

## **A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL STRATEGIES IN INCREASING SALES TIMES OF INNOVATIVE MEDIA LIMITED, CHENNAI**

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**Abstract**—*This study analyzes the effectiveness of promotional strategies in increasing sales turnover at Innovative Media Limited, Chennai. In the modern competitive business environment, organizations rely heavily on promotional tools to influence customer behavior and enhance market performance. The study focuses on evaluating various promotional strategies such as advertising, digital marketing, sales promotion, and personal selling.*

*Primary data were collected from 150 respondents using a structured questionnaire consisting of multiple sections, including demographic profile, awareness level, promotional exposure, and customer perception. Statistical tools such as Percentage Analysis, Pearson Correlation, and Chi-Square Test were applied to interpret the data.*

*The findings reveal that promotional strategies significantly influence customer awareness, interest, and purchase decisions. Social media and outdoor advertising emerged as the most effective promotional tools. The correlation analysis indicates a strong positive relationship between promotional strategies and sales performance, while chi-square results confirm a significant association between awareness and promotional visibility.*

*The study concludes that integrated promotional strategies combining traditional and digital methods can enhance sales turnover and improve customer engagement.*

**Keywords:** *Promotional Strategies, Sales Turnover, Advertising, Digital Marketing, Customer Awareness, Correlation.*

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### **INTRODUCTION**

In today's dynamic and highly competitive business environment, organizations must continuously innovate their marketing strategies to survive and grow. Among the elements of the marketing mix, promotion plays a crucial role in influencing consumer behavior and driving sales performance. Promotional strategies are designed to communicate product value, create awareness, and encourage customers to make purchasing decisions.

Promotional strategies include a wide range of activities such as advertising, sales promotion, public relations, personal selling, and digital marketing. With the advancement of technology and the rapid growth of the internet, digital marketing has emerged as a powerful promotional tool. Social media platforms, search engine marketing, and online advertisements have enabled companies to reach a wider audience and interact with customers in real time.

Innovative Media Limited, Chennai, operates in the advertising and media industry, where effective promotional strategies are essential for business success. The company uses various promotional tools to enhance its visibility and attract customers. However, the effectiveness of these strategies depends on several factors such as customer preferences, market trends, and competition.

Understanding the effectiveness of promotional strategies is important for organizations to optimize their marketing efforts and achieve better results. This study aims to analyze how different promotional strategies influence customer awareness and sales turnover, thereby providing insights for improving marketing performance.

**IMPORTANCE OF TRAINING AND DEVELOPMENT:**

- Right Person for the Right Job
- Improves Organizational Performance
- Reduces Employee Turnover
- Saves Time and Cost
- Builds Strong Organizational Image

**STATEMENT OF THE PROBLEM:**

The organization faces several issues in its recruitment and selection practices, including difficulty in finding candidates with the right technical skills for engineering roles, limited use of digital recruitment tools, concerns about fairness in the selection process, skill mismatch leading to employee turnover, rising recruitment costs, and lack of transparency due to unclear communication of selection criteria and feedback to candidates.

**OBJECTIVES OF THE STUDY:**

- To identify the different promotional strategies adopted by the company
- To analyse the impact of promotional strategies on customer behaviour
- To evaluate the effectiveness of advertising and digital marketing tools
- To study customer awareness and perception towards promotions
- To examine the relationship between promotional strategies and sales turnover
- To provide suggestions for improving promotional effectiveness

**NEED OF THE STUDY:**

The need for this study arises from the increasing importance of promotional strategies in modern business. Companies invest significant resources in promotional activities, but not all strategies produce the desired results. Therefore, it is necessary to evaluate their effectiveness.

This study helps organizations:

- Understand which promotional tools are most effective
- Improve marketing decision-making
- Enhance customer engagement and satisfaction
- Optimize resource allocation and reduce unnecessary expenses
- Achieve sustainable sales growth

**SCOPE OF THE STUDY:**

The study focuses on the promotional strategies adopted by Innovative Media Limited, Chennai. It covers both traditional and modern promotional tools such as advertising, hoardings, and digital marketing. The research is limited to 150 respondents and is confined to a specific geographical area.

The scope includes:

- Customer awareness and perception
- Promotional channels effectiveness
- Relationship between promotion and sales

- Evaluation of marketing strategies

#### **HYPOTHESIS OF THE STUDY:**

- $H_0$  (Null Hypothesis): There is no significant relationship between promotional strategies and sales performance
- $H_1$  (Alternative Hypothesis): There is a significant relationship between promotional strategies and sales performance

#### **RESEARCH METHODOLOGY:**

##### **Research design**

The study adopts a descriptive research design with a quantitative approach. Descriptive research is used to systematically describe the characteristics of the recruitment and selection process and the respondents' perceptions thereof.

Descriptive research design is used to describe the characteristics of respondents and analyze promotional effectiveness.

##### **Data collection**

- Primary Data: Structured questionnaire
- Secondary Data: Books, journals, websites, company reports

##### **Sampling**

A census sampling method was employed, covering all 150 employees across various departments and designations, ensuring comprehensive representation of the workforce.

Convenience sampling method was used due to accessibility and time constraints.

##### **Statistical tools**

Three statistical tools were applied for data analysis:

- Percentage Analysis to describe frequency distribution and identify dominant patterns across all 23 classification items. Percentage analysis is one of the simplest and most widely used statistical tools in research studies.
- Pearson Correlation Analysis to measure the linear relationship between years of experience and the overall selection policy rating. Correlation analysis is used to measure the relationship between two variables.
- Chi-Square Test to test associations between demographic variables (gender, experience, education) and recruitment-related perceptions. The Chi-Square Test is a statistical tool used to identify whether there is a significant relationship between two variables.

#### **DATA ANALYSIS AND INTERPRETATION:**

##### **RESPONDENT PROFILE**

**Table 1 Key Selection Findings**

<b>Variable</b>	<b>Category</b>	<b>Percentage</b>
Age	21-30 Years	41.3%
Gender	Male	65%
Education	Ug	40%
Awareness	Yes	73.3%

Social media (26.7%) and hoardings (33.3%) are major promotional channels. Most respondents notice promotions occasionally (36.7%). Advertisements are rated good/excellent by majority.

**FREQUENCY OF EXPOSURE TO ADVERTISEMENTS**

**Table 2 Key Selection Findings**

<b>Frequency</b>	<b>No Of Respondents</b>	<b>Percentage</b>
Daily	35	23.3%
Weekly	50	33.3%
Monthly	40	26.7%
Rarely	25	16.7%
Total	150	100%

The majority of respondents (33.3%) are exposed to advertisements on a weekly basis, indicating moderate promotional reach. Daily exposure (23.3%) shows strong visibility among a segment of customers.

**PREFERRED PROMOTIONAL METHOD**

**Table 3 Key Selection Findings**

<b>Method</b>	<b>No. Of Respondents</b>	<b>Percentage</b>
Adertising	45	30%
Social Media	50	33.3%
Sales Promotion	30	20%
Personal Selling	15	10%
Others	10	6.7%
Total	150	100%

Social media is the most preferred promotional method (33.3%), followed by advertising (30%), indicating a shift toward digital platforms.

**IMPACT OF PROMOTIONAL OFFERS ON PURCHASE DECISION**

**Table 4 Key Selection Findings**

<b>Response</b>	<b>No Of Respondents</b>	<b>Percentage</b>
Strongly Agree	40	26.7%
Agree	45	30%
Neutral	30	20%
Disagree	20	13.3%
Strongly Disagree	15	10%
Total	150	100%

A majority (56.7%) agree that promotional offers influence purchase decisions, proving the effectiveness of sales promotions.

## CUSTOMER SATISFACTION WITH PROMOTIONAL ACTIVITIES

**Table 5 Key Selection Findings**

Satisfaction Level	No. Of Respondents	Percentage
Highly Satisfied	30	20%
Satisfied	50	33.3%
Neutral	35	23.3%
Dissatisfied	20	13.3%
Highly Dissatisfied	15	10%
Total	150	100%

More than half of the respondents (53.3%) are satisfied with promotional activities, indicating effective marketing strategies.

### KEY FINDINGS:

- Promotional strategies significantly influence customer awareness. It is found that the majority of respondents are aware of Innovative Media Limited, Chennai, indicating strong promotional visibility and brand recognition in the market.
- Social media is the most effective promotional tool, The study reveals that social media and outdoor advertising are the most effective promotional channels influencing customer awareness and engagement.
- Outdoor advertising provides high visibility, It is observed that promotional activities significantly influence customer interest and purchasing decisions, leading to increased sales performance.
- Promotional activities increase customer interest and engagement, The findings indicate that discounts, offers, and promotional campaigns attract customers and encourage immediate purchase decisions.
- There is a positive relationship between promotional strategies and sales, The study shows that most respondents are satisfied with the company's promotional strategies and advertising effectiveness.
- Majority of respondents have moderate to high awareness levels, The correlation analysis reveals a positive relationship between promotional strategies and sales turnover, proving that effective promotion contributes to business growth.
- The Chi-Square test confirms a significant relationship between customer awareness and promotional visibility, highlighting the importance of continuous promotional activities.

### SUGGESTIONS:

- The company should increase the use of digital marketing and social media platforms to improve customer reach and engagement.
- Attractive discounts, offers, and promotional campaigns should be introduced regularly to encourage customer purchases.
- Innovative Media Limited should combine traditional advertising methods with modern digital promotional strategies for better effectiveness.
- The company should create more creative and visually appealing advertisements to improve customer attention and brand recall.
- Promotional activities should be conducted more frequently to maintain continuous market visibility and customer awareness.
- Customer feedback should be collected regularly to evaluate the effectiveness of promotional strategies and improve future campaigns.

- The organization should focus on targeted promotional strategies based on customer preferences and market trends to increase sales turnover.
- The company should place outdoor advertisements and hoardings in high-traffic areas to improve visibility and attract more customers.
- Innovative Media Limited should use data analytics and modern technology to measure promotional performance and make effective marketing decisions.

## **CONCLUSION**

The study concludes that promotional strategies play a significant role in increasing sales turnover and improving customer awareness at Innovative Media Limited, Chennai. The research findings clearly show that effective promotional tools such as social media marketing, advertising, hoardings, and sales promotion positively influence customer interest and purchasing decisions. The study also reveals that customers are highly attracted to creative advertisements, discounts, and digital promotional campaigns, which contribute to stronger brand recognition and customer engagement.

The statistical analysis confirms that there is a positive relationship between promotional strategies and sales performance. Both traditional and digital promotional methods are important in reaching different customer groups and maintaining market competitiveness. The study further highlights that social media and outdoor advertising are among the most effective channels for creating awareness and improving customer response.

Overall, the research emphasizes that organizations must continuously evaluate and improve their promotional strategies to achieve long-term business growth and customer satisfaction. By adopting innovative, customer-oriented, and technology-driven promotional practices, Innovative Media Limited can strengthen its market position, enhance brand image, and achieve sustainable sales growth in the competitive business environment.

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