

“An analysis of the preference of various sales promotion schemes among the female consumers of Bhopal with special reference to Bath soaps of HUL and ITC.”

Dr. A.P. Singh¹, Kavaljeet Kour²

¹Principal, Saifia College, Bhopal

²Research Scholar, B.U. Bhopal

ABSTRACT

The main purpose of this paper is to find the impact of sales promotion activities on female consumers of using bath soap of HUL and ITC. Different promotional activities are prevailing in the market like a discount, free sample, rebate, buy one get one free, premium, bonus pack, coupon, and advertisement. Through this paper, an effort has been made to know the effect of effective activities of sales promotion. Data was collected by open and closed questionnaires. The researcher applied 100 copies of the questionnaire to the female consumer of Bhopal city. HUL and ITC Both are leading brands of bath soap.

Keywords: - Sales promotion, female consumers, HUL, ITC, bath soap.

INTRODUCTION

Sales Promotion is an important element of the promotion mix. It affects the positioning of product in the present market. Sales promotion is concerned with the consumer, is called consumer-oriented sales promotion.

Marketing professionals in the present complicated and unpredictable business environment regularly fuelled by the steady change in the perception of clients, extreme market competitiveness, the convergence of new participants in the market, accessibility of substitute items face a hard competition to achieve their marketing targets. The move-in intensity of advertisers to guarantee that their products are one of a kind and high quality of motivation to buy their products and be brand loyal customers.

The tools used to promote sales in a given territory and time collectively comprises Sales Promotion. These are primarily short-term in nature and offer an incentive to buy. Sales promotion include all these type of activities as advertisement, coupons, rebate, price packs, premium, gifts, contest, free sample, and trade show for promotion of sales.

In a broader sense, all those activities include sales promotion which refers to growth the sales. Advertising and publicity to estimate consumer purchasing and dealer effectiveness (AMA). Sales promotion seems most effective combined with advertising. In studies focused that sales volume increase in a high percentage, when the scheme combined with advertising (P.K.13 Edition) in the broader sense it is not an expenditure, it is an investment, as it pays rich return.

Sales promotion increases the sales its aim to capture the market and increase the sales volume.

Conceptual Framework

Sales promotion is one of the five aspects of the promotional mixture. Sales promotion includes several activities that attempt to the consumer to stimulate immediate sales. All these efforts can attempt to stimulate product interest, purchase, or trial. Common tools of sales promotion are coupons, premium, samples, context, display, rebate, buy one get one free, and advertisement.

Sales promotion attracts consumers who immigrated to hold present consumer, to in the position of competition and to take advantage of different opportunities that are revealed by market research. It is made up of lots of activities both outside and inside to enhance sales of the product. Outside sales promotion activities are publicity, advertising, public relation, and special sales events.

Definitions

Sales promotion includes a variety of promotional activities. In present marketing practices, the role of sales promotion has increased regularly.

Philip Kotler (1936): "Those marketing activities other than personal selling, advertising, and publicity that stimulate consumer purchasing and dealer effectiveness such as display, shows, demonstration, expositions, and various other non-current selling efforts, not in the ordinary routine."

According to AMA:" Sales promotion includes all those sales activities that supplement both personal selling and advertising and co-ordinate them and help to make them effective such as display, shows, and exhibitions, demonstration and other non regular selling efforts not used in the ordinary routine.

REVIEW OF LITERATURE

(Chandon et al, 1995), Sales promotion establishes a significant segment of the promotion mix for the vast majority of the organizations. Organizations have increased a great deal of specialized and vital catalysts because of the expanded competition in the market. Sales promotion has increased marvelous energy even in India since the early aspect of the current century. Sales promotion proved to be useful to any market because of an assortment of reasons.

(Schultz et. al, 1998), recognized the accompanying explanations behind the sensational development of sales promotion exercises. They are: i) sales promotion produces results; ii) sales promotion result happens rapidly and can be felt; iii) sales promotion results are quantifiable, and iv) sales promotion is moderately simple and cheap to execute. Because of its developing significance, various exploration contemplates have been led by the specialists in the zones, for example, the effect of sales promotion on consumer conduct, the effect of different sales promotion procedures on sales volume, part of unconditional presents and money discounts and so on The outstanding analysts specifically, (Singh, 1980; Bawa and Shoemaker, 1987; Campbell and Diamond, 1989; Raju, et al, 1990; Sinha, 2003; Raghubir, 2004; Vecchio, 2005; Martinez and Montaner, 2006) and others inspected and dissected the part of sales promotion and its effect on consumer conduct. The vast majority of the examinations uncovered that sales promotion has an immediate and positive effect on consumer conduct.

(Kotler, 2003), Sales promotion is media or non-media marketing pressure applied for a pre-decided, restricted period at the degree of consumer, retailer, or wholesalers to animate preliminaries, increment consumer interest or improve product accessibility (It is additionally a key fixing in marketing effort and comprises of an assorted assortment of motivator devices generally present moment, and intended to invigorate snappier or more prominent acquisition of specific products or administrations by the consumer or the merchant.

As per (Churchill and Peter,1995), sales promotion is intended to deliver speedy outcomes that won't just lift sales in the short term but will mean steadfast customers over the long haul. Sales promotion comprises of transient motivations, notwithstanding the essential advantages offered by the product, or administrations to empower the buy or sales of a product or administration (Kotler et al, 2001). Sales promotion can't be directed consistently, because they will inevitably get insufficient. This infers that, for sales promotion to be genuinely compelling, it must be quick and painless, offered temporarily, and seen to have esteem (Ngolanya, et al, 2006). Though publicizing offers motivations to purchase a product or a help, sales promotion offers reasons that would accomplish quick sales. Sales promotion looks to propel the customer now (Ngolanya, et al, 2006).

As per the case study written by Nagarajan over "Unilever in real India" in 2006. In this case study, he found that approximately 70% of the population are lives in rural areas in India at present. He classifies the total population into three parts in one pyramid and rural consumers are the bottom part of that pyramid. This bottom part generates great opportunities for not only domestic players but also foreign players. He explains the scenario with one example of Nirma and HUL. When the Nirma introduce its detergent powder product with creativity in product formulation, pricing, and good distribution network at rural areas of India. Which generatesa great set back for HUL. Getting the experience from it HUL also comes with various new initiatives to reach rural consumers. HUL was a force to change its product formulation, distribution channel, and promotional mix. HUL also start project Shakti in rural areas of India. This example shows the importance of rural consumers at present in India.

Objectives of the study

- To examine existing consumer-oriented sales promotion activities of HUL bath soap in Bhopal.
- To know about the medium which influences female consumers more on sales schemes of HUL.
- To examine existing consumer-oriented sales promotion activities of ITC bath soap in Bhopal.
- To know about the medium which influences female consumers more on sales schemes of ITC.

Scope of the study

The present study can be prolonged on the bath soap product and the innovative sales promotion scheme offered for bath soap in urban female consumers of Bhopal City. It can extend to understanding the effective sales promotion scheme on the behavior of a consumer.

Research design

In this study primary data was collected from 100 respondents through a close questionnaire. The samples have been selected by non-probability sampling or convenient sampling for analysis. Secondary data was collected from articles, journals, etc.

Area of study

In this study, the respondents were selected from Bhopal City.

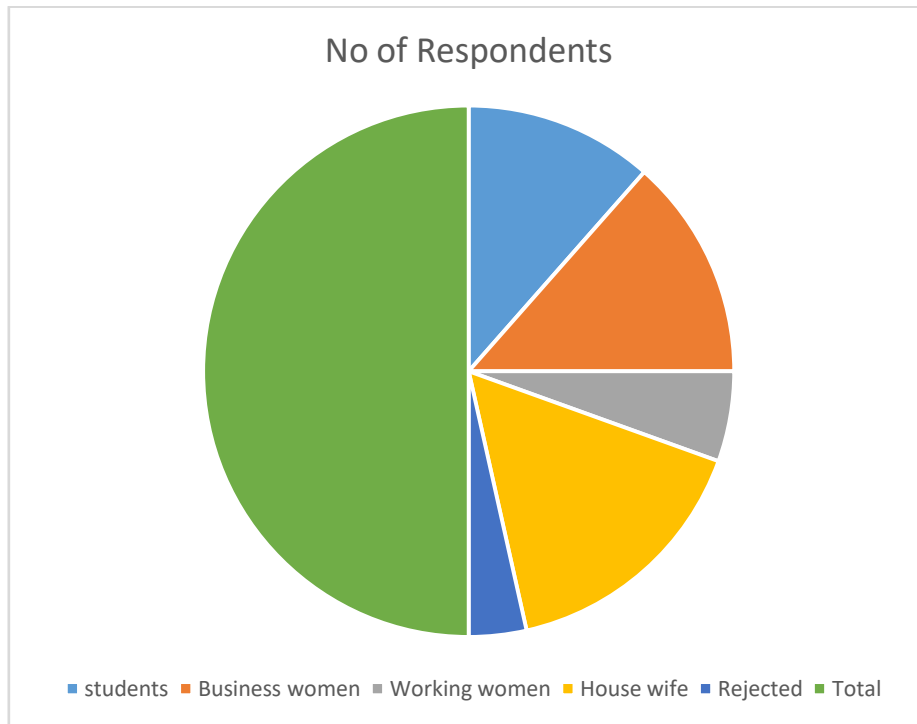
Research Instruments

In this study, the survey method is used for collecting data by an open and close questionnaire filled by respondents after explaining its various attributes.

Sample size

A sample size of 100 was selected for the study to the analysis of sales promotion schemes' effectiveness on female consumer behavior.

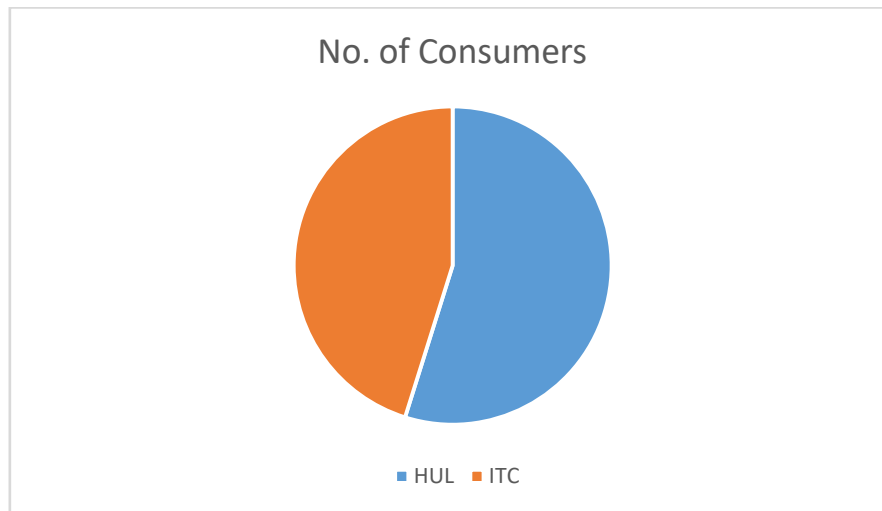
Graphical representation



| | Number of respondents |
|----------------------|------------------------------|
| Students | 23 |
| Businesswomen | 27 |
| Working women | 11 |
| Housewife | 32 |
| Rejected | 07 |
| Total | 100 |

In this study 32% of greater respondents are of housewife and less 11% of respondents of working women. Female students and working women also respondents of our study, but they are average in percentage of total respondents. Very few respondents are rejected due to Improper response.

Soap uses data



| | Number of consumers |
|--------------|---------------------|
| HUL | 51 |
| ITC | 42 |
| Total | 93 |

We found that 54.8% of respondents use Hul's bath soap and remaining 45.2% of using ITC's bath soap. Some of respondents are not given response in proper manner.



| | No. of respondent | No. of respondents |
|-----------------------------|-------------------|--------------------|
| | ITC | HUL |
| Free samples | 0 | 2 |
| Discount | 7 | 5 |
| Advertisement | 11 | 7 |
| Premium | 4 | 4 |
| Gift | 1 | 3 |
| Buy one get one free | 7 | 9 |
| Bonus pack | 14 | 17 |
| Coupons | 3 | 1 |
| Rebate | 2 | 3 |

In above table comparative data of both companies regarding their promotional activities. ITC

Product users highly attracted by Bonus pack promotional activity and then secondly attracted by Advertisement used by ITC company. In second column HUL companies, promotional activities data, shows that, Bonus pack highly attracted to consumer and in second position is Buy one get one free.

CONCLUSION

In India most of companies are using different sales promotion activities according to their product nature and lifecycle. Due to high competition in market, sales promotion schemes play an important role to in this competition and make a stability in marker. From this study It is found that most of the consumers are in favors of Bonus pack, Buy one get one free and also attracted by advertisement in large amount. The majority of female consumers are going with premium and discount, clearly shown in this study. This study also clearly suggested that, and very few like coupon and free sample. So that HUL and ICT companies can more apply these suggested promotional activities for their bath soap.

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