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A STUDY ON SALES PROMOTION OF SRI SAKTHI TILES MANNARGUDI TOWN

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Abstract

The typical roof tiles made from soil or clay will be limited because it destroyed the farmland. On the other hand, the old tire and waste plastic increase year and year, which bring a serious environmental problem. So the roof tiles made from old tire and waste plastic will help a lot to decrease above environmental pressure. To get a suitable formula of roof tiles made from waste rubber tire powder and waste plastic, the present article studied mechanical performance of a series of composites. Then a preferred formula was got through comparing the mechanical performance.

Keywords: Roof tiles; recycle; tire powder; rubber and plastic composite.

1. INTRODUCTION

Marketing research is the function which links the consumer, customer and public to the marketer through information – Information used to identify and define marketing opportunities and problems. Marketing research is the systematic and objective approach to the development and provision of information for the marketing management decision making process.

SALES

“Sales is helping the customers to buy”. Helping them to make up his mind based

upon the satisfaction of his needs. Sales is always going for “Win – Win” or “Non Deal”. That means that it is the salespersons responsibility to ensure that both he and the customer wins on the deal.

SALES PROMOTION

Sales Promotion Marketing activities other than personal selling, advertising, and publicity that enhance consumer purchasing and dealer effectiveness. Goal is speeding the sales process and increasing sales volume.

Produce best results when combined with other other marketing activities, such as advertising. Cannot overcome poor brand images, product deficiencies, or poor training for salespeople.

TECHNIQUES OF SALES PROMOTION

Coupons premiums, contests and various other non – recurrent selling efforts not in the ordinary routine it is a plus ingredient in the marketing mix, whereas advertising and personal salesmanship, are essential and basic Ingredients in the marketing mix.

In short sales promotion is a bridge or a connecting link covering the gap between advertising and personal salesmanship, the two wings of promotion.

OBJECTIVES OF THE STUDY

- ❖ To study the socio - demographic characteristics of respondents.
- ❖ To know the source of knowledge about the sales promotional offer.
- ❖ To analyze, mode of purchasing way of the customer.

RESEARCH METHODOLOGY

Research methodology is systematic ways to solve the research problem it may be understand of a science of studying how research is done scientifically, study various steps that are generally adopt by researches in studying his research problem along with logic behind them. It is necessary for the research not only the research but also methodology.

PRIMARY DATA

Primary data re-collected through primary sources by administering a questionnaire.

SECONDARY DATA

Secondary data re-collected from marketing. Training department and cost & accounts department’.

SAMPLING TECHINQUE

For getting primary data, a questionnaire is constructed and distributed to the respondents.

LIMITATIONS OF THE STUDY

The sample chosen for study is only 100 respondents. From the 100

respondents device in to 4. The divisions are stockiest 25, contractor & mason 25, end – user 50. Because time and cost constraints.

COMPANY PROFILE

In 1975 we started our business with a construction material like timber, Ac sheet, and cart board, etc.

Later ayear we extended our business in the name of Sri Sakthi Hardware & glass. In the 2001, we started production brass handle Glass, Paint & etc.

In 2005 we started for tiles & pre fittings, Cp Tap, over Head paint & etc. We sell through direct customers and sub dealers.

DATA ANALYSIS AND INTERPRETATION

TABLE 1
CLASSIFICATIONS OF THE
RESPONDENTS BY THEIR AGE

S. N O	AGE	NO.OF.RES PONDENTS	PERCEN TAGE
1	21-25	50	50
2	26-30	10	10
3	31-40	25	25
4	Above 40	15	15
	Total	100	100

Source: Primary Data

INFERENCE

The above table shows that 50% of the respondents are the belongs to the age group of 21-25 years, 25% of the respondents belongs to 31-40 years, 15% of the respondents belongs to above 40 years and 10% of the respondents are belongs to the age of 26-30 years.

Table 2
Classification of respondents by their gender

S. No	GENDER	NO OF RESPONDENTS	PERCENT AGE
1	Male	70	70
2	Female	30	30
	Total	100	100

Source: Primary Data

INFERENCE

The above table shows that the 70% of respondents are male and 30% are female.

Table 3
Classification of the respondents by their sales promotion

S.no	Opinion	No.of.respondents	Percentage
1.	Excellent	15	15
2.	Average	35	35
3	Good	30	30
4	Poor	20	20
	TOTAL	100	100

Source: Primary data

INFERENCE

The above table show that 35% of respondents are opinion that average, 30% of respondents are opinion that good, 20% of respondents are opinion that poor and 15% of respondents are opinion that excellent.

Table 4
Classification of the respondents by their mode of purchase

S. No	OPINION	NO.OF.RES PONDENTS	PERCENTAGE
1	Loan	20	20
2	Cash	50	50
3	Both	30	30
	TOTAL	100	100

Source: Primary Data

INFERENCE

The above table shows that 50% of respondents are cash, 20% of respondents are loan, and 30% of respondents are both.

FINDINGS

- Majority (50%) of the respondents belongs to the age group of 26-30 years.
- Majority (70%) of the respondents are male.
- Majority (35%) of the Respondents under the sales promotion offer are of average.
- 50% of the respondents' Mode of purchase is in cash.

SUGGESTIONS

- Youngsters and adult people and male category should be the larger to promote sales.
- Advertisement like wall painting and T.V advertisements can be given by more extensive way by the dealers.

CONCLUSION

Sales promotion activities are designed to increase and expand the market. Sales promotional activities are intended to bring about effective transfer in ownership and in moving good expeditiously from the manufacture to the consumers. Sales promotion is to attract the prospective buyers towards the product and to include them to buy the product at the point of purchase.

Sales promotion in modern marketing has increased mainly on account of its ability in promotion sales and in preparing the ground for future expansion. It means clearing out some old stock or to put some extra pressure behind a slow moving product and the like.

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