

A Study on Customer Perception With Regard To Sales Promotion Techniques at More Supermarket

Dr.N.Balachandran,

MBA., M.Phil., MISTE., SET., Ph.D.,

Faculty Department of Management Studies (MBA),

*Velalar College of Engineering and Technology (Autonomous),
Erode, Tamilnadu, India*

Date of Submission: 05-02-2023

Date of Acceptance: 20-02-2023

ABSTRACT

Every organization requires sales promotion and distribution to promote their product and services. Sales promotions and distribution are playing a vital role in today's market. So it is important to know how far these promotional activities are creating brand awareness in the minds of the customer and influencing them to go for the products and services and also the need to increase the quality, creativity and utilization of technology in the distribution and sales promotions. Organizations are shifting their focus from traditional advertising to other marketing strategies and communication tools, in order to get the attention of consumers in the highly competitive market place. Sales promotion is the process of persuading a potential customer to buy the product. Sales promotion is designed to be used as a short-term tactic to boost sales – it is not really designed to build long-term customer loyalty. The conclusion of the study is that according to the satisfaction level majority (58.4%) are satisfied with offers and gifts given by “more” super market, most (28.8%) of the respondents have stated that communication and product knowledge of sales staff is good and most (46.0%) of the respondents stated that they will not recommend others to purchase products under promotional schemes.

KEYWORDS: Sales Promotion, Super Market, Products and Services, Customer Perception

I. INTRODUCTION TO THE CONCEPT OF STUDY

Organizations are shifting their focus from traditional advertising to other marketing strategies and communication tools, in order to get the

attention of consumers in the highly competitive market place.

Sales promotion is the process of persuading a potential customer to buy the product. Sales promotion is designed to be used as a short-term tactic to boost sales – it is not really designed to build long-term customer loyalty.

Every organization requires sales promotion and distribution to promote their product and services. Sales promotions and distribution are playing a vital role in today's market. So it is important to know how far these promotional activities are creating brand awareness in the minds of the customer and influencing them to go for the products and services and also the need to increase the quality, creativity and utilization of technology in the distribution and sales promotions.

Promotion Concept Development Process

Promotion concepts are never developed in isolation. It is only with a clear understanding of each of the following components of the overall assignment, can the right "Concept" be created.

- Brand or Corporate Objectives
- Promotional Objectives
- Brand Profile, Image and Personality
- Knowledge of the Target Audience
- Promotion Strategies Tools of sales promotion

Sales promotions are short-term marketing techniques used by a manufacturer for a specific purpose, like increasing market share or to encourage sales during off-peak periods. Sales promotions are often one component in an advertising or marketing campaign. A variety of sales promotion tools are available, such as price

reductions, product giveaways and special trial periods.

Free Samples

Free samples are a no-risk way for a customer to try a new product before making a buying decision. A common method used by manufacturers is to send a small package of a new laundry detergent to households via postal mail. The manufacturer typically includes coupons as a way to encourage purchases in the future.

Promotional Periods

A promotional period allows a customer to use a product for free for a specified period of time, such as 30 days. Television infomercials use promotional or guarantee periods as an inducement to purchase a product. If the buyer takes no action to cancel the purchase or return the product during the promotional period, the customer is billed automatically or a charge is made to her credit card.

Point of Purchase Displays

Points of purchase displays are used in retail stores to catch the attention of a shopper. The selected products may be sale items but may also be seasonal or high-demand merchandise. The displays are built in a prominent location such as on an aisle end or at the front of the store near the entrance. The store may also place signs at the product's normal shelf locations

II. STATEMENT OF THE PROBLEM

Sales promotion is a part of the communication or the promotion mix. Sales promotion is a short-term incentive to encourage purchase of a good or service. Sales promotion consists of marketing activities that add to the basic value of the product or service for a limited time and directly stimulate consumer purchasing, stimulate the distributors to carry the product and/or promote the product or stimulate the effort of the sales force. Effective sales promotion increases the sales turnover, profits, market share and also improves the good will of the organization. This has motivated the researcher to undertake a research on the topic "A Study on Customer Perception with regard to Sales Promotion Techniques at "more"".

OBJECTIVES OF THE STUDY

- 1) To study the Customer Perception with regard to Sales Promotion Techniques at "more"
- 2) To analyses the relationship between the demographic variables of the respondents and the customer perception

- 3) To identify the most effective sales promotion technique for selected products marketed at "more"

SCOPE OF THE STUDY

The study is conducted at Adithya Birla retail store "more" at Vadavalli Branch. The study aims to analyze the various sales promotion techniques, customer perception, relationship between demographic variable and customer perception. It also analyses the most effective sales promotion technique for selected products marketed at "more"

RESEARCH METHODOLOGY

To fulfill any task, it is necessary to follow systematic method. The Methodology followed in this study is detailed here.

Type of study

The type of the study was descriptive in nature. Descriptive studies aim at portraying accurately the attitudes or views of a particular group of people towards any situation.

Source of information

The relevant data in the subject under study was collected from the following sources. Primary data: These data were collected from the customers of the store through questionnaire and interview schedule.

Sampling Design

For the research, convenience sampling method was adopted.

Sample Size

Sample size is 125 and the respondents are the customers of "more" super market for the past two years and who have visited the shop at least 10 times.

Tools for data collection and analysis

The tools used for data analysis include, percentage analysis, chi square test, mean score and factor analysis.

III. LIMITATIONS

- The project is restricted only for a period of 6 weeks.
- During certain time of the day, most of these outlets would be very busy with their business, as they would not encourage all these research activities.
- The Survey was limited to Vadavalli Coimbatore only.

- The respondents were less interested in answering the questionnaire as they felt that it was an interruption to their regular work.

IV. ANALYSIS AND INTERPRETATION

Demographic variables	Particulars	No. of Respondents	Percentage
Gender	Male	62	49.6
	Female	63	50.4
	Total	125	100
Age	Below25	29	23.2
	25 to 35	30	24
	36 to 45	30	24
	46 to 55	28	22.4
	Above 55	8	6.4
	Total	125	100
Educational Qualification	School level	31	24.8
	Graduate	43	34.4
	Post graduate	33	26.4
	Others	18	14.4
	Total	125	100
Income of the respondents	Below 25000	48	38.4
	25000-50000	42	33.6
	50000-75000	19	15.2
	Above 75000	16	12.8
	Total	125	100
Marital Status	Married	83	66.4
	Un married	42	33.6
	Total	125	100

Majority (50.4%) of the respondents are female and (49.6%) of them are male. (24.0%) of the respondents belong to the age group of 25-35 years and another 24.0% of them belong to the age group of 36-45 years. Most (34.4%) of the respondents are Graduates, and 26.4% of the respondents are Post graduates. 38.4% of the

respondents are earning above Rs. 25000 and (33.6%) of the respondents are in Rs.25000-50000 category, (15.2%) of them are earning between Rs.50000-75000 category and (12.8%) of them are earning above Rs.75000 per month. majority (66.4%) of the respondents are married and (33.6%) of them are unmarried.

Satisfaction of respondents with regards to departmental stores

Particulars	%	H S	S	N	DS	HDS
Timings	100	29.6	23.2	32.8	11.2	3.2
Quality of Private Label products	100	12	39.2	28	15.2	5.6
Arrangement of products	100	20.8	37.6	24	13.6	4
Courteous treatment	100	24.8	34.4	18.4	20	2.4
Clean & neat Environment	100	15.2	34.4	34.6	12.8	4
Pleasant shopping	100	23.2	40.8	24.8	8.8	2.4

From the table it is visible that 32.8% of the respondents are neutral in their opinion regarding timings of the super market; 39.2% of the respondents are satisfied with the quality of private label products; 37.6% of the respondents are satisfied with the arrangement of products; 34.4% of the respondents are satisfied with the courteous and treatment; 34.6% of the respondents are neutral in opinion regarding clean and neat environment and 40.8% of the respondents are satisfied that shopping at “more” is pleasant.

Relationship between Timings and Demographic Factors

H0: There is no significant relationship between demographic factors of respondents and their satisfaction regarding timings of “more” super market.

H1: There is significant relationship between demographic factors of respondents and their satisfaction regarding timings of “more” super market.

Relationship between Timings and Demographic Factors

Timing	Value	Df	Sig	Result
Gender	10.187	8	.252	Accept
Age	36.792	16	.011	Reject
Education	42.703	12	.000	Reject
Income	19.252	12	.083	Accept
Martial	11.044	4	.026	Reject

From the above table it is clear that there is no significant relationship between gender and Income of the respondents and their satisfaction with regard to timings of “more” super market. But the above analysis also shows that there is significant relationship between certain demographic factors of respondents like Age, Education and Martial status and their satisfaction with regard to timings of “more” super market.

Relationship between Label Product and Demographic Factors

H0: There is no significant relationship between demographic factors of respondents and their satisfaction regarding Private label product of “more” super market.

H1: There is significant relationship between demographic factors of respondents and their satisfaction regarding Private label product of “more” super market.

Relationship between Label Product and Demographic Factors

Private label product	Value	Df	Sig	Result
Gender	4.978	8	.760	Accept
Age	22.894	16	.117	Accept
Education	15.106	12	.236	Accept
Income	20.462	12	.059	Accept
Martial	6.710	4	.152	Accept

From the above table it is clear that there is no significant relationship between gender, age education, Income, and marital status of the respondents and their satisfaction with regard to private label products of “more” super market.

H0: There is no significant relationship between demographic factors of respondents and their satisfaction regarding courteous treatment of “more” super market.

H1: There is significant relationship between demographic factors of respondents and their satisfaction regarding courteous treatment of “more” super market.

Relationship between Courteous Treatment and Demographic Factors

Relationship between Courteous Treatment and Demographic Factors

Courteous	Value	Df	Sig	Result
Gender	14.511	8	.069	Accept
Age	18.970	16	.270	Accept
Education	16.179	12	.183	Accept
Income	29.584	12	.003	Reject
Martial	7.855	4	.097	Accept

From the above table it is clear that there is no significant relationship between gender, age, education and marital status of the respondents and their satisfaction with regard to courteous treatment of “more” super market.

But the above analysis also shows that there is significant relationship between certain demographic factors of respondents like income and their satisfaction with regard to courteous treatment of “more” super market.

Relationships between Environment and Demographic Factors

H0: There is no significant relationship between demographic factors of respondents and their satisfaction regarding clean and neat environment of “more” super market.

H1: There is significant relationship between demographic factors of respondents and their satisfaction regarding clean and neat environment of “more” super market.

Relationships between Environment and Demographic Factors

Environment	Value	Df	Sig	Result
Gender	10.224	8	.250	Accept
Age	24.578	16	.078	Accept
Education	23.835	12	.021	Reject
Income	26.032	12	.011	Reject
Martial	3.311	4	.507	Accept

From the above table it is clear that there is no significant relationship between gender, age and marital status of the respondents and their satisfaction with regard to clean and neat environment “more” super market.

But the above analysis also shows that there is significant relationship between certain demographic factors of respondents like education and income and their satisfaction with regard to clean and neat environment of “more” super market.

Relationship between Pleasant and Demographic Factors

H0: There is no significant relationship between demographic factors of respondents and their satisfaction regarding very pleasant of “more” super market.

H1: There is significant relationship between demographic factors of respondents and their satisfaction regarding very pleasant of “more” super market.

Relationship between Pleasant and Demographic Factors

Pleasant	Value	Df	Sig	Result
Gender	3.450	8	.903	Accept
Age	34.511	16	.005	Reject
Education	11.132	12	.518	Accept
Income	13.304	12	.347	Accept
Martial	8.156	4	.086	Accept

From the above table it is clear that there is no significant relationship between gender, education, Income and marital status of the respondents and their satisfaction with regard to very pleasant of “more” super market.

But the above analysis also shows that there is significant relationship between certain

demographic factors of respondents like Age and their satisfaction with regard to very pleasant of “more” super market.

Relationship between Product Segment and Demographic Factor

H0: There is no significant relationship between demographic factors of respondents and their satisfaction regarding product segment of “more” super market.

H1: There is significant relationship between demographic factors of respondents and their satisfaction regarding product segment of “more” super market.

Relationship between Product Segment and Demographic Factor

Segment	Value	Df	Sig	Result
Gender	9.669	6	.139	Reject
Age	24.493	12	.017	Reject
Education	6.442	9	.695	Accept
Income	18.000	9	.035	Reject
Martial	12.165	3	.007	Reject

From the above table it is clear that there is no significant relationship between education of the respondents and their satisfaction with regard to product segment of “more” super market.

But the above analysis also shows that there is significant relationship between certain demographic factors of respondents like gender Age, income and Martial status and their satisfaction with regard to product segment of “more” super market.

Difference between overall promotional activities and demographic factors

H0: There is no significant relationship between demographic factors of respondents and their satisfaction regarding overall promotional activity of “more” super market.

H1: There is significant relationship between demographic factors of respondents and their satisfaction regarding overall promotional activity of “more” super market.

Difference between overall promotional activities and demographic factors

Promotional activity	Value	Df	Sig	Result
Gender	10.691	8	.220	Accept
Age	19.111	16	.263	Accept
Education	15.172	12	.232	Accept
Income	13.118	12	.361	Accept
Martial	1.581	4	.812	Accept

From the above table it is clear that there is no significant relationship between gender, age, education, Income and marital status of the respondents and their satisfaction with regard to overall promotional activity of “more” super market.

V. RESULTS AND DISCUSSION

- Majority (50.4) of the respondents are female and (49.6%) of them are female.
- Most (24.0%) of the respondents belong to 25-35 years age group, and another 24.0% of them belong to 36-45 years age group.
- Most (34.4%) of the respondents are Graduates, and 26.4% of the respondents are Post graduates.
- That most (38.4%) of the respondents are earning above Rs.25000 and (33.6%) of the respondents are in Rs.25000-50000 category, (15.2%) of them are earning RS.50000-75000

category,(12.8%)of them are earning above RS.75000 category.

- That majority (66.4%) of the respondents are married and (33.6%) of them are unmarried.
- The majority (54.4%) of the respondents have stated that “more” is not accessible.
- Most (45.6%) of the respondents have stated that they visit “more” supermarket 1-2 times every month.
- Most (43.2%) of the respondents are prefer ‘more’ super market. because of attractive offers.
- Most (35.2%) of the respondents prepare Fruits and vegetables.
- Majority (57.6%) of the respondents are not aware of good bye MRP scheme.
- Most (36.8%) of the respondents rank discounts /rebates as number one.

- Most (32.0%) of the respondents have stated that the sales promotion tools of “more” affect the choice of purchase to some extent.
- Majority (55.6%) of the respondents have that if they get an attractive promotional offers the product other than their choice the will switch over.

VI. RECOMMENDATIONS

- As most of the respondents have stated that “more” is not accessible to them some retail outlets can be opened or more timing can from 5.a.m to 11.pm
- Many of the respondents are not aware of “good buy MRP scheme” so awareness about this scheme can be the store created by way of posters inside the store.
- Some of the respondents feel that the quality of products during offers are inferior management can take necessary steps to maintain the quality of the products always.
- On observation and discussion with the customer it is found out the fruits and vegetables are not very fresh management can take some efforts to maintain its freshness.

VII. CONCLUSION

Sales promotion is designed to be used as a short-term tactic to boost sales – it is not really designed to build long-term customer loyalty. The conclusion of the study is that according to the satisfaction level majority (58.4%) are satisfied with offers and gifts given by “more” super market, most (28.8%) of the respondents have stated that communication and product knowledge of sales staff is good and most (46.0%) of the respondents stated that they will not recommend others to purchase products under promotional schemes.

REFERENCES

- [1]. Kendrick,A.(1998). Promotional product vs. price promotion in forecasting customer loyalty; a report of two controlled field experiments, journal of service marketing, volume 24issue, pp.312-326.
- [2]. Polonsky ,M.J & speed, R(2001).linking sponsorship and case related marketing; complementarities and conflicts, European of marketing , vol.35 issue 11,pp.1361-1389.
- [3]. J.J.,McAliter & Hoyer, W.D.(1990). Promotion signal-proxy for a price cut ?, journal of consumer Research , vol.17no.6,pp.74-81
- [4]. Lal, Y. (2000). Promoting business with corporate gift –major and empirical evidence, corporate communication ; an international journal, vol 11 issue 1,pp.42-55
- [5]. Kempf, D.S,& smith, R.E.(1998).consumer processing of product trail and the influence of prior advertising ; A journal of marketing research ,vol 35 No.8,pp325-3388.
- [6]. Kempf,D,S.& Lanczaniak, R,N. (2001). Advertising’s influencing on product trail processing journal of advertising .Nol.3,ppp.27-38
- [7]. Aivarez ,A.B & Caasiselles R..v (2005). Consumer evaluation of sales promotions; the effect on brand choice, European journal of marketing, vol 39 No.1.pp.54-70.
- [8]. Close, A.G, Finney ,R.Z.,Lacey ,R.Z. & sneat, J.Z.(2006).engineering the customer through event marketing ,journal of advertising research ,vol .46 no,4,pp.420-433,
- [9]. Dawes ,j.(2004).assessing the impact of a very successful price promotion on brand , journal of product & brand management ,vol 13 No.5,pp.303-314.
- [10]. Hellma, G.S.,J.J.(2005).advertising vs sales promotion; a brand management perspective journal of product & brand management ,vol.No.6,pp.389-414.
- [11]. McNeill, L. S., Fam, K. S., & Chung, K. (2014). Applying transaction utility theory to sales promotion–the impact of culture on consumer satisfaction. *The International Review of Retail, Distribution and Consumer Research*, 24(2), 166-185.
- [12]. Jee, T. W. (2021). The perception of discount sales promotions–A utilitarian and hedonic perspective. *Journal of Retailing and Consumer Services*, 63, 102745.
- [13]. Jallow, H., & Dastane, O. (2016). Effect of sales promotion schemes on purchase quantity: A study of Malaysian consumers. *Management & Marketing*, 14(2).