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“THE EFFECTIVENESS OF SALES PROMOTION” WITH SPECIAL REFERENCE TO GHODAWAT FOODS INTERNATIONAL PVT. LTD. CHIPRI, TAL- JAYSINGPUR, DIST- KOLHAPUR

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Abstract:

Sales promotion is the important aspect of any industrial or other consumer goods to survive and be in the better position than its competitor. A sale is the heart of the enterprise. Most of the times customer is silent or dominant, there is a need to create awareness of the product in the market. This necessity on the part of top undertakes selling and promotion efforts. Sales promotion is the effective part of the sale. The promotion is always designed in keeping in mind in the shortest route to market and close to the customer, which helps the organization to improve sales. The study on Effectiveness of sales promotion was selected keeping in mind the present condition of the market i.e. increases in competition and recession in the economy. Both the factors have adversely affected resulting into a slow selling activity of all the companies in Sangli. To understand how Star Oil face their challenges and plan their strategies under this situation, the study was undertaken.

KEY WORDS:

Sales Promotion, Promotional Strategies, Consumers, quality of product.

INTRODUCTION

Sales promotion is the important aspect of any industrial or other consumer goods to survive and be in the better position than its competitor. A sale is the heart of the enterprise. Most of the time customer is silent or dominant; there is a need to create awareness of the product in the market. This necessity on the part of top undertakes selling and promotion efforts. Sales promotion is the effective part of the sale. The promotion is always designed in keeping in mind in the shortest route to market and close to the customer, which helps the organization to improve sales. The study on Effectiveness of sales promotion was selected keeping in mind the present condition of the market i.e. increases in competition and recession in the economy. Both the factors have adversely affected resulting into a slow selling activity of all the companies in Sangli. To understand how Star Oil face their challenges and plan their strategies under this situation, the study was undertaken. Sales Promotions the important part of marketing strategy of all companies. Companies have their own strategy to boost their sales under given conditions of the market and to know their style of functioning. This strategy keeps on changing in accordance with the time and its design after knowing the customer & finding out what makes the customer buy and which Promotional scheme is good for the customer and company.

Objectives:-

1. To find out whether the customers are satisfied with the Parameters, like quality of the product, Price of

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the product, range of availability of the product, sales promotion activity & packaging of the product.

Scope of the study:-

- 1.The Topical scope restricted to study only Effectiveness of Sales Promotional Activities in the confined organization.
- 2.The Geographical scope is restricted to Sangli city only. This included the study of consumers of the company.
- 3.Analytical scope restricted to fulfillment of the objectives.
- 4.Functional scope is restricted to offering a meaningful set of suggestions to the organization.

Research Methodology:-

This research was conducted with view to study the Effectiveness of Sales Promotion with Special Reference to Ghodawat Foods International Pvt. Ltd. Chipri, Tal- Jaysingpur, and Dist- Kolhapur. For this study sample of 100 respondents i.e. (100-customers) were selected. Samples of the 100 customers were taken on the simple random basis from the Sangli city. Because customers of Ghodawat star oil are speeded all over in Sangli city. And structured questionnaire was prepared for the customers & data were collected through it. Besides this direct interviews & Observation was taken to collect more information from managers & Officers of the company

Research Instrument: - 1 Structured interview (with the help of Questionnaire)
2 Observations. 3 Interviews

Theoretic Background:-

Definition

Philips Kotler: “sales promotion consists of a diverse collection of incentive tools, mostly Short-term, designed to stimulate quicker or greater purchase of particular products or Services by consumers or the trade”

Objective of Sales Promotion:-

1. To increase sales directly by publicity through media which are complementary to press and poster advertising.
2. To disseminate information through sales man dealers etc. So as to insure the product getting in to satisfactory use by the ultimate consumer.
3. To attract new consumer.
4. To face the competition effectively.
5. To help salesman in selling more to the retailers and consumers etc.

Sales Promotion Tools

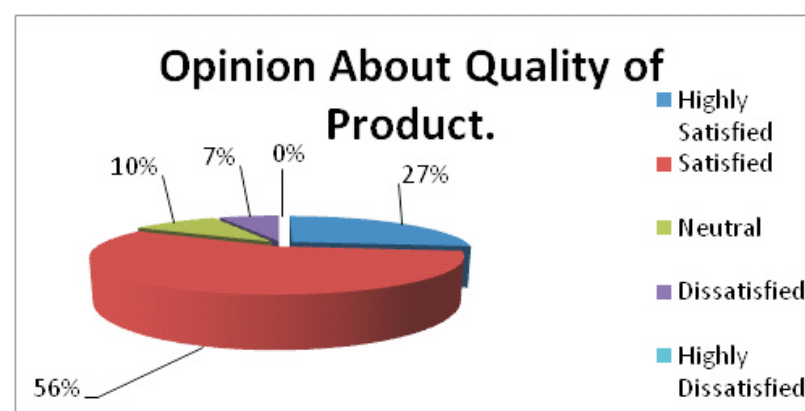
The sales promotion tools can be broadly divided into three categories:

- 1 Consumer-oriented Promotion Tools
- 2 Trade- oriented Promotions
- 3 Sales Force Incentives

Data Analysis and Interpretation:- **Table No. 1 Opinion about the Quality of Product.**

| Opinion | Scale Point | (Frequency) Number of Respondents | (Scale Point) * (Frequency) | Percentage (%) |
|-------------------------|-------------|------------------------------------|-----------------------------|------------------|
| Highly Satisfied | 2 | 27 | 54 | 27 |
| Satisfied | 1 | 56 | 56 | 56 |
| Neutral | 3 | 10 | 30 | 10 |
| Dissatisfied | 4 | 7 | 28 | 7 |
| Highly Dissatisfied | No Response | 0 | 0 | 0 |
| Total | - | 100 | 168 | + 261,100 |
| Mean Scale Point | | 1.68 | | |

Graphical Presentation:-



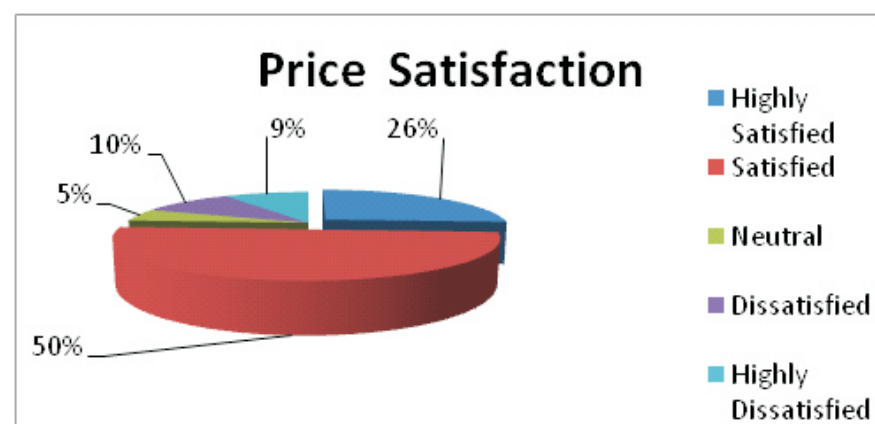
Data Interpretation:-

This table indicates Consumers opinion about quality of the product, for these analysis parameters like Highly Satisfied, Satisfied, Neutral, Dissatisfied & Highly dissatisfied were selected, and consumers were asked to give their opinion about the quality of the Star Oil. It was found the mean scale point for quality of the product is 1.68 this lays between 1 & 2 parameters like Highly Satisfied & Satisfied. So it is clear that majority of the customers are satisfied with the quality of the star oil.

Table No. 2 Price Satisfaction.

| Opinion | Scale Point | (Frequency) Number of Respondents | (Scale Point) * (Frequency) | Percentage (%) |
|------------------|-------------|------------------------------------|-----------------------------|----------------|
| hly Satisfied | 2 | 26 | 52 | 26 |
| sfied | 1 | 50 | 50 | 50 |
| utral | 5 | 5 | 25 | 5 |
| satisfied | 3 | 10 | 30 | 10 |
| hly Dissatisfied | 4 | 9 | 36 | 9 |
| al | - | 100 | 193 | 100 |
| an Scale Point | | 1.93 | | |

Graphical Presentation:-



Data Interpretation:-

Price of the product influences the customers to purchase product again & again. Less price of the product attracts customers, whereas high prices distract the consumers towards other product. To

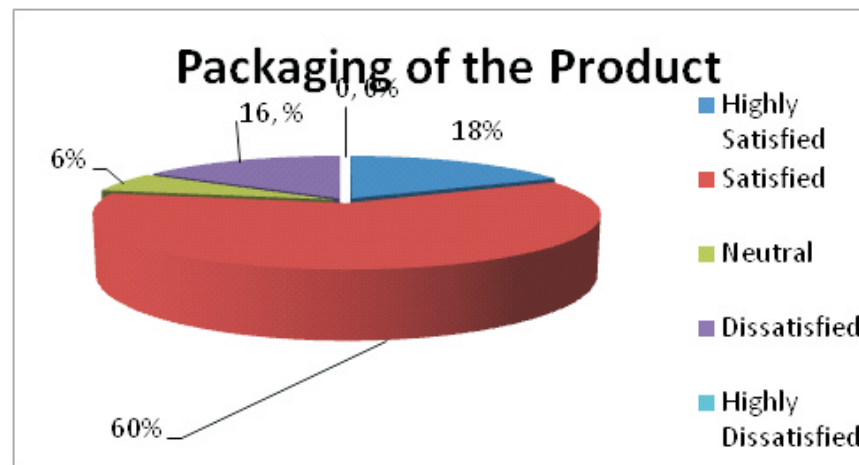
know this tendency of the consumers following data was collected.

Above table shows that Mean scale point for the satisfaction with prices of star oil products is 1.93 this lays between 1 & 2 i.e. Highly Satisfied & Satisfied So from the above analysis it is clear that most of the consumers are satisfied with the prices of the star Oil products. Because Star Oil gives refined oil with same price.

Table No. 3 Packaging of the Product.

| Opinion | Scale Point | (Frequency) Number of Respondents | (Scale Point) * (Frequency) | Percentage (%) |
|-------------------------|-------------|--|-----------------------------------|----------------|
| Highly Satisfied | 2 | 18 | 36 | 18 |
| Satisfied | 1 | 60 | 60 | 60 |
| Neutral | 4 | 6 | 24 | 6 |
| Dissatisfied | 3 | 16 | 48 | 16 |
| Highly Dissatisfied | 5 | No Response | - | - |
| Total | - | 100 | 171 | 100 |
| Mean Scale Point | | 1.71 | | |

Graphical Presentation:-



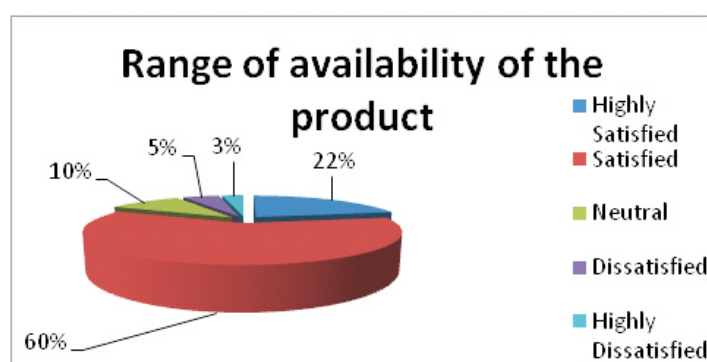
Data Interpretation:-

Above table indicates the consumer's satisfaction with the packaging of the Star Oil. Star oil uses attractive packaging; its products are available from 1 liter to 15 liter cans. To understand whether their customers are satisfied with these packing schemes or not, above data was collected. It was observed that Mean scale point for the satisfaction with the packaging schemes of the star oil product is 1.71; it lies between 1 & 2 i.e. Highly Satisfied & Satisfied. From the above analysis it is clear that customers are satisfied with the packaging of the product. And they are also satisfied with the packaging strategy of the star oil.

Table No. 4 Range of availability of the product.

| Opinion | Scale Point | (Frequency) Number of Respondents | (Scale Point) * (Frequency) | Percentage (%) |
|-------------------------|-------------|------------------------------------|-----------------------------|----------------|
| Highly Satisfied | 2 | 22 | 44 | 22 |
| Satisfied | 1 | 60 | 60 | 60 |
| Neutral | 3 | 10 | 30 | 10 |
| Dissatisfied | 4 | 5 | 20 | 5 |
| Highly Dissatisfied | 5 | 3 | 15 | 3 |
| Total | - | 100 | 169 | 100 |
| Mean Scale Point | | 1.69 | | |

Graphical Presentation:-



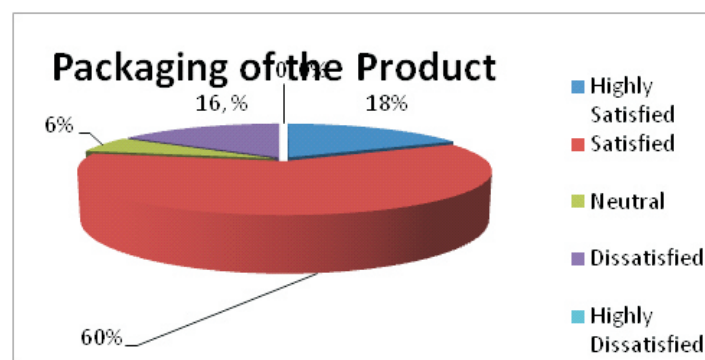
Data Interpretation:-

If products are not available for the customers at right time & at right place, customers become dissatisfied, to know this relation between product & its range of availability, data was collected. Above table indicates, Mean Scale Point for consumer satisfaction with the range of availability of the star oil products is 1.69, this lies between the 1 & 2, i.e. Highly Satisfied & Satisfied. From the above analysis it is clear that consumers are satisfied with the range of availability of the Star Oil. Because, Star Oils are easily available at every shops, malls and Bazaar's. It credit goes to the company's effective and efficient Distribution Channel.

Table No. 5 Packaging of the Product

| Opinion | Scale Point | (Frequency) Number of Respondents | (Scale Point) * (Frequency) | Percentage (%) |
|-------------------------|-------------|------------------------------------|-----------------------------|----------------|
| Highly Satisfied | 2 | 18 | 36 | 18 |
| Satisfied | 1 | 60 | 60 | 60 |
| Neutral | 4 | 6 | 24 | 6 |
| Dissatisfied | 3 | 16 | 48 | 16 |
| Highly Dissatisfied | 5 | No Response | - | - |
| Total | - | 100 | 171 | 100 |
| Mean Scale Point | | 1.71 | | |

Graphical Presentation-:



Data Interpretation-:

Above table indicates the consumer's satisfaction with the packaging of the Star Oil. Star oil uses attractive packaging; its products are available from 1 liter to 15 liter cans. To understand whether their customers are satisfied with these packing schemes or not, above data was collected.

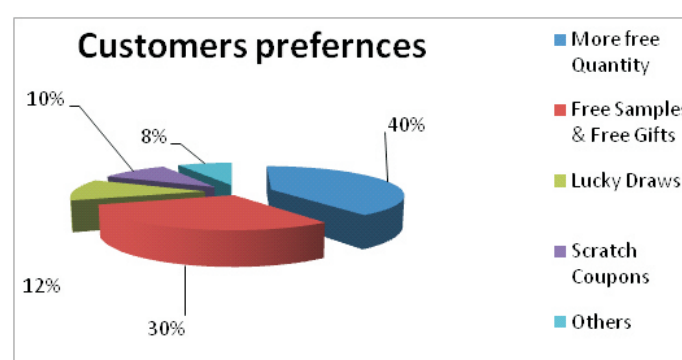
It was observed that Mean scale point for the satisfaction with the packaging schemes of the star oil product is 1.71; it lies between 1 & 2 i.e. Highly Satisfied & Satisfied. From the above analysis it is clear that customers are satisfied with the packaging of the product. And they are also satisfied with the packaging strategy of the star oil.

Table No. 4.11 Preferences in the company's sales promotion schemes.

| Rank | Preferences | Number of Respondents I | Number of Respondents II | Total I & II | Percentage (%) |
|------|---------------------------|-------------------------|--------------------------|--------------|----------------|
| 1 | More free Quantity | 40 | 50 | 100 | 50 |
| 2 | Free Samples & Free Gifts | 30 | 76 | 100 | 24 |
| 3 | Lucky Draws | 12 | 80 | 100 | 20 |
| 4 | Scratch Coupons | 10 | 85 | 100 | 15 |
| 5 | Others | 08 | 89 | 100 | 11 |
| - | Total | 100 | - | - | 100 |

Note-: A) I- No of respondents Opinion (Yes), B) II- No of respondents Opinion (No)

Graphical Presentation-



Data Interpretation:-

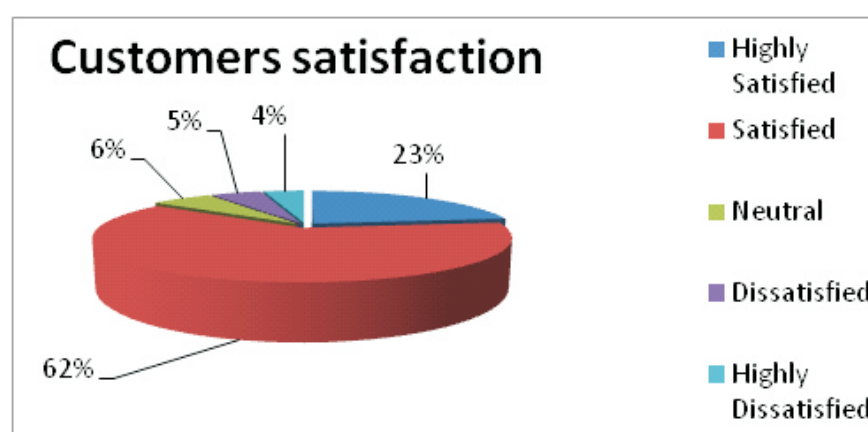
To know effective sales promotional scheme among the various sales promotional schemes of the star oil, above data was collected. For these analysis parameters like more free Quantity, Free Samples & Free Gifts, Lucky Draws, Scratch Coupons, & Others like Exhibitions, Sports Sponsorships, were selected and consumers were asked to give ranks from 1-5 for the most preferred schemes.

It was observed that 40% of the respondents given 1st preference to more free quantity promotional scheme, 30% given 2nd preference to Free Samples & Free Gifts, whereas only few percent of the respondents has given preferences to, Scratch Coupons, Less price and Others like Exhibitions, Sports sponsorship. From the analysis it is clear that among the various sales promotion schemes, consumers of the star oil mostly prefers more free quantity & free sample & Gifts promotional scheme. It was found that, company gives more free quantity during the festivals & free samples at the Rotary club fair, Mahila Bachat Gat get together. Consumers are happy with this sales promotional scheme of the company, because it was free of cost and they can tastes the another products of star oil like sunflower, Soya bean, cotton seeds oil, Ground nut oil, under this scheme.

Table No. 4.12 Satisfaction with sales promotion schemes of the company

| Opinion | Scale Point | (Frequency) Number of Respondents | (Scale Point) * (Frequency) | Percentage (%) |
|-----------------------------|-------------|---|-----------------------------------|-------------------|
| Highly Satisfied | 2 | 23 | 46 | 23 |
| Satisfied | 1 | 62 | 62 | 62 |
| Neutral | 3 | 6 | 18 | 6 |
| Dissatisfied | 4 | 5 | 20 | 5 |
| Highly Dissatisfied | 5 | 4 | 20 | 4 |
| Total | - | 100 | 166 | 100 |
| Mean Scale Point | | 1.66 | | |

Graphical Presentation:-



Data Interpretation:-

This table focuses on the consumers Satisfaction with the sales promotion schemes of the Star Oil. Above table shows that 62 % of the respondents are satisfied with the sales promotion schemes of the Star Oil, 23 % are highly satisfied. From the above analysis it is clear that consumers are satisfied with the sales promotional schemes of the Star Oil. Because company educates the consumers about various sales promotional schemes through Advertisements and Exhibitions. And it was also found that consumers actively participate in promotional schemes of the company like lucky draws, scratch coupons, free gifts etc.

Findings:-

•It was found that customers of the Star Oil are satisfied with the quality, Price, Packaging, range of availability & Sales Promotion Schemes of the company.

•It was also found that customers are aware about the sales promotion schemes of the company, and among the various sales promotion schemes more free Quantity, Free Samples & Free Gifts was found more effective promotional scheme of the star oil.

Suggestions:

- Consumers of the Star Oil are satisfied with the quality of price, Packaging, Range of availability & Sales promotion schemes of the company. So company should maintain this flow of perfection in future also it will give loyal consumers for the product of the company.
- consumers are aware about various sales promotion schemes & also they prefers various schemes , and among them More free Quantity, Free Samples & Free Gifts are more effective promotional schemes, so company has to stick with this strategy because it is really working for getting consumers for the product.

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