

**A STUDY ON INTERNATIONAL SALES PROMOTION MEASURES OF
ENGINEERING GOODS IN VETRI ENGINEERS AT COIMBATORE**

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ABSTRACT

Sales are the lifeblood of a business, without sales there would be no business in the first place; therefore, it is very important that if a business wants to succeed, it should have a sales promotion strategy in mind. The primary objective of a sales promotion is to improve a company's sales by predicting and modifying target customers purchasing behavior and patterns. Sales promotion is very important as it not only helps to boost sales but it also helps a business to draw new customers while at the same time retaining older ones. There are a variety of sales promotional strategies that a business can use to increase their sales, however it is important that first to understand what a sales promotion strategy actually is and why it is so important. A structured questionnaire consisting of questions was prepared, distributed to 120 customers in the industry by using convenience sampling method.

INTRODUCTION OF THE STUDY**Sales promotion definition**

Sales promotion is a part of the promotional mix where the business uses many short-term customer-oriented strategies to stimulate the demand for its product by making it look more attractive and/or worthy

A sales promotion is a marketing strategy in which a business uses a temporary campaign or offer to increase interest or demand in its product or service. Sales promotion is a marketing strategy where the product is promoted using short-term attractive initiatives to stimulate its demand and increase its sales.

This strategy is usually brought to use in the following cases –

- To introduce new products,
- To sell out existing inventories,
- To attract more customers, and
- To lift sales temporarily.

Types of sales promotion

Not all of them are suited for every business, product, or service, but each one offers unique ways of boosting sales and connecting with customers through different methods of sales psychology. Each is also an interesting take on spin selling and offers a look into sales methodology comparison.

Competitions and challenges: Competitions or challenges usually take place on social media, and serve to increase customer engagement as fans try to win a discounted or free product. They usually also result in a large amount of free publicity if the competition or challenge involves sharing the brand on a customer's personal social media account.

Product bundles: Product bundles offer a collection of products for an overall discounted rate, as opposed to buying the products individually. Product bundles give customers a reason to buy a larger variety of products, which makes it more likely they will find a product they like and want to buy again.

Importance of Sales Promotion

- Sales promotion is a handy technique to fulfil the short term sales goals by persuading potential customers to buy the product. It is an important promotional strategy to –
- Spread information about the brand to new customers or new market
- Stabilize sales volume and fulfil short-term sales goals
- Stimulate demand for a short term by making the product look like a great deal.

STATEMENT OF THE PROBLEM

In a competitive world, there are many problems in marketing of the industry. Some problems can be solved, but many problems may not be solved. Now a day, most of the people are living in rural areas. Rural marketing is important for developing our economy. Manufacturers face many problems in marketing their product in all areas because most of the rural consumers earn low incomes, have low levels of literacy, low levels of brand awareness, communication and transportation facilities. The consumers are finding various problems in selecting their goods. It is identified that there is a need for research work in the field of consumer attitude towards sales promotion of Vetri Engineers at Coimbatore

OBJECTIVES OF THE STUDY

- To study the advertisement and sales promotion effectiveness to the industry.
- To study sales techniques using by Vetri Engineers at Coimbatore.
- To understand the organization structure and processes in a practical setting.
- To get an idea about how different functional departments are structured and how each one of them operate and sales promotion.
- To know how the key business processes are being carried out in a manufacturing firm.
- To study the interdependence of different departments for sales promotion and end-users

SCOPE OF THE STUDY

The success of the organization is highly dependent on the sales. The organization has to implement the effective sales promotion to improve the sales to increase profits. Sales promotional activities not only satisfy the organizational goal, it fulfills the customer and helps in acquiring new customers. Building an effective sales promotion strategy helps organization in acquiring new customers to consume the product. The aim of sales promotion is to introduce a new product in the market. This study attempts to assess the promotional activities of the organization

LIMITATIONS OF THE STUDY

- The limitation of the examination is missing money related resources, time and materials.
- The respondents are not response for the entire gathering plan.
- The research has lacking periodical data. so the time is very oblige
- The research has depends on both of the board and agents considering the way that very limitation for the summery and end.

REVIEW OF LITERATURE

Bondy and Talwar, (2018) sales promotions on consumers' purchase behaviour towards fair trade products is very little researched and thus more research is needed. It is important to research this topic for consumer research, because this will help the retailers to stimulate sales of products. Consumers in forming purchase intentions rely on the product's price. Especially nowadays, this research is even more important, because consumers become more price aware and they change their purchasing behaviour during economic crisis. What is more, examining the effectiveness of different sales promotions is very important to the study of marketing, if we take into consideration the harmful effect that they might have and also the fact that they are a large proportion of marketing expenditure.

Kotler and Keller (2019) demonstrated that sales promotion is defined as a direct inducement that offers extra value or incentive for the product to the sales force, distributors and the ultimate consumer with the primary objective of creating immediate sales. It is a key ingredient in marketing campaigns, consisting of a collection of mostly short-term incentive tools aimed to stimulate quicker purchase of particular products or service by the consumers or the trade.

Zacharias, Jose and Manalel (2020) Sales promotion is a separate compilation of inducement tools typically short-term, premeditated to encourage more rapidly and superior purchase of specific or all consumers 'products. Many authors bring that specific sales promotion improves product quantity with prices sales promotion has introduced mainly to attract product for the new product or unaware product in the market and utilizes incentives ever by the seller to increase profitable business. It implies that amount consumed by consumers will finally boost and possibly will lead to a rise in the brand exchange between consumers. This is scrutinized by the literature review of different models by different authors on sales promotion.

Brassington and Pettitt (2021) they gave a revised definition for sales promotions. Sales promotion refers to a range of marketing techniques; it is designed with a strategic marketing framework to add extra value to the product or service in order to achieve specific sales objectives. Sales promotional includes communication activities providing extra value to the customers wholesaler and retailers. Sales promotions stimulate sales product trial and tend to work best when applied to those items whose features can be judged at the point of

purchase. When the objective is to convince retailers to influence consumers to select it over competitors, sales promotion serves as an effective tool.

Mohamed Dawood Shamout (2022) aimed to determine the impact of most used tools of sales promotion in sector. He investigated into establish the impact of different types of monetary and non-monetary promotions on brand loyalty and its relationship to product involvement. Sales promotions have become one of the preferred methods of marketing communication. The findings were made for both high and low involvement products and the results showed that both monetary and non-monetary promotions can enhance brand loyalty.

Kim T. Huynh (2022) attempted to explore the congruence frame-work by analysing how culture at demographic group level impacts sales promotion. It also tried to investigate whether cultural differences at this level would have an impact at the effectiveness of sales promotion. The findings contributed to the of products and promotion tiles in the Vietnam retailers and would also help manufacturing companies focus better on their strategies for marketing their products to Vietnamese consumers.

RESEARCH METHODOLOGY MEANING

It refers to the process used to collect information and data for the purpose of making business decision. The methodology may include publication research, interview, surveys and other research techniques, and could include both present and historical information.

DEFINITION

According to industrial research institute in research methodology, research always tries to search the given question systematically in our own way and find out all the answers till conclusion. If research does not work systematically on problem, there would be less possibility to find out the final result. For finding or exploring research questions, a researcher faces lot of problems that can be effectively resolved with using correct research methodology.

RESEARCH DESIGN

To make the research systemized the researcher has to adopted certain method. The method adopted by the researcher for completing the project is called research methodology. Research is a process in which the researcher wishes to find out the end result for a given problem and thus the solution helps in future course action. The research has been defined as "A careful investigation or enquire especially through search for new facts in any branch of knowledge". To give more additional to the old research new ones are conducted.

POPULATION

The aggregate elementary units in the survey are referred to as the population. Here it covers the survey on recruiting advertisement.

SAMPLING TECHNIQUES

A disproportionate stratified random sampling technique has been used in sampling

SAMPLING SIZE

A sample size is guaranteed to its temperament of information assortment. Information assortment depends on the essential information is 120 respondents are taken as the example for this investigation.

SOURCES OF DATA COLLECION

Primary data

Primary data was collected through face to face interviews while filling up questionnaires (120 respondents).

Secondary data

Relevant information was gathered from magazines, newspapers and project reports that formed the secondary data.

TOOLS USED FOR DATA COLLECTION

SIMPLE PERCENTAGEANALYSIS

In this project percentage analysis test was use. The percentage method is used to know the accurate percentage of the data we took. The following formula was used

$$\text{Percentage of respondents} = \frac{\text{No of respondents}}{\text{Total no of respondents}} \times 100$$

CHI-SQUARE ANALYSIS

The Chi- square test is one of the simplest and most wickedly used non-parametric tests in statistical work. The quantity χ^2 describes the magnitude at the discrepancy between theory and observation.

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

O = Observed Frequency, E = Expected Frequency

In generated expected frequency for any cell can be calculated from the following equation.

$$E = \frac{RT * CT}{N}$$

E = Expected frequencies, RT = The Row Total for the Row containing the cell

CT = The Column Total for the Column containing the cell.

N = The total number of observation.

The calculated value at Chi-square. Is compacted with the table value χ^2 given degrees of freedom at a creation specific level of significance. If at the stated level the calculated value χ^2 is more than the table value of χ^2 , the difference between to be significant, otherwise it is insignificant.

CORRELATION

Correlation is computed into what is known as the correlation coefficient, which ranges between -1 and +1. Perfect positive correlation (a correlation co-efficient of +1) implies that as one security moves, either up or down, the other security will move in lockstep, in the same direction. Alternatively, perfect negative correlation means that if one security moves in either direction the security that is perfectly negatively correlated will move in the opposite direction. If the correlation is 0, the movements of the securities are said to have no correlation; they are completely random.

$$r = \frac{\sum XY}{\sqrt{(\sum X^2)(\sum Y^2)}}$$

ANOVA

Appraisal of progress, or ANOVA, is a solid certified method that is utilized to show capability between at any rate two systems or parts through importance tests. It likewise shows us an approach to manage make various appraisals a few group induces. The Anova test is performed by seeing two sorts of grouping, the variety between the model derives, comparatively as the combination inside the entirety of the models. Under alluded to equation watches out for one way Anova test encounters:

$$F = \frac{MST}{MSE}$$

TABLE NO: 4.1 GENDER OF THE RESPONDENTS

GENDER	NO. OF RESPONDENTS	PERCENTAGE (%)
Male	47	39.2%
Female	73	60.8%
Total	120	100.0%

Source: Primary data

INTERPRETATION

The above table shows that 39.2% of the respondents are male person, 60.8% of the respondents are Female person.

Majority 60.8% of the respondents are Female person.

CHART NO: 4.1 GENDER OF THE RESPONDENTS

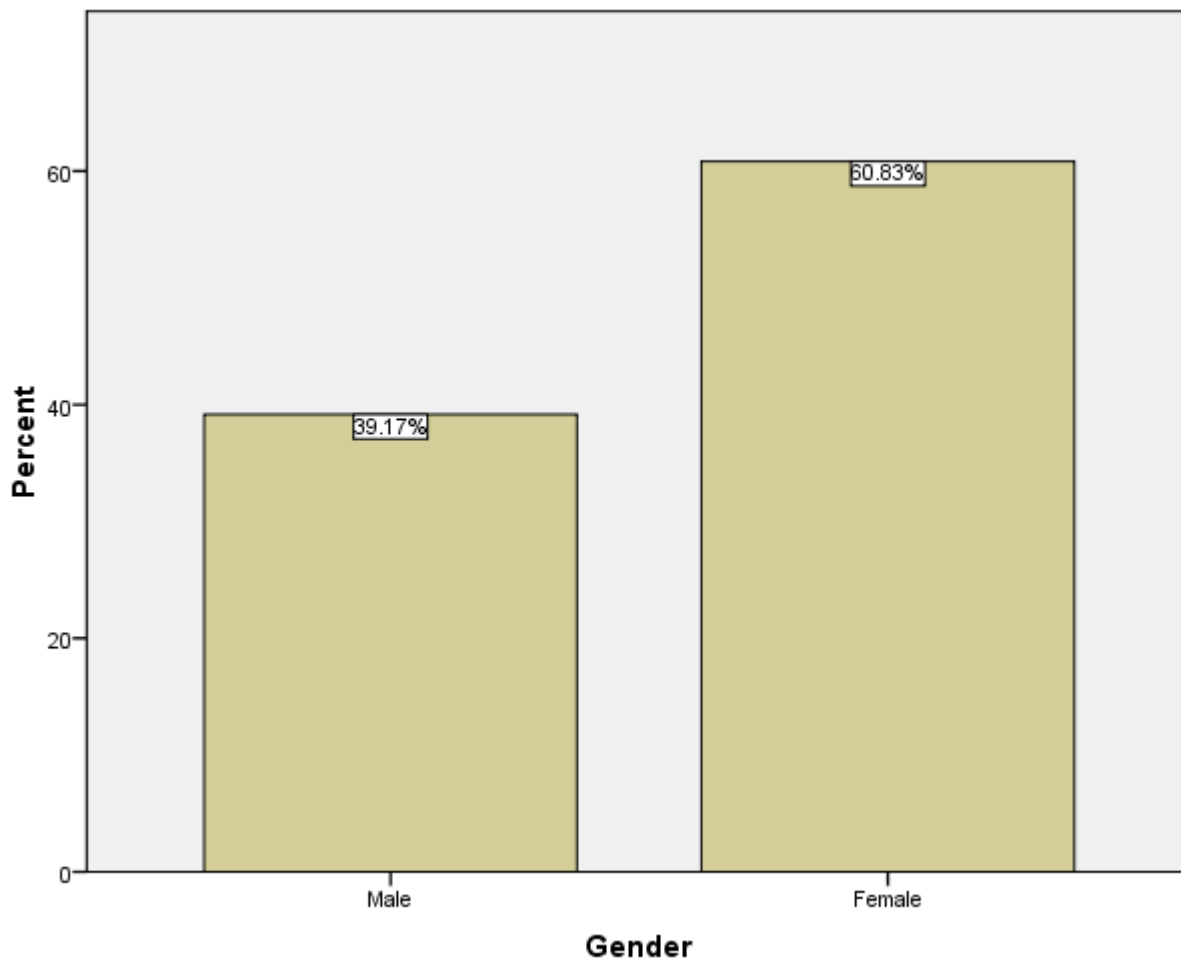


TABLE – 4.2 AGE GROUP OF THE RESPONDENTS

AGE	NO. OF RESPONDENTS	PERCENTAGE
Below 30 years	21	17.5%
30-35 years	42	35.0%
35-45 years	33	27.5%
Above 45 years	24	20.0%
Total	120	100.0%

Source: Primary data

INTERPRETATION

The above table shows that, 17.5% of the respondents are age group Below 30 years, 35.0% of the respondents are age group between 30-35 years, 27.5% of the respondents are age group of 35-45 years, and remaining 20.0% of the respondents are age group of above 45 years.

Maximum 35.0% of the respondents are age group between 30-35 years.

CHART- 4.2 AGE GROUP OF THE RESPONDENTS

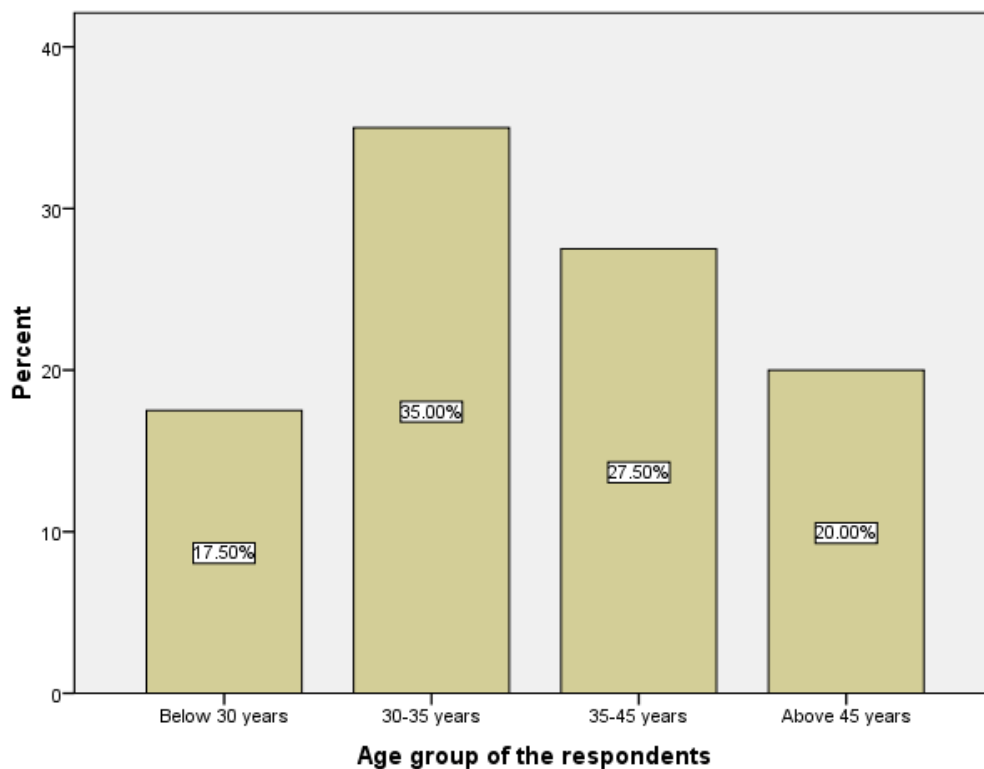


TABLE – 4.3 EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE
School Level	23	19.2%
Diploma	30	25.0%
Graduate	46	38.3%
Others	21	17.5%
Total	120	100.0%

Source: Primary data

INTERPRETATION

The above table shows that, 19.2% of the respondents are School Level qualification, 25.0% of the respondents are Diploma qualification, 38.3% of the respondents are Graduate qualification, and remaining 17.5% of the respondents are Others qualification.

Maximum 38.3% of the respondents are Graduate qualification.

CHART- 4.3 EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

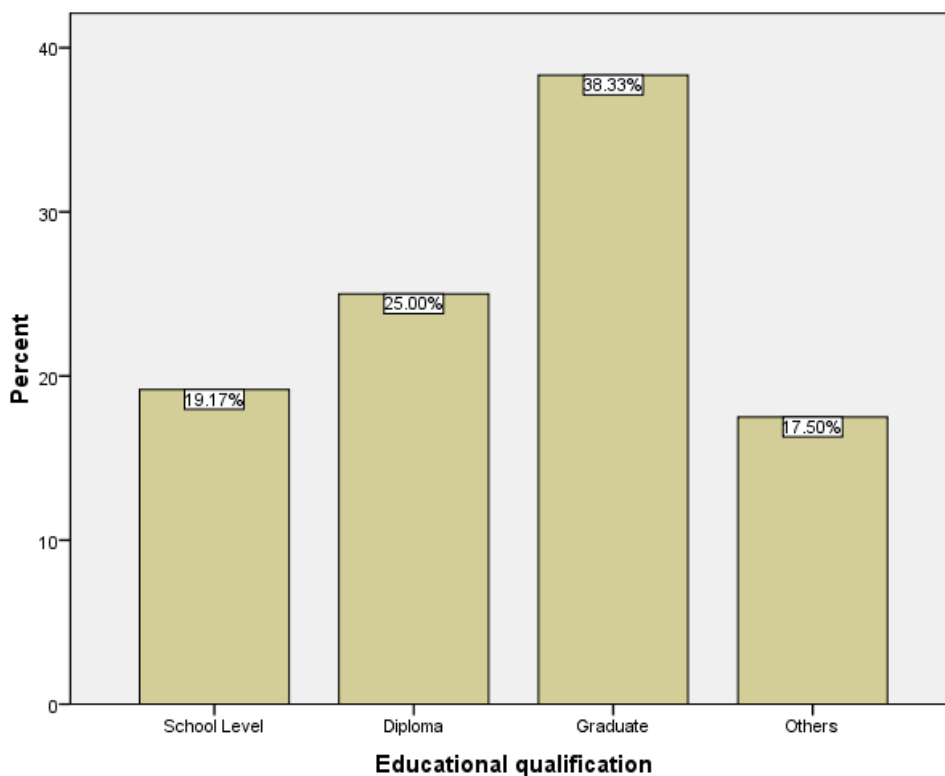


TABLE – 4.4 MARITAL STATUS OF THE RESPONDENTS

MARITAL STATUS	NO. OF RESPONDENTS	PERCENTAGE
Married	54	45.0%
Unmarried	66	55.0%
Total	120	100.0%

Source: Primary data

INTERPRETATION

The above table shows that, 45.0% of the respondents are married person 55.0% of the respondents are unmarried person.

Majority 55.0% of the respondents are unmarried person.

CHART- 4.4 MARITAL STATUS OF THE RESPONDENTS

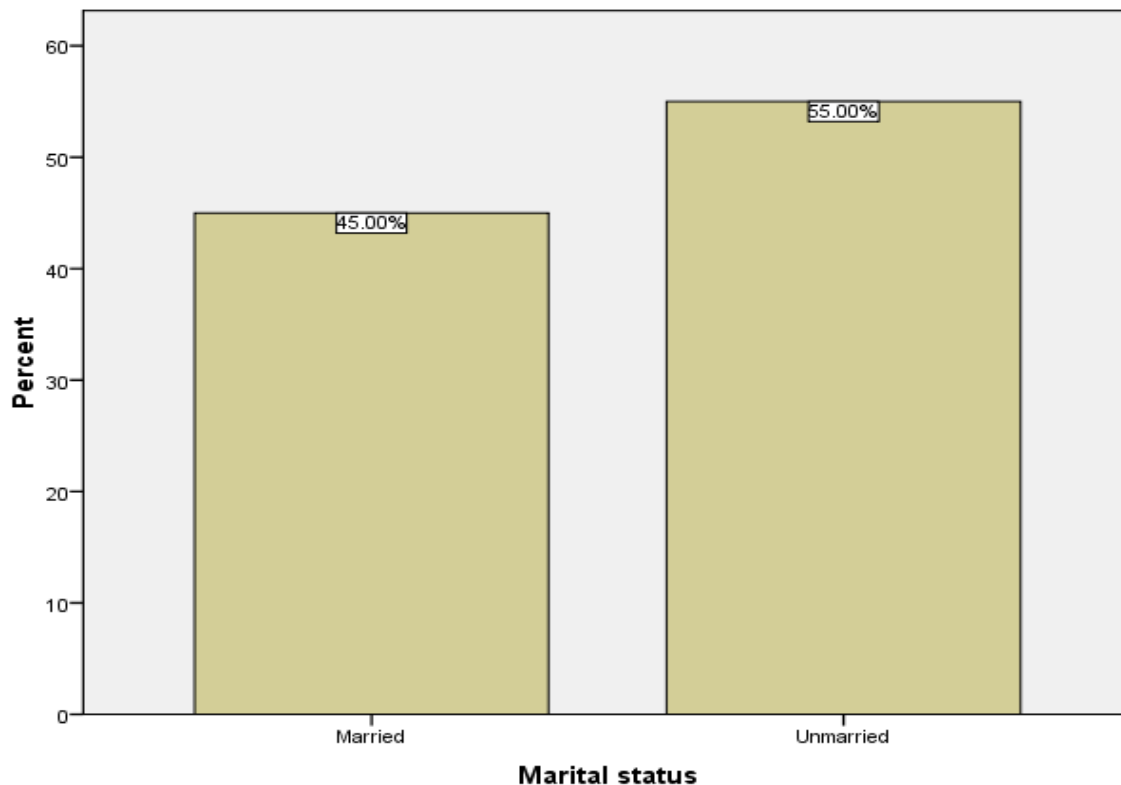


TABLE – 4.5 OCCUPATION OF THE RESPONDENTS

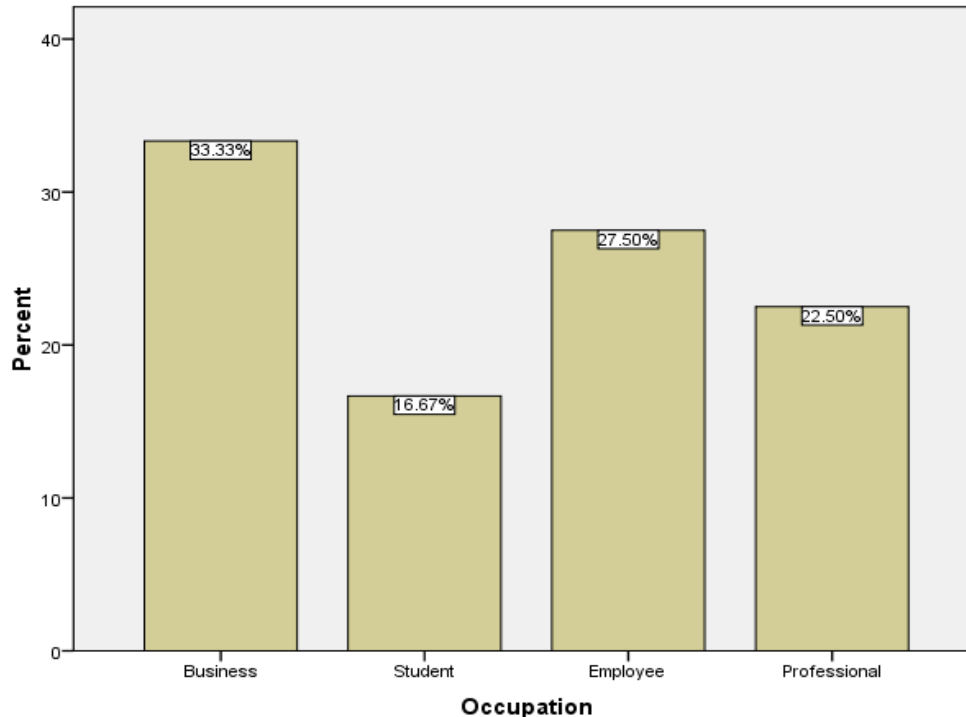
OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE
Business	40	33.3%
Student	20	16.7%
Employee	33	27.5%
Professional	27	22.5%
Total	120	100.0%

Source: Primary data

INTERPRETATION

The above table shows that, 33.3% of the respondents have Business occupation, 16.7% of the respondents have Student occupation, 27.5% of the respondents have Employee occupation, and remaining 15.8% of the respondents have Professional t occupation.

Maximum 33.3% of the respondents have Business occupation

CHART – 4.5 OCCUPATION OF THE RESPONDENTS**FINDINGS**

1. Majority 60.8% of the respondents are Female person.
2. Maximum 35.0% of the respondents are age group between 30-35 years.
3. Maximum 38.3% of the respondents are Graduate qualification.
4. Majority 55.0% of the respondents are unmarried person.
5. Maximum 33.3% of the respondents have Business occupation.

SUGGESTIONS

- Rebranding the organization has made it possible to open up new opportunities while company on the strengths of the past.
- Because developing a strong brand depends so heavily on creating appropriate perceptions, the internal and external communication exercises have been vital in quickly building up the confidence of stakeholders.
- The company product vital role of brand image of compare with other system.
- Each and every paper product of the company to suggesting long-term marketable products.
- The finding are suggest most of the respondents using the product to improve the product utilizing the awareness.

CONCLUSION

The success of sales promotion is highly dependent on the amount of promotional expenditure budgeted, availability of the promotional strategy requires the company to understand how sales promotion objectives focused enhances product quality and brand keeping the sales promotional objective. Focused, increase sales volume and impact on the company thereby expanding the corporate image and the goodwill of the company continues research and development must be sustained and practice in the company.

- In order to enhance the relationship between sales promotion and their promotional tools in line with consumers buying behaviors, the following research topic is suggested.
- The conceptualization of sales promotion towards enhancing brand loyalty.
- The effectiveness of promotional tools towards promotional brand loyalty and Boost Company's growth.

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- Critical analysis of the beneficial role of promotional strategies to both the consumers and the company.

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