Empirical Study on Sales Promotion Effectiveness Tools Suitable for Jewelry and Ornament Traders

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Abstract

Today, businesses are continually searching at opportunities to boost the quality and efficacy of their market marketing activities. And burden and criticism include commercial, advertising, financial, business, public relations, and product promotions, since they have long been one of the most difficult marketing costs in terms of profit-or-cost analysis or rationale.

Two contrasting trends force brand executives to reconsider their advertising plans. Firstly, the intensely competitive environment is pushing advertisers to increase their advertising mix expenses. This intensified focus places tremendous pressure on advertisers to create and execute campaign strategies that could add value in the light of tighter budgets for their companies. The research gives a description of various tools that can be used by Jewellery and Ornament Traders for sales promotion.

Key Words: Sales Promotion, Promotion Tools, Consumer Buying

Introduction

Selling marketing techniques aimed at meeting sales targets must be transparent for growing business. It is the primary approach to accomplish organizational goals. Therefore, it is necessary to recognize the difference between policy and strategies. Marketing communications are the process through which advertisers seek to educate and to directly and indirectly reassure and remind consumers about products they sell. That covers other types of marketing advertising tactics implemented by multinationals to encourage customers to buy their goods. Through gold industry creates and pursues its own marketing campaigns in order to achieve its dream and target. It poses a variety of abstract problems. Several questions are currently being raised regarding marketing campaigns and their position in the gold ornamental industry.

Some ads aimed at influencing demand have a long-term awareness of the brand and its tastes. On the other hand, the sales promotion function is to allow the consumer to buy immediately. In all types of consumer goods and also in the industry, sales promotions are used. Promoting sales
requires some kind of chance of buying. This reward is usually the main factor in the advertising program. A voucher, or a price reduction, a bonus or sweepstakes offer, a rebate or discount on cash back or an additional amount of a good could be included in the reward. The bonus can also be a free sample of the goods and a premium to remind the brand and strengthen its reputation in the hope of a future purchase.

Some sales promotions attempt to make the product or service valuable. Distribution channels such as wholesalers or retailers can also encourage sales promotion. Sales promotion is essentially a way to speed up the sales cycle and increase sales volume. Sales marketing strategies may provide customers an added opportunity to buy a greater quantity of products or to reduce their market or purchasing times by motivating them to act more quickly. Sales advertising activities may also be extended to multiple marketing categories. Sales marketing can be classified into the most relevant categories: customer-oriented, industrial and consumer.

**Consumer Responses to Sales Promotions**

A vast variety of customer responses to promotional incentives has been accumulating over the last few decades (Leone & Srinivasan, 1996; Huff & Alden, 1998) due to the increasing value of this marketing lever. Nonetheless, excessive emphasis on coupon at the cost of other equally appropriate promotional resources has led to a need for further research in the area of investigation and coupon studies of the impacts on product and buy-back behaviour, particularly among Indian consumers, whose behaviour is focused on free samples, incentive bundles, and price discounts.

Therefore, there is at best very little work on the usage of communications methods in India. And very little is understood about Indian customers and their purchasing behaviour, in particular how they respond to different marketing promotions. As the majority of the current literature on these relationships remains the Western viewpoint until now; work into Indian customers and the Indian climate is desperately needed, and is inaccessible to many writers. Since the understanding of Indian customers' behavioral responses to sales promotion strategies is crucial in customer management and in the design of effective sales promotion strategies, significant impulses are developed for this research. Not all purchasing choices are similarly critical or affect the customer mentally. People take a less comprehensive method of decision-making, including a less thorough search for facts and evaluation of options, when buying products and services with a low participation relative to high involvement objects. Due to the differences in the decision-making process between low and high-impact products as well as the high frequency of purchases of low-inclusive products, a new promotional strategies which can be more efficient in the context of India.
Effectiveness of Sales Promotion

Sales promotion is, according to Shimp (2003), any motivation that a supplier uses to persuade the commercial wholesalers, distributors or other channel representatives and/or customers to purchase an item, and to motivate a selling force to market it actively. Therefore, marketers are using competitive opportunities to promote customer wanted behavior. The marketing of profits is more short-term and may affect behavior. The word sales promotion applies to different kinds of selling opportunities and strategies aimed at achieving immediate or short-term sales results, according to Totten & Block (1994). Typical product marketing involves discounts, offers, premiums in box, quality offs, displays, etc. Coupons is used for research (Robinson & Carmack 1997).

Ong et al. (1997) found consumers to be somewhat skeptical about the offer of bonus packages but a little more confident about the price and quantity they claimed. In other terms, the faithfulness of the kit service was low, so they will still purchase a flask and not buy more than one glass. The study hypothesized that this is because buyers believe that suppliers marginally increase their rates in connection with coupon products. Quality research indicates whether a drug is properly checked or utilized (Kardes, 1999). Larger products and ads surrounding the bid appeared to render the sale visible (Gardener & Trivedi 1998). When more of the commodity is offered at no extra expense, customers will be encouraged to purchase the product because they believe the price is the most important item for their money. Packing with "buy one- get-one-free" does not raise brand loyalty prior to the purchasing of the experience, according to Gilbert and Jackaria (2002), as the consumers can only encounter the commodity while in a shop (as opposed to previews or coupons), but, if the offer is visible, it may promote brand awareness and brand recovery for potential sales. Since an extra amount is provided free of charge, consumers may be persuaded to purchase the product if they feel that it represents a fair deal that offers value for money.

According to Cook (2003), coupons are readily grasped and quite effective for the buying of tests by the customer. Gilbert and Jackaria (2002), competing with the popularity of the coupon, reported that the coupon is the least widely used promotional coupon and has little impact on product testing. Additional tests (Darks 2000; Fill 2002) have demonstrated the value of coupons as a selling device. Pricing affects new product trials (Brand week, 1994). According to Ehrenberg et al (1994), short-term sales peaks were mainly due to purchases made by brand users rather than new clients.

The study therefore concludes that such occasional users would more than probably contribute to their favorite brands in their investment after trying to take advantage of price cut rather than buy this same promoted product at full prices. However, the link between price promotion and product trial has been reported between Shimp (2003) and Fill (2002) among other current studies. In regards to the free trial, another promotional tactic often employed by marketers, brand executives understands the value of product testing and the actual customer interaction of a
drug; thus they also give out free trials of goods such that customers can evaluate their items for themselves rather than react exclusively to the ads (Kardes, 1999).

Peter and Olson (1996) suggest that processing ability relates to the degree to which a substance may be evaluated on a restricted basis or separated into tiny volumes for a cost-effect analysis. It is said that through product marketing, companies have a chance of increasingly influencing customer preference and behaviour through adding interest through an bid on-pack, by through show or by encouraging research via sampling and/or couponing. According to Schindler (1998), a market campaign aimed at evoking fault attributions may be predicted to draw more than one customers that does not invoke such qualities and therefore have a greater capacity to generate customer product evaluations.

Wayne (2002) considered a link between market marketing and drug research. Chandon et al (2000) indicated that sales promotion can be attractive for consumers who are highly vulnerable to promotion for reasons other than price savings. Such heavily competitive customers will turn products to ‘exclusive’ offers that represent and improve their intelligent self-perception of the shopper. They reached the conclusion that consumers with a high level of promotion could try a new product with a promotion. Thomas (1993) concluded that the size of expected delivery and promotional expenses such as advertising, online ads, sales force, etc could influence a product’s initial evaluation.

Conclusions

As other empirical research the usefulness of such advertising methods in high-performance product scenarios is an important potential study course. As some academics claim that products with high involvement are not as receptive as materials with higher-involvement promotional devices, the views on Jewelry and Ornament Traders for selling promotion in India must be checked in India.

This prospective work should lead to growing existing awareness in the area by empirically confirming or refuting the above conclusions. Furthermore, future investigations might take a comparative approach between the high and low involvement products to determine whether they are equally or differently reacting to promotions and whether the former are statistically less reactive to Jewellery and Ornament Traders than the latter in the Indian context.

The effect of other advertising devices on drug marketing needs desperately to be investigated as work in this direction has not yet completed. Among the five advertising methods explored in this report, such as a voucher, price break, free demo, incentive kit and in-store exhibit, potential studies will explore certain forms of product trial promotion. However, experiments using data collected from retailers who chart the patterns of shopping and promoting sales through various tools can add value because they are based on information instead of assumptions.
This work has important theoretical ramifications. The analysis offers fresh insights into the perception of promotional advertising techniques and their effect on the behavior of Indian consumers in the low-level product setting. This also helps to clarify the importance of awareness of sales marketing resources. Indian consumers are more likely than coupons to address a comparison, price discount, in-store showcase and incentive bundle. A plausible explanation of how poor the voucher is is that the method is new. This research demonstrates the link between numerous promotional tools and results of the experimental and thus helps the user understanding how Indian consumers respond to different promotional tools given by marketers of jewellery and ornamental merchandise.

References


