

# A Study on Sales Promotion Techniques on Personal Care Goods -A Consumer Oriented Approach

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**Abstract** — As Generally understood, Sales promotions are the techniques that help to boost the sales volume and the selling process. These promotion techniques attract several customers and encourage them to trial a product or switch brands. It can motivate consumers to buy a larger quantity of a particular brand or lessen the purchase cycle of buyers by encouraging them to make more quick action. Therefore these activities can be focused to various parties in marketing channel. This study has attempted to understand the effects of sales promotion techniques on personal care goods, with special reference to West Tambaram, Chennai.

**Keywords**— Sales Promotion; Consumer Promotions; Trade Promotions.

## 1. Introduction

Sales promotions are divided into different categories like buyer oriented, Sales men oriented and business oriented promotions. These Buyer or consumer oriented promotion techniques are focused on increasing sales to both existing and new customers to the organisation, whereas business oriented promotions are centred on dealers and middle men involved in the marketing process (www.google.com). Sales men oriented promotions motivate the sales forces in various ways like Bonus, Gifts etc. Personal care goods are taking care of the personal hygiene of the people. Studies reveal that personal care sectors are more covered with different sales promotion techniques.

### 1.1 Literature Review

Sales promotions are the tools designed to increase sales volume and selling process. Both Kotler (2001) and Blythe(2006) gives definitions on sales promotions. According to Kotler [1] sales promotion are various collections of inducement tools, frequently short-term, designed to arouse quicker and/or better purchase of particular products, or service by customers or the traders. In Blythe [2] point of view, sales promotions are the activities designed to create a temporary boost in sales. The American marketing association (American Marketing Association) [3] clarifies sales promotions as marketing activities which includes advertising, publicity like displays, shows and exhibitions, demonstrations etc.

### 1.2 Studies on Consumer Promotions

Vecchio, Del, Devon. [4] analysed the impact of sales

promotions on the brand preference of the customers. According to this study, these sales promotion techniques create an increase/decrease in brand preference of customers. According to Baily, Anthony, Ainsworth [5] both gender and the reputation of companies influences the purchase decisions of consumers. Priya,Jha, Dang [6] found out that premium offers are more dominating in Indian market.

### 1.3 Studies on Sales People Promotion

Pushkar, Murthy [7] examined the need and coordination between marketing and sales management in designing the promotional programs. Ajay, Karla and Mengxe, Shi [8] found the need and way of increasing profit through stimulating the sales people's effort, and the number and ways of awards to be allocated to the sales people.

### 1.4 Studies on Trade Promotions

Trade promotions are designed to create demand for product/services among consumers through various means. According to Robert,D Buzzel [9] there is change in the growing strength of supermarkets ,store chains etc. Karl Hellman [10] highlighted that the companies needs to wider their trade strategies to promote sales.

## 2. Objectives of the study

- To study the awareness of sales promotion techniques among different groups of people.
- To know which sales promotion techniques are mostly preferred.
- To know the influence of sales promotion in product selection
- To know the most suitable media for promoting various sales promotion techniques.

## 3. Sample Size

So the researcher has selected only 100 respondents for this study.

## 4. Period and Area of Study

The data were collected in the study in and around part of a West Tambaram city, Chennai for a period of two months.

### 5. Statistical Tools for Data Analysis

The collected data was formulated using the statistical tools such as Percentage analysis, Charts, t- test and ANOVA.

Table.1: Frequency of Purchasing of Respondents

	Always	Often	Sometimes	Rarely	Not at all
Skin care products	<b>28</b>	20	18	25	10
Bodycare products	12	<b>28</b>	27	15	18
Bath&shower products	<b>47</b>	30	15	8	0
Oral care products	<b>61</b>	24	11	4	0
Hair care products	<b>40</b>	35	10	11	4

#### 5.1 Interpretation of Table 1

The data shows that 28% of the total respondents always buy the skin care products, though 25% of the people rarely buy the skin care products. Among body care products 28% of the respondents often buy the same. And 47%, 61%, 40% of the respondents always buy the bath and shower products, oral care products, hair care products respectively.

Table.2: The Most attracted sales promotion tools

	Discount	Coupons	Lucky Draws	Refunds	Extra quantity	Samples	Others
Skincare products	<b>54</b>	11	3	0	25	5	2
Body care products	<b>33</b>	20	3	5	30	7	2
Bath&shower Products	<b>30</b>	10	8	12	<b>30</b>	7	3
Oral care products	24	2	13	6	<b>31</b>	18	6
Hair care products	27	10	10	4	<b>32</b>	13	4

#### 5.2 Interpretation of Table 1

Above table shows the most attracted method of sales promotion by the customers of personal care goods. 54% of the respondents are in favour of the method called discount, whereas 25% are attracted to extra quantity in

skin care products.33% of the respondents are in favour of the method called discount, whereas 30% are attracted to extra quantity in body care products.30% of the respondents are in favour of both the methods like discount and extra quantity in bath and shower products. 31% and 32% of the respondents are attracted to Extra quantity method for oral and hair care products respectively.

### 6. Hypotheses

Null Hypothesis-  $H^0$  There is no significant difference between age and effectiveness of Sales Promotion Techniques. Alternate Hypothesis-  $H^1$  There is significant difference between age and effectiveness of Sales.

Table.3: T-test: Gender and Sales Promotion techniques

Techniques	F	Sig	$H_0$	Difference Between Male & Female
<b>Online:-</b>				
Feedback forms	0.05	.000	Rejected	Yes
Coupons	0.05	.490	Accepted	No
Surveys	0.05	.324	Accepted	No
Banner Advertising	0.05	.525	Accepted	No
Email Marketing	0.05	.039	Rejected	Yes
Link Strategies	0.05	.275	Accepted	No
Online Chat	0.05	.193	Accepted	No
Online Tours	0.05	.786	Accepted	No
<b>Offline:-</b>				
Discounts	0.05	.090	Accepted	No
Coupons	0.05	.571	Accepted	No
Lucky Draw	0.05	.381	Accepted	No
Refunds	0.05	.968	Accepted	No
Extra Quantity	0.05	.850	Accepted	No
Samples	0.05	.017	Rejected	Yes
Others	0.05	.472	Accepted	No

#### 6.1 Interpretation of Table 3

From the above comparison table 3, it can be understood that there is no much difference between male and female in the effectiveness of both online and offline sales promotion techniques. But some differences between male and female occurs in online sales promotion techniques

like feedback forms, email marketing and samples in offline sales promotion techniques.

Table.4: Anova test: Age of people & Effectiveness of Sales Promotion Techniques

Techniques	F	Sig	H <sub>0</sub>	Difference In Age
<b>Online:-</b>				
Feedback forms	0.05	.216	Accepted	No
Coupons	0.05	.001	Rejected	Yes
Surveys	0.05	.004	Rejected	Yes
Banner Advertising	0.05	.000	Rejected	Yes
Email Marketing	0.05	.238	Accepted	No
Link Strategies	0.05	.002	Rejected	Yes
Online Chat	0.05	.360	Accepted	No
Online Tours	0.05	.029	Rejected	Yes
<b>Offline:-</b>				
Discounts	0.05	.046	Rejected	Yes
Coupons	0.05	.105	Accepted	No
Lucky Draw	0.05	.076	Accepted	No
Refunds	0.05	.002	Rejected	Yes
Extra Quantity	0.05	.003	Rejected	Yes
Samples	0.05	.569	Accepted	No
Others	0.05	.154	Accepted	No

### 6.2 Interpretation of Table 4

From the above comparison table 4, it can be understood that there is much difference between age of the people and in the effectiveness of both online and offline sales promotion techniques. The main difference occurs in the online techniques like coupons, surveys, banner advertising, link strategies and online tours. In the Same way, it can be concluded that there is a difference between age of the people and the effectiveness of offline sales promotion techniques like Discounts, Refunds, and Extra quantity.

### 7. Findings

- Oral care products are the one which people prefer to buy always.
- Out of 100 respondents 54% of them are the regular purchaser of personal care goods through online. And it

is found that students prefer to make online purchase of personal care goods than other occupational groups.

- Quality is the most important factor in the purchase decisions while brand is also an important factor.
- 64% of the total 100 respondents are influenced by Sales Promotion Techniques, among which women are more influenced by Sales Promotion Techniques than men, which occupies 56% of the total respondents.
- 68% of the total 100 respondents think that Television is the most suitable media for promoting various promotional offers. So it can be estimated that most effective media of persuasion and creating an awareness of the products is through Television. And social media stands in second position.
- The awareness of sales promotion techniques on personal care goods is higher among the younger age groups when compared to other age groups. This is because the personal care goods are mostly used by younger age groups.
- Most people are aware about 2+1 offers available in the market while refunds and samples are unknown to many.
- 32% of the respondents change their purchase decision when an attractive promotional offer arrives, among which students are more tend to change the products for an attractive promotional offers
- Most number of respondents preferred Hindustan Unilever for skincare products .In the same way, most people preferred Johnson and Johnson for body care products. Johnson and Johnson is mostly preferred for Bath and shower products followed by Marico. For oral care products Colgate and Palmolive Company is attracted. In hair care products, dabour India is mostly preferred. As a whole, the most preferred brand is Hindustan Unilever.
- Discount is the most attracted sales promotion technique when compared with other techniques.
- As a whole, there is no significant difference in the effectiveness of online sales promotion techniques between male and female customers. Both the male and female customers are satisfied in the same level. But for few online techniques like feedback forms and email marketing are opposite of it.
- As a whole, there is no significant difference in the effectiveness of Offline sales promotion techniques between male and female customers. Both the male and female customers are satisfied in the same level. But techniques like samples are opposite of it.
- There is a significance difference between age and effectiveness of online sales promotion techniques such as Coupons, Surveys, Link Strategies, Banner Advertising, Online tours. But not with Feedback forms, Email marketing, Online chats.
- There is a significance difference between age and effectiveness of Offline sales promotion techniques

such as Discount, refunds, Extra Quantity. But not with Coupons, Lucky draw, Samples, Others.

## 8. Suggestions

- Products with less price and high quality or brand image are to be offered more to the customers.
- Sales promotions need to be integrated with online sales and need to create awareness about online techniques of sales promotion to all age group especially to higher age group.
- Creation of awareness on new products is to be enhanced since switching behaviour is high in the personal care goods.
- Continuity with the same product for a long time is not preferable. Product design, quality can be taken for changing the perceptions of the customers.
- Customer requirements found through different surveys have to be considered in product developments.
- Make familiarize the online techniques to all types of people.
- Create awareness about less known tools of sales promotion to the people.
- Customer should be motivated to online purchase of personal care goods by giving various offers.
- Attractive methods should be given to customers for increasing the frequency of purchasing personal care goods.

## 9. Conclusion

Business Firms reach to the customers through their Products or services. To sell the product/services, promotion is one of the key elements of sales Policy.

Promotion decisions are taken simultaneously with other factors like finding target group, determining the objectives, budgeting for promotion, launching of new products, distribution etc. From the study of the data of the sampled customers it can be interpreted that awareness on customer benefits is not understood rightly or popularized especially in online area. These areas are to be familiarized to higher age groups. The Media sometimes exaggerate the benefits and creates a negative impact on the customers. There is urgent need to give correct information on the product and its uses and consequential impacts.

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