

A PROJECT REPORT ON SALES AND ADVERTISING

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ABSTRACT

This paper To improve skills in the research and analysis of customer segments, demand, and market potential. To utilize knowledge of the Buyer Behavior to enhance strategic decision-making. To analyze the Buying Behavior of the customer when selecting a particular brand. Bridging the gap between performance expectations of the customers and Most of the people looking for Mileage in cars and Next preference are given to the Style and Look of the .product.

Performance delivered to them will ensure customer delight. It is advised that the customers are educated about the services and employees updated on the expectations of the customers. Even the employees in the retail outlets have to be well trained to help the customers.

The data for the study has been obtained from secondary sources i.e., from various books and journals fact sheets of different cars and websites. From this it can be seen that **96.77%** of customers are satisfied with their products.

I. INTRODUCTION

Adverting is only one element of the promotion mix, but it often considered prominent in the overall marketing mix design. Its high visibility and pervasiveness made it as an important social and encomia topic in Indian society. Promotion may be defined as “the co-ordination of all seller initiated efforts to set up channels of information and persuasion to facilitate the scale of a good or service.” Promotion is most often intended to be a supporting component in a marketing mix. Promotion decision must be integrated and co-ordinated with the rest of the marketing mix, particularly product/brand decisions, so that it may effectively support an entire marketing mix strategy. The promotion mix consists of four basic elements. They are:-

1. Advertising

2. Personal Selling

3. Sales Promotion, and

4. Publicity

1. Advertising is the dissemination of information by non-personal means through paid media where the source is the sponsoring organization.

2. Personal selling is the dissemination of information by non-personal methods, like face-to-face, contacts between audience and employees of the sponsoring organization. The source of information is the sponsoring organization. 2

3. Sales promotion is the dissemination of information through a wide variety of activities other than personal selling, advertising and publicity which stimulate consumer purchasing and dealer effectiveness.

4. Publicity is the disseminating of information by personal or non-personal means and is not directly paid by the organization and the organization is not the source.

Importance of Advertising

Generally, advertising is a relatively low-cost method of conveying selling messages to numerous prospective customers. It can secure leads for salesmen and middlemen by convincing readers to request more information and by identifying 8 outlets handling the product. It can force middlemen to stock the product by building consumer interest. It can help train dealers salesmen in product uses and applications. It can build dealer and consumer confidence in the company and its products by building familiarity. Advertising is to stimulate market demand

While sometimes advertising alone may succeed in achieving buyer acceptance, preference, or even demand for the product, it is seldom solely relied upon. Advertising is efficiently used with at least one other sales method, such as personal selling or point-

of-purchase display, to directly move customers to buying action. Advertising has become increasingly important to business enterprises – both large and small. Outlay on advertising certainly is the voucher. Non-business enterprises have also recognized the importance of advertising. The attempt by army recruitment is bases on a substantial advertising campaign, stressing the advantages of a military career. The health department popularizes family planning through advertising Labour organizations have also used advertising to make their viewpoints known to the public at large.

Advertising assumes real economic importance too. Advertising strategies that increase the number of units sold stimulate economies in the production process. The production cost per unit of output is lowered. It in turn leads to lower prices. Lower consumer prices then allow these products to become available to more people. Similarly, the price of newspapers, professional sports, radio and TV programmes, and the like might be prohibitive without advertising. In short, advertising pays for many of the enjoyable entertainment and educational aspects of contemporary life.

II. SALES AND ADVERTISING :

In the promotional mix sales and advertising , has been defined as “a direct inducement that offers an extra value or incentive to the sales force, the distributors, or the ultimate consumer with the primary objective of creating an immediate sales.” Sales and advertising is generally broken into two major categories:

1. Consumer oriented sales and advertising s
2. Trade oriented sales and advertising s

TYPES OF ADVERTISING AND SALES



Consumer oriented promotions:

Consumer oriented sales and advertising is targeted to the ultimate consumer of a product or service and includes couponing, sampling, premiums, rebates, contests, sweepstakes, and various point of purchase materials. These promotional tools encourage consumers to make an immediate purchase and thus can stimulate short term sales. These are designed to offer consumers an incentive to try a brand for the first time, to switch back to it, or to repurchase. Consumer-oriented promotions are part of a promotional pull strategy; they work along with advertising to encourage consumers to purchase a particular brand and thus create demand for it. Consumer promotions are also used by retailers to encourage consumers to shop in their particular stores. Many grocery stores use their own coupons or sponsor contests and other promotions to increase store patronage.

Sampling: sampling involves a variety of procedures where by consumers are given some quantity of a product for no charge to induce trial. Sampling is generally considered the most effective way to generate trial, although it is also the most expensive. As a sales and advertising technique, sampling is often used to introduce a new product or brand to the market. Samples are different types like door-to-door sampling, sampling through the mail, in-store sampling, on package sampling, event sampling etc.

Coupons: This is a certificate that gives buyers a saving when they purchase a specific

product. Coupons can be useful promotional devices for established products. They can encourage nonusers to try a brand, encourage repeat purchase among current users, and get users to try a new, improved version of brand.

Premium: Premiums are a sales and advertising device used by many marketers. A premium is an offer of an item of merchandise or service either free or at a low price that is an extra incentive for purchasers. The two basic types of offers are the free premium and the self-liquidating premium.

Contests and sweepstakes: contests and sweepstakes are an increasingly popular consumer-oriented promotion. A contest is a promotion where consumers compete for prizes or money on the basis of skills or ability. The company determines winners by judging the entries or ascertaining which entry comes closest to some predetermined criteria. A sweepstakes is a promotion where winners are determined purely by chance:

It cannot require a proof of purchase as a condition for entry. Entrants need only submit their names for the prize drawing.

Refunds and rebates: Refunds are offers by the manufacturer to return a portion of the product purchase price, usually after the consumer supplies some proof of purchase. Consumers are generally very responsive to rebate offers, particularly as the size of the savings increases. Rebates are used by makers of all types of products, ranging from packaged goods to major appliances, cars, and computer software.

Bonus packs: Bonus packs offer the consumer an extra amount of a product at the regular price by providing larger containers or extra units. Bonus packs result in a lower cost per unit for the consumer and provide extra value as well as more products for the money.

Price-off deals: Another consumer-oriented promotion technique is the direct price-off deal, which reduces the price of the brand. Price off reductions are typically offered right on the package through specially marked price packs. Typically, price-offs range from 10 to 25 percent off the regular

price, with the reduction coming out of the manufacturer's profit margin, not the retailer's.

Frequency programs: One of the fastest-growing areas of sales and advertising is the use of frequency programs also referred to as continuity or loyalty programs. Loyalty programs that offers members discounts, a chance to accumulate points that can be also redeemed for rewards, newsletters, and other special services.

Event marketing: event marketing is a type of promotion where a company or brand is linked to an event or where a themed activity is developed for the purpose of creating experiences for consumers and promoting a product or service. Marketers often do event marketing by associating their product with some popular activity such as a sporting event, concert, fair, or festival

Trade oriented sales and advertising:

Trade oriented sales and advertising is targeted toward marketing intermediaries such as wholesalers, retailers, distributors. Promotional and merchandising allowances, price deals, sales contests, and trade shows are some of the promotional tools used to encourage the trade to stock and promote a company's products.

Contests and dealer incentives: These are usually targeted to sales personnel at the wholesale or retail level. The producer provides incentives such as prizes for travel or expensive goods like televisions, computers and cars.

Trade allowances: This promotion offers channel partners price breaks for agreeing to stock the product. In most cases the allowance is not only given as encouragement to purchase the product but also as an inducement to promote the product in other ways such as by offering attractive shelf space or store location, highlighting the product in company-produced advertising or website display, or by agreeing to have the retailer's sales personnel "talk-up" the product to customers.

Point-of-purchase displays: Point of purchase (POP) displays are specially designed materials intended for placement in retail stores. These

displays allow products to be prominently presented, often in high traffic areas, and thereby increase the probability the product will stand out. POP displays come in many styles, though the most popular are ones allowing a product to stand alone, such as in the middle of a store aisle or sit at the end of an aisle (i.e., end-cap) where it will be exposed to heavy customer traffic.

Training programs: Manufacturers provide sales training for a retailer's sales personnel. This can mean providing classes (including an instructor), or providing training materials

Trade shows: One final type of trade promotion is the industry trade show (a.k.a. exhibitions, conventions). Trade shows are organized events that bring both industry buyers and sellers together in one central location. Spending on trade shows is one of the highest of all sales and advertising s.

Cooperative advertising: A system by which ad costs are divided between two or more parties. Usually, such programs are offered by manufacturers to their wholesalers or retailers, as a means of encouraging those parties to advertise the product.

Along with the above promotional tools Direct marketing and Internet/interactive marketing also can be useful for promoting a product.

III. THE CONCEPTUAL FRAMEWORK OF THE RESEARCH

Advertising

Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services and it is required price (Kotler, 2003). Among components of marketing integrated The conceptual framework of this research includes independent parameters (advertising and sale promotion) and dependent parameters (brand equity and its dimensions). communication model, advertising has more identified position than the other marketing components, because costumers informed new products through advertising (Ryans and Ratz, 1987). In addition, advertising is minimized barriers between costumers and organization (Blech, 2001; Lopez et al, 2002).

Sale Promotions

Sale promotion consists of a set of various and different and often short period motive tools which is used for consumer's or buyer's provocation to buy more and faster (Gupta, 1988; Boddewyn, 1989; Neslin, 2002). Promotion tools consist of coupon, rewards, free samples, discounts, advertising goods and etc.

Conceptual model of research

Conceptual model is starting point and basis for implementing studies and researches so that it is specified desired parameters of the research and their relationship (Edwards et al, 2000).

the relationship between advertising and sale promotions with brand equity dimensions and brand equity



IV. RESEARCH METHODOLOGY

DATA COLLECTION METHOD

To fulfill above objectives the data collection is done by using,

Primary method of data collection.

Secondary method of data collection.

Primary data:

Primary method includes meeting the consumers directly and interviewing them. The primary data is collected through questionnaire by selecting 100 respondents on random basis. A structured questionnaire was developed to interview the customers. This questionnaire responses was used as primary data.

Secondary data:

It is the information that is collected for a purpose other than to solve the specific problem under investigation. It is the data which is in the form of documents already existing in the form of records, magazines, books, manuals etc. it is the indirect way of data collection. Secondary method includes collecting data regarding the company that is done with the material provided by the organization.

V. CONCLUSION

In this paper that there is a strong relationship between advertising and sales. This is supported by a positive relationship established by Pearson correlation (0.9) together with the positive responses from the questionnaires. They feel that cost effective, comfort, easy maintenance, stylish are the main attributes to purchase a product. The relationship between advertising and sales is very strong. The results are indicating that sales promotions are really affecting the sales by stimulating the consumers.

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