

TO STUDY ON EFFECTIVENESS OF PROMOTIONAL PROGRAMMES AND ITS EFFECTS ON CONSUMER PERCEPTION WITH SPECIAL REFERENCE TO 'MORE' PRODUCTS.

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ABSTRACT

Sales promotion is one of the most important strategies that marketers are focusing nowadays and also it is one of the most important techniques in the marketing mix. Sales promotions are increasing day by day due to the rough competition and other developments that are taken place in the world as globalization and technological developments. Moreover, sales promotion is one of the most amazing tools that support other marketing efforts as advertising to attract consumers.

INTRODUCTION

In saying marketing involves the conception, pricing, promotion and distribution of ideas, goods and services. The fundamental objective of marketing is to exchanges of goods and services. By designing products setting sensible, acceptable and justifiable prices, creating awareness and preferences, and ensuring availability and service, the marketer can influence the volume of exchange therefore marketing can be considered as a demand management activity on the part of the selling company.

Promotion is an important component of marketing mix which has got a very significant impact on the demand managing activity of marketing. Sales promotion is a range of marketing techniques designed with in a strategic marketing frame work toad extra value to a particular product or services ,developing a promotion strategy involve deciding on the objectives of marketing communication.

Retailing is evolving in to a global high- tech business. India is rapidly involving in to a competitive market place with potential target consumers in the niche middle class segments. The market trend indicates tremendous growth opportunities. The buying behavior and lifestyle in India too are changing and the concept of "value for money" is fast catching on in Indian retailing. This is the evident from the expansion of the pantaloons chain in to the large format, more. This growth in retail sector is making the retailers powerful intermediates in the marketing channel, bridging the gap between manufactures and consumers. The growth and development of organized retailing is driven by two main factors – prices and benefits the customer can't resist. The promotion programmes are related to consumer purchase decision and what the strategies adopted by the retail group. Retailers often develop and design and retail marketing mix to ensure patronizing the retail store or format by the target segment or to attract new customers. The attractive sales promotion offers may or may not be effective concerning the customers. The study is based on the sales promotion strategies of more and its impact on the consumers.

Relevance of the study

The scope of this particular research is based on the evaluation of the sales promotional activities operated in a single 'MORE' unit, which is a limited to the area of Thiruvalla. The study helps to understand the effects of sales promotion in the consumer perception and how much the sales promotion activities can influence the customers in their buying decisions.

- It helps us in gaining independent knowledge about consumer perception towards sales promotion.
- It helps in evaluating the effectiveness of sales promotional activities

Importance of the study

- The study helps to gain an understanding about the effectiveness of promotional programmes and its effects on consumer perception with special reference to the promotional programmes of MORE Pvt. Ltd ,Thiruvalla.
- It enhancing to find out the best communication channel for promotion.
- To find out the awareness of the consumers with concern to various sales promotions of MORE.

Research methodology

Research methodology means the method carried out to study the problem. It shows the type of sample design used. Its size and the procedure used to draw a sample. It also focuses on method used to collect data, process of filtering and analyzing the data. It is so significant that improper research methodology might results in efficient and unreliable results hence it is highly significant the planned structured and systematic approach is so vital.

Research design

Research design is the arrangement of condition for collection and analysis of data in a manner that aims to combine relevance to the research purpose.

a) Nature of research

The types of research adapted in the study were descriptive research. Here it describes the phenomenon as they exist.

b) Sample design

A sample design is a definite plan in obtaining a sample from a given population. It refers to the technique or procedure the researcher would adopt in selecting the item for the sample.

C) Sample size

Considering the nature and extent of the study and with the time constraint, a sample size of 50 respondents has been taken.

DATA ANALYSIS AND INTERPRETATION

Q.1. SOURCE OF INFORMATION ABOUT 'MORE'

The customers were asked about how they come to know about MORE and the tabulated responses are shown in the table.

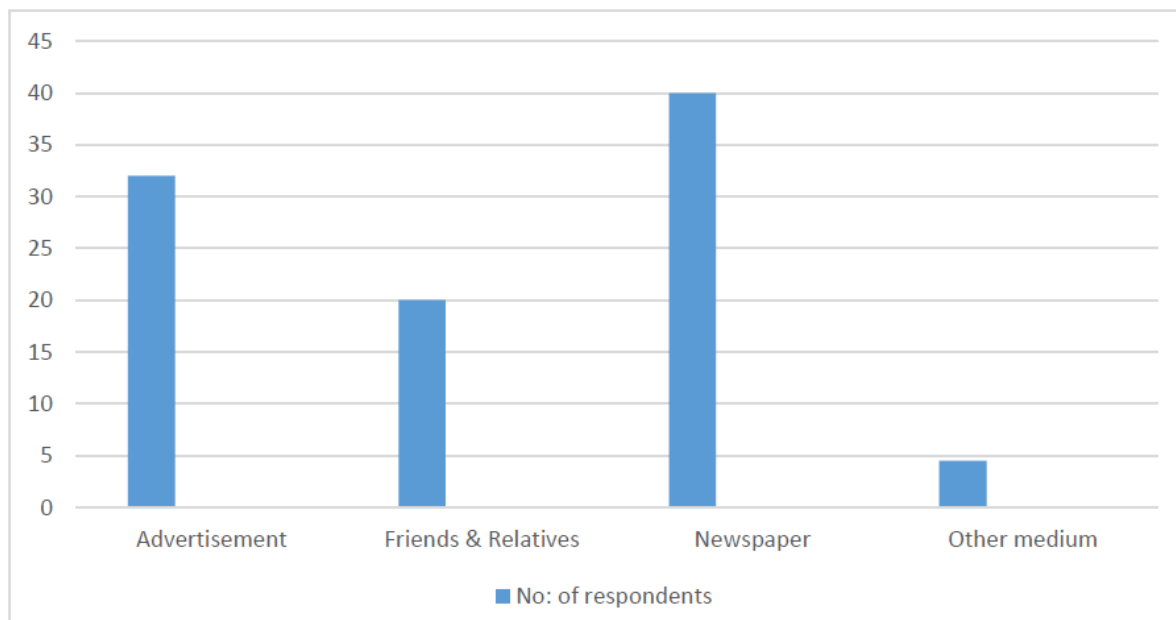
Source of information about 'MORE'

OPINION	NO:OF RESPONDENTS	% LEVEL
ADVERTISEMENT	16	32
FRIENDS&RELATIVES	10	20
NEWSPAPER	20	40
OTHER MEDIUMS	4	8
TOTAL	50	100

Source; primary data

Inference: From the above table it can be seen that the majority of the customers came to know about 'More' as a retail brand is through newspapers which contributed 40% of response and then advertisements by 32%.

Source of information about 'More'



Q.2. REASONS FOR SHOPPING FROM 'MORE'

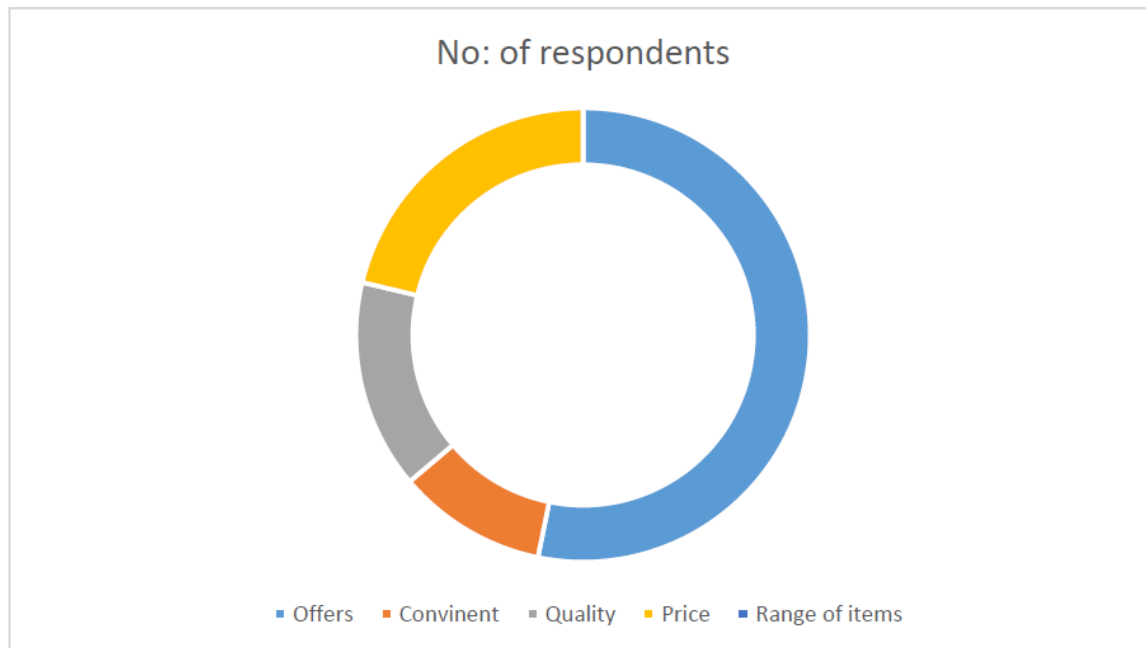
The suggested responses were because of offers, convenience, quality, price and range of items

Reasons why people shop from 'MORE'

OPINION	NO:OF RESPONDENTS	% LEVEL
OFFER	25	50
CONVENIENCE	5	10
QUALITY	7	14
PRICE	10	20
RANGE OF ITEMS	3	6
TOTAL	50	100

Inference: The table indicates that 50% of the respondents shops from More because of offers provided by More which is 50% followed by the Price factor which is also a part of various offers.

Reasons why people shop from 'MORE'

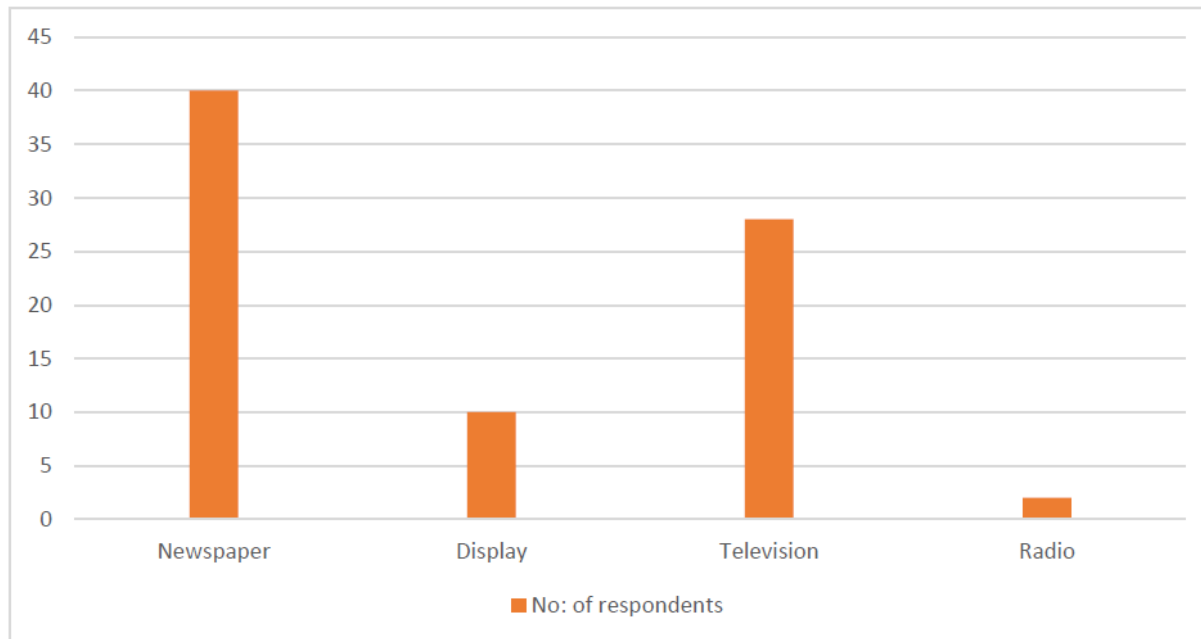
**Q.3. SOURCE OF INFORMATION ABOUT OFFERS**

The customers were asked for the information source about 'MORE' offers

Source of information about offers

Opinion	No: of respondents	% level
Newspapers	30	60
Display	5	10
Television	14	28
Radio	1	2
Total	50	100

Inference: The information about the offers through newspapers has been effective which ranges up to 60%, Display 10%, Television with 28%. Radio has a low coverage with 2%.



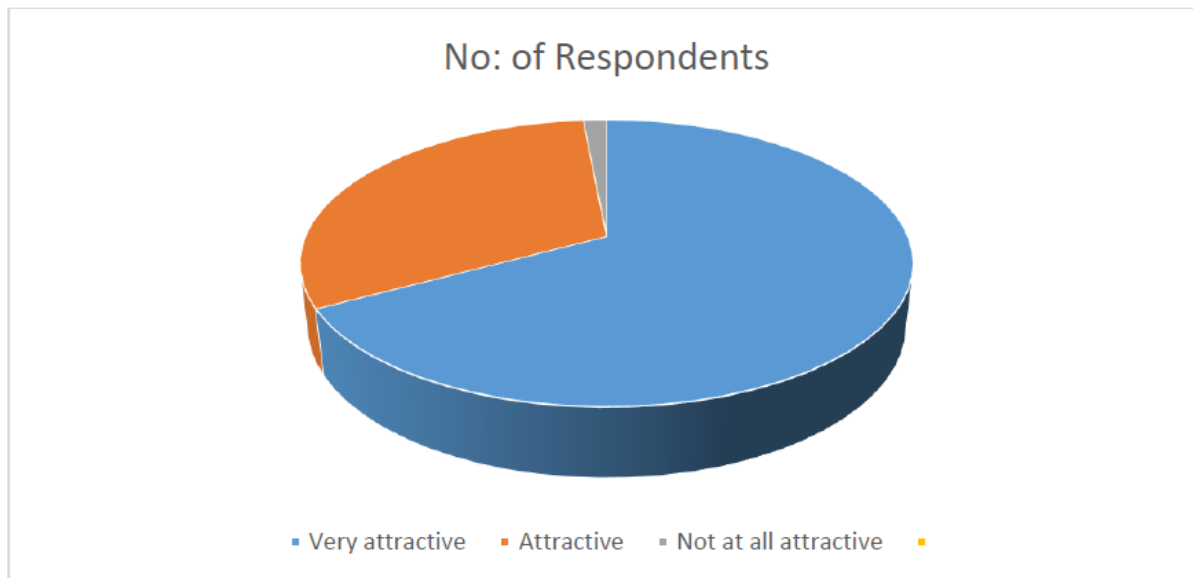
Q.4. ATTRACTIVENESS OF THE SALES PROMOTION ACTIVITIES OF 'MORE'

The respondents were asked about the attractiveness of sales promotion activities of More. The responses were as follows

Opinions	No : of respondents	% level
Very attractive	32	64
Attractive	15	30
Not at all attractive	3	6
Total	50	100

Inference: 64% of respondents are very much attracted with present sales promotional schemes of More, 30% says that these schemes are somewhat attractive and 6% is saying that they are not at all attractive.

Attractiveness of the sales promotion activities of 'MORE'

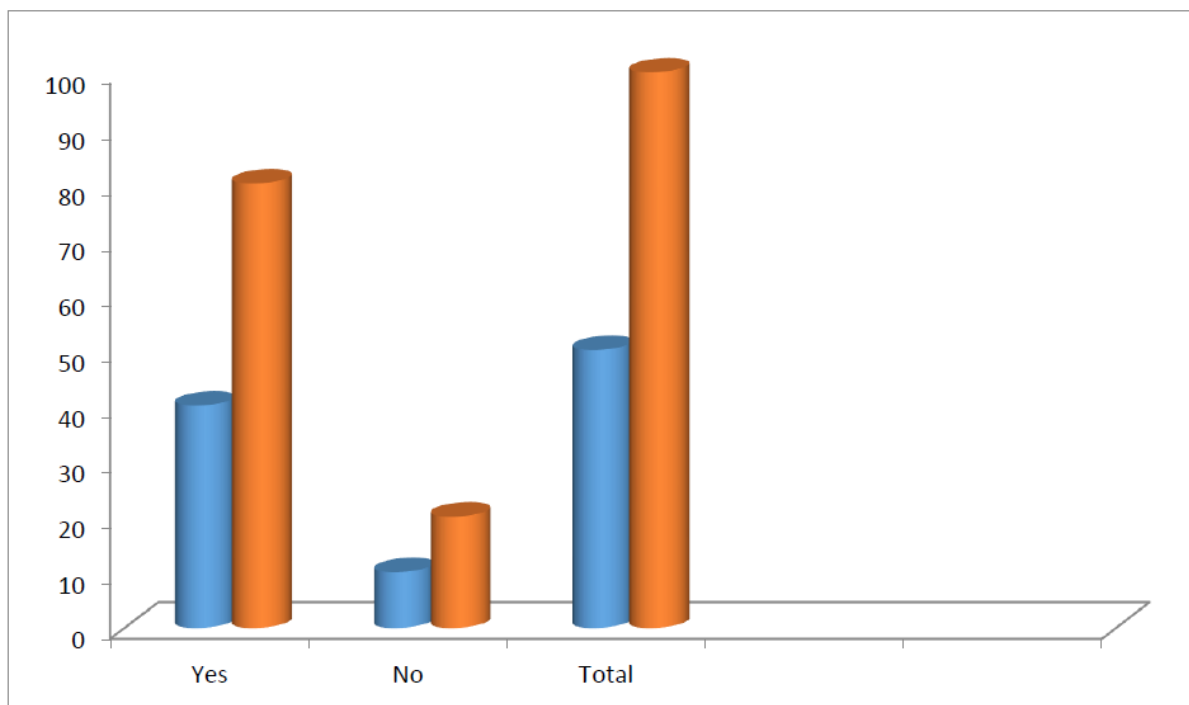
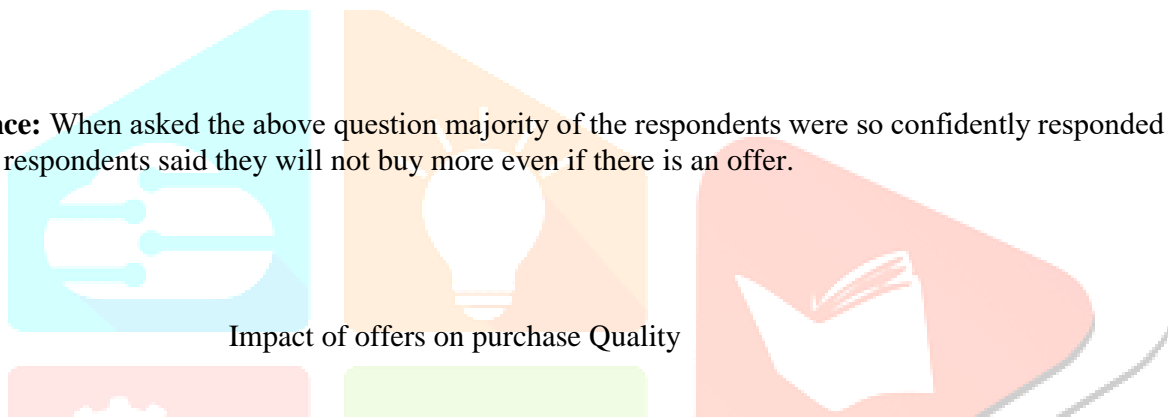


Q.5. IMPACT OF OFFERS ON PURCHASE QUALITY

The respondents were asked whether they buy more if certain offers are available to them.

Opinion	No : of respondents	% level
Yes	40	80
No	10	20
Total	50	100

Inference: When asked the above question majority of the respondents were so confidently responded with “Yes”. 20% of respondents said they will not buy more even if there is an offer.



SUMMARY, FINDINGS AND RECOMMENDATIONS

SUMMARY

The main objective of the project was to find out the effectiveness of sales promotion program and to measure how much it can influence the perception of consumers. For this study of primary data was collected from 50 respondents and their views suggestions and opinions are taken into consideration to know the requirements of an ideal sales promotion programs.

The promotion has attracted most of the consumers in increasing the sales of 'MORE' market.

FINDINGS

- Almost all the visitors to more market are aware of the availability of various promotional offers.
- It is found that the majority of consumers are interested in various offers.
- The study shows that, offers have a definite impact on the quality purchased by customers.
- The present more market promotions are bearing its fruit by attracting customers.
- The offers and pricing are found to be the main attraction for customers to visit the store

RECOMMENDATION

- Offers should be at the level of middle class people.
- Improve the layout of shop that considers special places for promotional displays.
- Sales people must be trained internally to serve customers since they consider it as an important information source.
- Discount offers can be allocated for a single piece rather than using the offers like buy one get one.

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