQUARE TEST

- It is inferred that the p value is 0.745 the minimum expected count is 0.738 it is significance to 5% (0.05) significance level. Thus, the null hypothesis is accepted and it is find that there is no significant relationship between Gender and how do you feel about our advertisement on the basis of attractive and ethics of the respondents.

CORRELATION ANALYSIS

- According to correlation analysis show that it is positive correlation. Hence the output obtained above indicates the P value of the Pearson coefficient of correlation is (0.132) and significance is greater than (0.05). So, there is no significance difference between age and do you think the adverts emphasize on the slogan of the company of the respondents.

WEIGHTED AVERAGE RANKING METHOD

- From the above ranking, we can determine that Quality provided by the company is excellent which ranks first, then Expectation of the company is good comes to second rank, then performance comes third rank, and then finally the Price of the company is fourth rank.

SUGGESTION

- Offer special discounts or promo codes for a limited period to encourage customers to make a purchase
- Implement a referral program where existing customers can earn rewards or discounts for referring new clients to One Yes Info Tech Solutions. This can help generate new leads and increase sales.
- Create bundled offers by combining different software solutions or services at a discounted price. For instance, you can bundle a project management software with a data backup solution and offer them together at a reduced rate.

CONCLUSION

Thus, the sales promotion strategy implemented by proven to be highly effective in driving customer engagement and boosting

sales. By offering attractive discounts, limited-time offers, and value-added services, successfully captured the attention of potential customers and encouraged them to make purchases. The sales promotion initiatives have not only increased revenue but also helped in building brand loyalty and expanding the customer base. By creating a sense of urgency and providing customers with additional value, it been able to the differentiate itself from the competitors and establish strong market presence. Furthermore, the sales promotion activities have provided valuable insights into customer preferences and behaviour, enabling to refine its marketing strategies and tailor offerings to meet specific customer needs. This customer-centric approach has resulted in enhanced customer satisfaction and long-term relationships.

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