# ANALYSIS OF RETAIL PROMOTION POLICIES ON STRUCTURAL AFFORDABILITY

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### Abstract

*Structural affordability will be the focus of this study, which examines retail marketing programmes. In order to gain a better understanding of how the retail industry works, the researchers looked at how other organisations have implemented and embraced different techniques. This study made use of a descriptive research strategy. Tamil Nadu bottling company marketing executives were included in the study's population. Closed sources and the Internet were used to get secondary data. Describing statistics were employed in arranging and presenting the data. Analysis of data was also done using correlation analysis. Marketing segmentation, product strategy, distribution, price, marketing relationships, and promotions were the most popular retail promotion policies. As a result of the need for a product-specific marketing plan, the data also imply that bottling companies use a combination of techniques.*

*Keywords*: retail promotion, technique, customers,

## Introduction

As a result of key social pressures such as technical advancements, globalisation, and deregulation, the market environment has drastically changed. As a result of these significant influences, new patterns of Behaviour and difficulties have emerged. Customers, according to Kannan Stores, have come to demand higher levels of quality and service, as well as some degree of personalization. The internet and other sources provide them with a wealth of product knowledge, allowing them to make better informed purchases. They're becoming more price-conscious in their pursuit for the best deals. As a result of fierce competition from domestic and overseas brands, brand producers are seeing their profits fall. Retailers in brick-and-mortar locations are suffering from an overabundance of competition. Catalog houses, direct-mail companies, newspaper, magazine, and TV direct-to-consumer commercials, home shopping TV, and the Internet are all competing with brick-and-mortar stores. As a result, their profit margins have shrunk. As a result, individuals that fail to keep up with the rapid evolution of the retail industry risk falling behind.

If you try to innovate over time, you will suffer a significant loss. It's a dynamic field that's constantly adapting to new conditions. Jaworski and Kohli (1993) come to the conclusion that one of the most essential characteristics of a successful company is its capacity to adapt to changes in the market or in the Behaviour of customers. For example, Kannan Stores points out that today's shoppers are able to obtain objective data on rival brands without having to rely just on particular producers or merchants. For the most part, they'll be able to design their own personlaised services. In order to find the most eager vendors, buyers can set their price ranges in advance and then wait for offers to come in. As a result, the balance of power in the economy has shifted dramatically from retailers to customers.

For a variety of reasons, retailers have been driven to expand internationally. As a result, there is a need to diversify the investment and a desire to expand beyond a mature domestic market with minimal development prospects. As a result, businesses are undergoing a variety of transformations, including:

Engineers, outsourcing-commerce and benchmarking are just a few of the ways in which companies are shifting their focus from being mostly local to being both local and global.

Because of this, today's marketers are always rethinking their strategies, concepts, and technologies to keep up with the competition. It is critical for every retailer to constantly analyse what is happening in their stores in order to rapidly and profitably respond to the changing customer behavior, buying patterns, and other dynamic parameters that define the success or failure of any retail business (Kannan Stores, 2000).

## Literature Review

In retailing, all of the many functions of the seller, typically a store or service facility, and the buyer, an individual consumer, are largely focused on executing the exchange of economic goods and services, for personal, family, or household consumption. Although retailing focuses primarily on the end consumer, it must be acknowledged that there are many other ways for consumers to receive the goods and services they seek. Consumer spending is increasingly being diverted away from traditional retailing channels in favour of non-traditional markets that are aggressively handled by a wide range of corporate and public organisations. Retail marketing, as defined by Saravana Stores, is any activity involving the sale, rental, or provision of services to final customers for their own non-commercial use. Retailing is the point at which a customer comes into contact with a product. The exchange of goods and services takes place in the retail sector. Retailing encompasses both in-store and out-of-store operations. Merchandise lines are also different amongst outlets. Breadth relates to the quantity of objects available, whereas depth refers to the variety of each item. It is important for retailers to analyse their competitive position in terms of the breadth of their item range and the amount of additional value added, which is service level and operating manner.

The shifts in which retailers are more popular with consumers are a major retailing trend. Technology has also offered new chances and difficulties to merchants, as well. Adapting to these changes has often resulted in lower prices. As a result, an increasing number of businesses are turning to rather than through more conventional distribution means. Changes in retail forms, globalisation, new retail formats, retail data base marketing, powerful vendor partnerships, value pricing and low-cost structures, customer-focused technologies, and cyberspace commerce are all occurring. Consciousness of this value will continue to weed out all but the retailers that best meet the needs of consumers. For now, large suppliers assist supermarkets cut costs so they can offer cheaper pricing by aiding such mid-price brands. In today's technologically advanced world, retailing has more options than ever to communicate and sell to customers.

Decisions about what is best for a company in a given market and competitive environment are part of strategic management. For example, strategic management is the process of determining the firm's mission, its primary goals and objectives, and main methods for achieving those goals and objectives.

All of these factors are considered in developing a comprehensive retail market policy, which specifies the company's target markets and market segments, its target customers, and how they intend to compete in each of these markets. Retail companies must have a well-thought-out strategic plan that outlines their approach to capturing the target market in light of the rapidly changing consumer markets and the increasingly modest environment.

**Research Methodology**

A descriptive research design was used in the proposed study. An investigation on Tamil Nadu's bottling industry's retail marketing methods was conducted to see if they had resulted in a long-term competitive advantage. Descriptive design has been used extensively in several related investigations. Participants were ten (5) marketing professionals from Coimbatore, Tamil Nadu-based bottling companies.

**Table 1: Population**

| Company Name | No. of Marketing Executives |
|---|---|
| Sibi Polymers Ltd | 11 |
| Fortune Containers Ltd | 23 |
| Skypet Polymers Ltd | 35 |
| Norton Industries | 8 |
| Total | 77 |

The study included a sample of 77 marketing executives from five different bottling companies in the state of Tamil Nadu. The sample of 20 marketing executives was selected using Stratified Random Sampling, which was used to choose the participants. The study relied on data gathered from other sources. Accounting records, sales records, market segments, and other regularly published reports were used to compile secondary data.

**Data Analysis and Findings**

By placing their sales team, the majority of those polled said they could easily distinguish themselves from their competition with a mean score of 3.80. The company's market share has been rapidly declining, and they were unsure how to turn things around at that point. More than three-quarters of respondents attributed the current situation to the economy, while those who felt their items were well-positioned and unique reported a mean of 3.22. So there appears to be a broad agreement about how well a company's marketing methods mesh with its overall marketing strategy.

**Table 2: Marketing Policies fitting into Organizations Marketing Plan**

| Retail Promotion Policies | N | Mean | SD | Variance |
|---|---|---|---|---|
| Financial Data | 20 | 2.08 | 1.163 | 1.353 |
| Mgt. Accounting data | 20 | 2.28 | 1.154 | 1.333 |
| Pricing data | 20 | 2.35 | 1.189 | 1.413 |
| Product data | 20 | 2.78 | 1.230 | 1.512 |
| R&D data | 20 | 2.30 | 1.181 | 1.395 |
| Sales Data | 20 | 2.58 | 1.259 | 1.584 |
| Distribution Data | 20 | 2.35 | 1.122 | 1.259 |
| Advertising data | 20 | 2.23 | 1.025 | 1.051 |
| Sales Promotion data | 20 | 2.53 | 1.176 | 1.384 |
| Merchandising data | 20 | 3.00 | 1.261 | 1.590 |
| Market data | 20 | 2.53 | 1.132 | 1.281 |

Mean score for merchandising data in marketing strategy was 3.00 out of 3 for the majority of respondents. More than two-thirds of respondents agreed that product data should be used in marketing initiatives, with an average of 2.78. Respondents who thought sales data was significant came in second. In addition, a mean of 2.53, 2.35, 2.30, 2.28, and 2.08 were given by those who believed that retail promotion policies in the organisation should consider sales promotion data, market data, pricing data, distribution data, research and development data, management accounting data, advertising data, and financial data.

**Conclusion**

Data research revealed that 52.5 percent of the marketing executives said they had well-defined marketing strategies and products, and that the majority of them were satisfied with their marketing plans. Approximately 55% of marketing professionals believe their present marketing predicament is a result of the economy. Marketing strategy was heavily influenced by competition and the company's response to it. For the most part, marketing professionals have a good notion of where their prospects and customers are

in the buying process. They asserted that they could always know what was going out and what deals were being worked on by their reps. Most companies said that their sales process was well documented and uniform throughout the firm, making it simple for new personnel to fit in.

Respondents shared their honest opinions on the efficacy of retail marketing campaigns. This included everything from telemarketing and cold calling to electronic media advertising and having a web presence. There is no doubt that these retail marketing activities are used on a regular basis by all the marketing executives. Many of those who responded agreed that a marketing strategy should come first before implementing a marketing plan. Almost unanimously, marketing executives agree that all of these mediums were ideal for adopting retail promotion tactics to obtain structural affordability in the bottling industry, including television, radio, newspapers, magazines, the internet, and mobile phones. In retail marketing, data collection, analysis, and interpretation are critical. There must be a well-thought-out and measured implementation strategy for retail promotion policies.

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