

# Evaluation of Effectiveness of Sales Promotional Tools on Sales Volume and Channel Members' Perceptions [An Overview of Delhi Region]

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## Abstract

The objective of this research paper is to observe if sales promotion tools to be adopted at a given time affect the company's sales volume and also to evaluate the nature of sales promotion activities in Delhi, The main hypotheses there is no significant effect of sales promotion tools on sales volume, profitability, no of customers and overall performance of particular Industry have been accepted. Our findings indicate that customers are influenced by sales promotions 35% and advertising 26.7% and a minimum of 16.7% of the customers say publicity by words of mouth, survey show that 31.7% of the customers consider that price off is one of the most effective method, 23.8% of the customers say discount and the least 6.2% of the customers reflect that others technique (coupons, samples and lucky draws) of sales promotion that Industry use to push sales. As the dealers interact with customers regularly and directly than the manufacturer, it would be valuable for the CPG companies to integrate perceptions while forecasting sales promotion strategies.

## Keywords:

Promotional tools, Sales volume and sales promotion strategy: CPG Industry.

## Introduction

The ultimate objective of every business is to increase the sale of goods that it deals in. Several techniques can be adopted for the achievement of this goal; some direct while others indirect. Promotion is one of the variables through which information regarding products or services is being communicated to customers to change their attitude and behaviour. Marketers are concerned with effective utilization of promotion-mix to increase sales and market share.

Promotion is the communication with the customers to pursue them to buy the product. It is the duty of the marketing manager to choose the communication media and blend them into an effective promotion programme. These are more than one type of tools used to promote sales. The combination of these tools with a view to maintain and create sales is known as promotion mix. Promotion mix is the name given to the combination of techniques used in communicating with customers. There are four tools of promotion mix viz. advertisement, personal selling, publicity and sales promotion. These are called elements of promotion mix.

**Analysis of CPG Companies in India:** FMCG in India has a strong and competitive MNC presence across the entire value chain. It has been predicted that the FMCG market will reach to US\$ 33.4 billion in 2015 from US \$ billion 11.6 in 2003. The middle class and the rural segments of the Indian population are the most promising market for FMCG, and give brand makers the

opportunity to convert them to branded products. Most of the product categories like jams, toothpaste, skin care, shampoos, etc, in India, have low per capita consumption as well as low penetration level, but the potential for growth is huge. The big firms are growing bigger and small-time companies are catching up as well. According to the study conducted by AC Nielsen, 62 of the top 100 brands are owned by MNCs, and the balance by Indian companies. Fifteen companies own these 62 brands, and 27 of these are owned by Hindustan Lever. Pepsi is at number three followed by Thums Up. Britannia takes the fifth place, followed by Colgate (6), Nirma (7), Coca-Cola (8) and Parle (9). These are figures the soft drink and cigarette companies have always shied away from revealing. Personal care, cigarettes, and soft drinks are the three biggest categories in FMCG. Between them, they account for 35 of the top 100 brands.

### Role of Sales Promotion

1. To encourage the existing customers for larger purchase.
2. To enhance goodwill of the business.
3. To simplify the efforts of sales force & motivate them for larger purchase.
4. To educate customers/dealers & salesmen about the techniques of sales promotion.
5. To promote larger sales in certain specified segments of market.
6. To counteract competition.
7. To facilitate coordination & proper link between advertising and personal selling.
8. To search for a new market & to introduce new products in to the market.
9. To present a counter promotional program against the competitors.
10. To prove the product better in quality & users.
11. To increase patronage habits among customers.

### Statement of The Problem

Connoisseur management is core for developing in particular value and efficiency of overall the Industry, which constructs business organization sustainable in changing political and economic environment. Since couple of years more and number of corporate sector companies have experienced the critical problems of deciding promotional strategy and particularly sales promotion techniques to prevail the customers. Moreover, on the other hand, sales promotion initiatives taken without keeping the long term objectives of the business may attenuates the brand. It is felt that management practices of intending and implementing promotional decisions should be glowing researched and rational to justify the investment on promotions. It has been felt that large gap remain what has been accomplished and what is remaining.

### Review of Literature

Alireza Karbasivar and Hasti Yarahmadi, (2011) examined the effect of four external cues [window display, credit card, promotional activities (cash discount, free product)] on consumer impulse buying behavior. A conceptual model adapted from

Churchill and Peter (1998) is proposed and verified by empirical data. The sample size was small (n=275) and data collection took place in Abadan, Iran. They defined four hypotheses and Statistical Packages for Social Sciences' (SPSS) and LISREL software is used for the data analysis. The result of the present study proves that there is a pivotal relationship between window display, credit card, promotional activities (discount, free product) and consumer impulse buying behavior.

Corinna Hawkes, (2009) Sales promotions are widely used to market food to adults, children, and youth. Yet, in contrast to advertising, practically no attention has been paid to their impacts on dietary behaviors, or to how they may be used more effectively to promote healthy eating. The review finds that while sales promotions lead to significant sales increases over the short-term, this does not necessarily lead to changes in food-consumption patterns. Nevertheless, there is evidence from econometric modeling studies indicating that sales promotions can influence consumption patterns by influencing the purchasing choices of consumers and encouraging them to eat more. These effects depend on the characteristics of the food product, sales promotion, and consumer.

In another research study titled "Effects of promotions of the three media on book sales" Zhang W., 2008. evaluated the effects of three main media of television, newspapers and the Internet on the books sold over ten million copies in 2006. He analyzed the importance of three media of newspaper, television and the Internet on the increased sales volume, education and readers. This research, which was an analytical research, found out that media; as the most effective marketing channels in the book publishing industry, play important roles in promotion of books.

White, L. and V. Yanamandram, (2007) "Sales promotional tools have the ability to attract new customers and maintain loyal customers and if an organization is interested in maintaining its present customers, it should plan to allocate proper attention for them in its marketing plans. Finally, sales promotional tools are excellent tools for maintaining present customers and rewarding them for their continued relations with organizations."

Lawnivzak (2007) evaluated the role of public relations in a global contest for sales. By considering political solutions and economic models in a market based economy, he discussed about strong economies of the world such as United States of America, China, Germany and...and also developing countries. The results obtained from this research paper indicate that political, economical and social changes on the move from socialism toward the market based economy need to utilize public relations industry with new challenging approach.

Mir-zadeh and Nazemi (2005) evaluated the promotional effect of presence in trade fairs and exhibitions on commercial success of production firms in a research study titled "Evaluation of presence of production firms in the Khorasan (Province) International Fairs on their commercial success." As a result of this study, it was mentioned that sixty percent of the understudy firms evaluated the relationship between trade fair/exhibition and sales as being high. So, it was concluded that part of the sales increase of firms in the months following their presence in the trade fair/exhibition could be attributed to such presence. Based on the obtained results, presence in fairs and exhibitions is an effective tool for increasing

sales and also competitive ability of firms. Forty five percent (45%) of the computer firm managers and thirty seven percent (37%) of home appliance managers consider taking part in trade exhibitions/fairs as an effective tool toward increasing their local sales of products.

Sales promotion when implemented effectively often results in an increase in short term sales figure. This explains the inclination of corporations to put in a large percentage of their funds in carrying out various sales promotion activities. However variations occur in effects of sales promotion based on the attractiveness of the concerned brand (Alvarez, 2005).

Tavakoli-zadeh and Amir-shahi (2005) in a research evaluated the effects of sales promotional tools on loyalty of customers in commercial banks in Tehran. The results of this research revealed that there was a significant relationship between sales promotional tools and loyalty of customers, but the amounts of this effect were different for each one of the tools and their facets.

### Research Methodology

#### Objectives of the study

- (i) To understand role of sales promotion tools in increase customers, sales volume, profits and development of overall the Industry.
- (ii) To study Indian consumer packaged goods sector and determine the practices adopted by the leading Industry.
- (iii) To assess importance and techniques of promotion.

**Research Design:** The topic is theoretical and descriptive in nature.

#### Sources of Data collection:

**Primary data:** through interviews with customers, entrepreneurs and sales force.

**Secondary data:** through document or book records of the industry performing in CPG sector.

**Methods of Data collection:** For collection of data the following instruments have been used: Questionnaire, phone, E-mail and Interview etc. prepared in view of objectives of the study.

**Sample Size:** The exact sample size of the study is restricted with 450 respondents.

**Sample Area:** The study carried out in the geographic location of Delhi region.

**Measurement and Data Analysis:** SPSS was used for analysis purpose of the collected data. Percentage, Chi square test and P-value etc. are used to test the various hypotheses.

#### Formulation of Hypothesis

- 1: There is no significant variation among sales promotion techniques of the particular Industry.
- 2: There is no significant effect of sales promotion tools on sales volume, profitability, no of customers and overall performance of particular Industry.

#### Limitations of The Study

1. This study is restricted to Delhi and NCR and result may vary if conducted in other regions.
2. The information provided by the respondents is purely on their memory only. The quality and reliability of the data collected are depending upon the memory recall of the respondents.
3. Time and money constraints impose major limitation to the study.
4. This study is limited to sales promotion schemes of CPG product only and result may differ if study is conducted for non CPG product.

#### Analysis and Interpretation

##### Testing of Hypotheses: For Customers

Q. Which promotion technique does make you to purchase your products?

Testing the data using the chi-square test

Ho: All four methods equally make you purchase the products

Ha: All four methods differently make you purchase the products

Promotion methods	Observed O	Expected E	Residual
Advertising	64	60.0	4.0
Personal selling	52	60.0	-8.0
Sales promotion	84	60.0	24.0
Publicity by mouth	40	60.0	-20.0
Total	240		

**Test Statistics:** Q. which promotion technique does make you to purchase your products?

Chi-Square	17.600 <sup>a</sup>
dof	3
Asymp. Sig.	.001

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 60.0

**Interpretation:** result of the chi-square test: the  $X^2(3) = 17.600$ ,  $p < 0.05$ , Therefore, null hypothesis is rejected as significance is less than 5%.

Conclusion: customers are differently influenced by each of the promotion methods, most through sales promotion & least through Publicity by mouth.

Q. Which technique of sales promotions does Industry use to push

sales?

Testing the data using the chi-square test

Ho: There is no variation perceived by customers as to the techniques of sales promotions used by Industry to push sales

Ha: There is variation perceived by customers as to the techniques of sales promotions used by Industry to push sales

Sales promotion methods	Observed O	Expected E	Residual
Price off	76	48.0	28.0
Extra quantity	43	48.0	-5.0
Discount	57	48.0	9.0
Premium & bonus packs	49	48.0	1.0
Others	15	48.0	-33.0
Total	240		

**Test Statistics:** Q. which technique of sales promotions does Industry use to push sales?

Chi-Square	41.250 <sup>a</sup>
dof	4
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The min. expected cell frequency is 48.0.

**Interpretation:** The chi-square test: the  $X^2(4) = 41.250$ . It is interpreted that the significance value is  $0.000 < 0.05$ , therefore, null hypothesis is rejected as significance is less than 5%.

Conclusion: there is variation perceived by customers as to the techniques of sales promotions used by Industry to push sales. Customers think different promotion methods are used by companies, most think that price off & discounts are used.

Q. Which technique of sales promotions is more effective to encourage customers to buy?

Testing the data using the chi-square test

Ho: There is no significant variation in the effectiveness of the four techniques in motivating consumers to buy.

Ha: There is a significant variation in the effectiveness of the four methods in motivating consumers to buy.

	Observed O	Expected E	Residual
Price off	100	56.3	43.8
Extra quantity	49	56.3	-7.3
Contests	19	56.3	-37.3
Premium & bonus packs	57	56.3	.8
Total	225		

**Test Statistics:** Q. which technique of sales promotions is more effective to encourage customers to buy?

Chi-Square	59.640 <sup>a</sup>
dof	3
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 56.3.

**Interpretation:** results of Chi-Square Test: the  $X^2$  value is 59.640 with 3 degree of freedom, which results in a p-value of 0.000. Since 0.000 is less than 0.05, therefore, null hypothesis is rejected as significance is less than 5%.

**Conclusion:** there is a significant variation in the effectiveness of the four methods in motivating consumers to buy. Customers do not perceived all the sales promotion techniques to be equally effective. 11 respondents who answered "others" have been excluded.

Q What is the purpose of the Industry to bring techniques for sales promotion?

Testing the data using the chi-square test

Ho: There is no significant variation in the objectives of the company to bring techniques for sales promotion

Ha: There is significant variation in the objectives of the company to bring techniques for sales promotion

Category	Observed O	Expected E	Residual
To neutralize completion effect	22	40.0	-18.0
To increase sales of product out of demand	39	40.0	-1.0
To push sales in off season	47	40.0	7.0
To increase sales	52	40.0	12.0
Total	160		

**Test Statistics:** Q. what is the purpose of the Industry to bring techniques for sales promotion?

Chi-Square	12.950 <sup>a</sup>
dof	3
Asymp. Sig.	.005

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 40.0.

**Interpretation:** result of the chi-square test: the  $X^2(3) = 12.950$ ,  $p < 0.05$ . Therefore, null hypothesis is rejected as significance is less than 5%.

**Conclusion:** there is significant variation in the objectives of the company to bring techniques for sales promotion.

**Conclusively:** The chi square test is ascertained that customers are influenced by each of the promotion methods, mainly through sales promotion & advertising. The company to bring techniques for sales promotion with lot of objectives including increase in sales based on customers demand, No promotional technique is better than the other but all are equally effective and all of sales promotional techniques encourage the customers to buy and hence

push sales.

**For Dealers**

Q. Have you got chance to contribute in dealers' sales contest, which conducted by the CPG/FMCG supplying company?

Testing the data using the chi-square test

Ho: There is no significant variation in opportunities to Dealers in the past to participate in dealers' sales contest, which conducted by the CPG/FMCG supplying company

Ha: There is significant variation in opportunities to Dealers in the past to participate in dealers' sales contest, which conducted by the CPG/FMCG supplying company

Category	Observed O	Expected E	Residual
Yes	62	63.0	-1.0
No	64	63.0	1.0
Total	126		

**Test Statistics:** Q. Have you got chance to contribute in dealers’ sales contest, which conducted by the CPG/FMCG supplying company?

Chi-Square	.032 <sup>a</sup>
dof	1
Asymp. Sig.	.859

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 63.0.

**Interpretation:** chi-square test: the  $X^2(1) = .032$ . It is interpreted that the  $p > 0.05$ . Therefore, null hypothesis is accepted.

Conclusion: there is no significant variation in opportunities to dealers in the past to participate in dealers' sales contest, which conducted by the CPG/FMCG supplying company.

Q. Does the Industry provide to you various types of allowances?

Testing the data using the chi-square test

Ho: There is no significant variation in frequency with which dealers get various types of allowances from the Industry

Ha: There is significant variation in frequency with which dealers get various types of allowances from the Industry

Frequency of getting	Observed O	Expected E	Residual
Sometimes	31	27.0	4.0
Rarely	15	27.0	-12.0
Often	37	27.0	10.0
Never	9	27.0	-18.0
Always	43	27.0	16.0
Total	135		

**Test Statistics:** Q. Does the Industry provide to you various types of allowances?

Chi-Square	31.111 <sup>a</sup>
dof	4
Asymp. Sig.	.000

**Interpretation:** The chi-square test: the  $X^2(4) = 31.111$ . It is interpreted that the significance value is  $0.000 < 0.05$ , therefore, null hypothesis is rejected as Significance is less than 5%.

Conclusion: there is significant variation in frequency with which dealers get various types of allowances from the Industry. Most of dealers getting trade allowances regularly.

Q. Does your supplier offer Retailer / Wholesaler gift to enhance

better relationship?

Testing the data using the chi-square test

Ho: There is no significant variation in frequency with which supplier offer Retailer / Wholesaler gift to enhance better relationship

Ha: There is significant variation in frequency with which supplier offer Retailer / Wholesaler gift to enhance better relationship

Frequency of getting	Observed O	Expected E	Residual
Sometimes	43	27.0	16.0
Rarely	19	27.0	-8.0
Often	37	27.0	10.0
Never	11	27.0	-16.0
Always	25	27.0	-2.0
Total	135		

**Test Statistics:** Q. does your supplier offer Retailer / Wholesaler gift to enhance better relationship?

Chi-Square	25.185 <sup>a</sup>
dof	4
Asymp. Sig.	.000

**Interpretation:** result of the chi-square test: the  $X^2(4) = 25.185$ ,  $p < 0.05$ , Therefore, null hypothesis is rejected as Significance is less than 5%.

Conclusion: there is significant variation in frequency with which supplier offer Retailer / Wholesaler gift to enhance better relationship.

Q. Does your supplier support Retailer / Wholesaler in joint or cooperative advertisement for enhancement of sales?

Testing the data using the chi-square test

Ho: There is no significant variation in the support supplier gives Retailer / Wholesaler in joint or cooperative advertisement for enhancement of sales

Ha: There is significant variation in the support supplier gives Retailer / Wholesaler in joint or cooperative advertisement for enhancement of sales

Company support	Observed O	Expected E	Residual
Sometimes	45	27.0	18.0
Rarely	25	27.0	-2.0
Often	31	27.0	4.0
Never	13	27.0	-14.0
Always	21	27.0	-6.0
Total	135		

**Test Statistics:** Q. does your supplier support Retailer / Wholesaler in joint or cooperative advertisement for enhancement of sales?

Chi-Square	21.333 <sup>a</sup>
dof	4
Asymp. Sig.	.000

**Interpretation:** The chi-square test: the  $X^2(4) = 21.333$ . It is interpreted that the significance value is  $0.000 < 0.05$ , therefore, null hypothesis is rejected as Significance is less than 5%.

Conclusion: there is significant variation in the support supplier gives Retailer / Wholesaler in joint or cooperative advertisement for enhancement of sales.

**Conclusively:** The chi square test interprets that the dealers do get various types of trade allowances from the Industry, most of them

getting these trade allowances regularly and the dealers also get opportunity to participate in dealers contest. The suppliers company also support Retailer / Wholesaler in joint or cooperative advertisement for enhancement of sales.

#### For Managers

Q. What is the aim for using aggressive sales promotion technique when better advertising campaign is available?

Testing the data using the chi-square test

Ho: There is no significant variation in the aim for using aggressive sales promotion technique when better advertising campaign is available

Ha: There is a significant variation in the aim for using aggressive sales promotion technique when better advertising campaign is available

Objective	Observed O	Expected E	Residual
To increase sales in off-season	2	5.0	-3.0
To identify and attract new customers	6	5.0	1.0
To increase sales of slow moving products	1	5.0	-4.0
To neutralize competition effect	4	5.0	-1.0
All the above	12	5.0	7.0
Total	25		

**Test Statistics:** Q. what is the aim for using aggressive sales promotion technique when better advertising campaign is available?

Chi-Square	15.200 <sup>a</sup>
dof	4
Asymp. Sig.	.004

**Interpretation:** The table above, Test Statistics, provides the result of the chi-square test: the  $X^2(4) = 15.200$ ,  $p < 0.05$ , Therefore, null hypothesis is rejected as Significance is less than 5%.

Conclusion: there is a significant variation in the aim for using aggressive sales promotion technique when better advertising campaign is available.

Q. Which one is most vital under sales promotion techniques in rising sales?

Testing the data using the chi-square test

Ho: There is no significant variation among the parties under sales promotion techniques in rising sales

Ha: There is significant variation among the parties under sales promotion techniques in rising sales+

Important party	Observed O	Expected E	Residual
Customers	6	6.3	-.3
Dealers	3	6.3	-3.3
Salesmen	5	6.3	-1.3
All the above	11	6.3	4.8
Total	25		

**Test Statistics:** Q. which one is most vital under sales promotion techniques in rising sales??

Chi-Square	5.560
dof	3
Asymp. Sig.	.135

**Interpretation:** The table above, Test Statistics, provides the actual result of the chi-square test: the  $X^2(3) = 5.560$ ,  $p > 0.05$ , Therefore, null hypothesis is accepted.

Conclusion: there is no significant variation among the parties under sales promotion techniques in rising sales. More or less all the parties are equally important under sales promotion techniques in rising sales.

**Conclusively:** From the analysis of the data collected and interpretation of results through chi-square, it is concluded that there is no significant variation among sales promotion techniques of the particular Industry. Most of the companies are using analogous strategies. So there is no significant effect of sales promotion tools on sales volume, profitability, no of customers and overall performance of particular Industry. Therefore, the null hypotheses have been accepted.

#### Summary of Findings, Conclusion And Recommendations

**For Customers:** As for as promotion technique is concerned a maximum of 35% of the respondents attract sales promotions and a minimum of 16.7% of the respondents attract publicity by words of mouth promotion technique. The perception about the technique of sales promotions which one use to push sales is found among the respondents, 31.7% of the respondents consider that price off is one of the most effective method of sales promotion technique that Industry use to push sales and the least 6.2% of the respondents reflect that others technique (coupons, Samples and lucky draws) of sales promotion that Industry use to push sales.

The respondents are very cautious in their purchase decision through analysis determine that 41.7% of the respondents believe that price off or discount is more effective to encourage customers to purchase, 23.7% of the respondents state that premium & bonus packs is the sales promotion technique that make them to purchase products, 20.4% of the respondents consider it is extra quantity, 7.9% of the respondents think it is contests and remain 6.3% of the respondents say others technique. Proper care should be taken while planning and implementation of sales promotions techniques. Indian domestic companies put more efforts to offering sales promotions benefits. Lack of appropriate execution of sales promotion tools are not properly reaching to all customers always. The company manager must implement the scheme sturdily and re-evaluate of the scheme is to be carried out periodically.

**For Dealers:** It is denoted that the majority 71.8% of the respondents are satisfied with the Industry supplying CPG/FMCG products and gives sales promotion allowances, 21.5% of the respondents are not satisfied and remain 6.7% of the respondents cannot say. The majority 33.3% of respondents believe that discount is one of the sales promotion techniques used by the Industry. Minority 4% of respondents state that it is cooperative advertisement, this sales promotion technique which is effective and most of the company use. The majority 31.9% of the respondents accept as true that they always get various types of allowances and minority .6.7% of the respondents say they never find out various types of allowances. The respondents opined about the supplier support Retailer / Wholesaler in joint or cooperative advertisement for enhancement of sales are 33.3% of the respondents consider they sometime support, 23% of the respondents' state that they often support, 18.5% of the respondents say rarely, 15.6% of the respondents say always and remain the least 9.6% of the respondents say they never support dealers in joint or cooperative advertisement for enhancement of sales. Dealers should be informed regarding contests and their participation should be improved. The sales promotions techniques for dealers provided are discounts, dealers, gifts, trade-discounts and sales contests. The company can get willing cooperation of dealers in sales promotion. While planning and

implementation of sales promotion techniques more care is needed so effectiveness can be improved.

**For Managers:** It is observed that the higher majority 92% of the respondents believe that sales promotion technique is the better way to increase the sales quantity and minority 4% of the respondents cannot say anything. Majority 68% of the respondents consider that all the reasons such as due to increasing competition, standardizes products need non-price factor support, due to number of customers increase and caused by easy to measure effects are the motive for using more sales promotion techniques in the company. The majority 52% of the respondents consider that sometime immediate and some time delayed are the effect of sales promotion techniques on sales, But 44% of the respondents believe that the impact is immediate of sales promotion techniques on sales and remain 4% of the respondents say that impact is delayed. It is disclosed that over whelming majority of managers agreed that Liabe for implement strategic plan of sales promotion techniques in the company are Top management, Head of sales department and Territory managers. Sales mangers of the company should pay proper attention to sales promotion techniques for customers, salesmen and dealers. Majority of the Managers consider that sales promotion technjque is the better way to increase the sales quantity. Majority of the managers consider that all the parties such as customers, sales force and dealers are most vital under sales promotion techniques in rising sales. Indian companies' sales promotion strategy impact is tremendous sometimes but sometimes delayed. Sales promotion strategy formulation the impact should be kept in mind for successful efforts and unusual care must be taken by the sales manages on forecast dealers relationship, motivational aspects of parties involves, and implementation.

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