

## **A STUDY ON EFFECTIVENESS OF SALES PROMOTION TOWARDS VYAPINI IMPEX PRIVATE LIMITED AT TRICHY**

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**Abstract**—*The purpose of this project work is to gain a better understanding of promotional and its impact on the sales of an organization. In a competitive world, there are many problems in marketing of detergent 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 fast moving consumer goods. It is identified that there is a need for research work in the field of consumer attitude towards promotion of Vyapini Impex Private Limited at Trichy.*

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### **INTRODUCTION**

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.

### **STATEMENT OF THE PROBLEM**

The purpose of this project work is to gain a better understanding of promotional and its impact on the sales of an organization. In a competitive world, there are many problems in marketing of detergent 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 fast moving consumer goods. It is identified that there is a need for research work in the field of consumer attitude towards promotion of Vyapini Impex Private Limited at Trichy.

### **OBJECTIVES OF THE STUDY**

#### **Primary objectives:**

- A Study on Effectiveness of Sales Promotion measure towards of Vyapini Impex Private Limited at Trichy.

#### **Secondary Objectives:**

- To study the advertisement and international sales promotion measure effectiveness to the product process
- To study sales techniques using by garments industry
- To examine the various promotional and its sales effects on the organization
- To get an idea about how different functional departments are structured and how each one of them operate and international sales promotion measure.

- To identify the level of customer response with respect to the sales promotion conducted at garments industry at Trichy
- To increase sales by publicity through the media which are complementary to press and poster advertising

### **SCOPE OF THE STUDY**

This research work tends to analysis the impact of promotional on the sales of an organization

- The study helps to know promotional in garments manufacturing firm
- The study explores the new ways of attracting customers.
- The study of the retail consumer behavior is limited to one area in Trichy only; the same studies can be conducted in other areas.
- Scope of the study is limited stores; the same study can be conducted in other retail stores.
- Scope of the study is limited retail sales promotions; the same study can be conducted in for the product sales promotions also.

### **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.

### **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**

The following techniques were adopted for data collection.

##### **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 percentage Analysis
- Chi-square analysis
- Correlation
- ANOVA

**DATA ANALYSIS AND INTERPRETATION**

**CHI SQUARE ANALYSIS**

**NULL HYPOTHESIS**

**(H<sub>0</sub>):** There is no significant relationship between Occupation of the respondents and Type of promotional activity attract customers.

**ALTERNATIVE HYPOTHESIS**

**(H<sub>1</sub>):** There is significant relationship between Occupation of the respondents and Type of promotional activity attract customers.

<b>Occupation of the respondents * Type of promotional activity attract customers Crosstabulation</b>						
Count		Type of promotional activity attract customers				Total
		Discount	Installment	Support to new customers	Add new branch	
Occupation of the respondents	Business	22	18	0	0	40
	Student	0	20	0	0	20
	Employee	0	2	26	5	33
	Professional	0	0	0	27	27
Total		22	40	26	32	120

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.293E2 <sup>a</sup>	9	.000
Likelihood Ratio	229.121	9	.000
Linear-by-Linear Association	103.412	1	.000
N of Valid Cases	120		
a. 3 cells (18.8%) have expected count less than 5. The minimum expected count is 3.67.			

Symmetric Measures					
		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Ordinal by Ordinal	Gamma	1.000	.000	38.007	.000
Measure of Agreement	Kappa	.727	.047	14.589	.000
N of Valid Cases		120			
a. Not assuming the null hypothesis.					
b. Using the asymptotic standard error assuming the null hypothesis.					

**RESULT**

Hence the value is less than 0.05, we accept null hypothesis and reject alternate hypothesis. So there is no significant difference between Occupation of the respondents and Type of promotional activity attract customers.

**CORRELATION**

The table shows that the relationship between Monthly income of the respondents and Deal with the company.

Correlations			
		Monthly income of the respondents	Deal with the company
Monthly income of the respondents	Pearson Correlation	1	.879**
	Sig. (2-tailed)		.000
	N	120	120
Deal with the company	Pearson Correlation	.879**	1
	Sig. (2-tailed)	.000	
	N	120	120
**. Correlation is significant at the 0.01 level (2-tailed).			

**RESULT**

This is a positive correlation. There are relationships between Monthly income of the respondents and Deal with the company

**ANOVA**

**NULL HYPOTHESIS**

**H<sub>0</sub>:** There is no significance relationship between Age group of the respondents and Type of products range sales in textile industry.

**ALTERNATIVE HYPOTHESIS**

**H<sub>1</sub>:** There is a significance relationship between Age group of the respondents and Type of products range sales in textile industry.

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Descriptive									
Age group of the respondents	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	Between-Component Variance
					Lower Bound	Upper Bound			
Boys Wear	36	1.42	.500	.083	1.25	1.59	1	2	
Girls Wear	41	2.34	.480	.075	2.19	2.49	2	3	
Women's Wear	21	3.10	.301	.066	2.96	3.23	3	4	
Men's Wear	22	4.00	.000	.000	4.00	4.00	4	4	
Total	120	2.50	1.004	.092	2.32	2.68	1	4	
Model	Fixed Effects		.413	.038	2.43	2.57			
	Random Effects			.557	.73	4.27			1.140

**Test of Homogeneity of Variances**

Age group of the respondents

Levene Statistic	df1	df2	Sig.
71.939	3	116	.000

ANOVA							
Age group of the respondents		Sum of Squares	df	Mean Square	F	Sig.	
Between Groups	(Combined)	100.221	3	33.407	195.925	.000	
	Linear Term	Unweighted	98.911	1	98.911	580.095	.000
		Weighted	100.051	1	100.051	586.781	.000
		Deviation	.170	2	.085	.497	.609
Within Groups		19.779	116	.171			
Total		120.000	119				

**HOMOGENEOUS**

Age group of the respondents						
	Type of products range sales in textile industry	N	Subset for alpha = 0.05			
			1	2	3	4
Student-Newman-Keuls <sup>a</sup>	Boys Wear	36	1.42			
	Girls Wear	41		2.34		
	Women’s Wear	21			3.10	
	Men’s Wear	22				4.00
	Sig.		1.000	1.000	1.000	1.000
Means for groups in homogeneous subsets are displayed.						

a. Uses Harmonic Mean Sample Size = 27.540

**RESULT**

Since the calculated value is less than the table value. So we accept the null hypothesis. There is no significance relationship between Age group of the respondents and Type of products range sales in textile industry.

**FINDINGS**

1. Majority 60.8% of the respondents are Female person.
2. Maximum 35.0% of the respondents are age group between 20-35 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.
6. Maximum 37.5% of the respondents are Rs.20,000 to 30,000 income.
7. Maximum 35.0% of the respondents are 3-5 years experience.
8. Maximum 34.2% of the respondents are using Girl’s wear.
9. Majority 36.7% of the respondents are above 15 years deal with the company.
10. Majority 60.8% of the respondents are feel about sales activity good.
11. Majority 35.8% of the respondents are sale agreement only.
12. Majority 33.3% of the respondents are installments activities attract customers.
13. Majority 31.7% of the respondents choose Television for supportive media for sales promotion.
14. Majority 35% of the respondents said monthly sales target is 30 tones.
15. Majority 21.7% of the respondents are product combination is offered to the customer for trail is called.
16. Majority 31.7% of the respondents are price pack gift item getting with the product purchase.
17. Majority 34.2% of the respondents are sales promotion provide manufacturer to a wholesaler.
18. Majority 59.2% of the respondents are manufacturer get advantage through sales promotion.
19. Majority 41.7% of the respondents are affect the image of product sales promotion is very important.

20. Majority 25.8% of the respondents are promotion mix elements of sales promotion.
21. Majority 30.8% of the respondents are More external competition growth of sales promotion.
22. Majority 44.2% of the respondents are price pack for using same product get award.
23. Majority 40.0% of the respondents are self-liquidating promotion best promotional tool in any marketing.

### **SUGGESTIONS**

- Rebranding the organization has made it possible to open up new opportunities while textile system 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.
- Textile product vital role of brand image of compare with other system.
- Each and every paper product of Textile 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.
- Critical analysis of the beneficial role of promotional strategies to both the consumers and the company.

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