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## **IMPACT OF SALES PROMOTION ON MARKETING OF AAVIN PRODUCTS - A STUDY AT SALEM CITY**

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### **Abstract**

*This study illuminates the transformative influence of sales promotion strategies on Aavin products' marketing landscape. Through meticulous analysis, we explore into how promotions shape consumer behavior, brand loyalty, and market expansion for Aavin. Our investigation spans diverse promotional avenues, including discounts, coupons, and loyalty programs, shedding light on their nuanced impacts on consumer engagement and market penetration. Furthermore, we examine the long-term sustainability of promotional endeavors, evaluating their effectiveness in fostering enduring brand perception and driving product innovation within Aavin's portfolio. By examining consumer feedback, market trends, and competitive dynamics, we unveil the complex interplay between sales promotions and Aavin's marketing strategies.*

**Keywords:** Aavin products, sales promotion, consumer behavior, brand loyalty, market expansion, sustainability, product innovation, competitive dynamics.

### **INTRODUCTION**

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. There are many reasons why a business may choose to use a sales promotion (or 'promo'), but the primary reason is to boost sales. Sales boosts may be needed to reach a quota as a deadline approaches, or to raise awareness of a new product. Title: "Unveiling the Impact: Sales Promotion on Aavin Marketing". Understanding these dynamics is crucial for Aavin to maintain its market leadership and engage consumers amidst evolving preferences.

### **OBJECTIVES OF THE STUDY**

- Impact of sales promotion on marketing of Aavin products – A study at Salem city.
- To know the awareness level and perception towards sales promotion techniques by the customer of Aavin milk dairy.
- To identify different sales promotion techniques of Aavin in promoting their products.
- To find out the factors influencing customer expectation towards sales promotional techniques in milk dairy firm.

### **LIMITATIONS OF THE STUDY**

- Respondents are randomly selected and mostly were youngsters and college / university students because they are more attracted towards milk industry.
- Access to milk product sales was limited in order to meet respondents inside because they did not allow.

- The questionnaire was filled by researcher from respondents outside the franchises.
- Lack of response from some respondents.

**SCOPE OF THE STUDY**

- The scope of sales promotion is to market activities in order to add the basic value of a product or services which encourages people to purchase.
- The scope of this research is to investigate the influence of several promotional activities practiced in milk industry
- As the milk industry is growing in Salem and obviously the reasons are speed,convenience and price.
- People are now more attracted towards milk product with the introduction of different promotional offers which suits customers in different occasions and timings.

**REVIEW OF LITERATURE**

**Kotler (2020)** reviewed that sales promotion was short time incentive to encourage purchase or sales of a product of service. Sales promotions fall into two categories value increasing and value adding.

**Sinha, S. K., and Varma, P.(2019)** The most common sales promotion methods include free samples, rebates, contests, price discounts, and coupons. which can be obtained from the internet or email, entitle the buyer to a price discount on specific items.

**Brassington and Pettit (2019)** they gave a revised definition for sales promotions. Sales promotion refers to a range of marketing techniques; it is designed with a strategic marketing framework to add extra value to the product or service in order to achieve specific sales objectives.

**Schultz et al (2018)** this study found that sales promotion alters the price value relationship that the product offers the buyer. It has an instant result implying that the consumer gets a better deal and so a good reason to purchase the milk items.

**Mohamed Dawood Shamout (2016)** aimed to determine the impact of most used tools of sales promotion in milk sector. Marife Mendez et al (2015) investigated into establish the impact of different types of monetary and non-monetary promotions on brand loyalty and its relationship to product involvement.

**RESEARCH METHODOLOGY**

**Research design:** Descriptive research design

**Sampling techniques:** Simple random sampling

**Sample size:** The sample size is 130 respondents

**Tools used for analysis:** Simple percentage analysis, Chi-square, Correlation

**ANALYSIS & INTERPRETATION**

**a) Simple percentage analysis**

The research conducted examined impact of sales promotion on marketing of Aavin products. It gathered data from 130 participants, including their demographics, consumer behavior, employee motivation, product preferences and sales promotion preferences. The data reflects a strong consumer interest in Aavin products, with sales promotions playing a crucial role in influencing consumer behavior and purchase decisions. Additionally, there's a clear indication of the importance of effective sales promotion strategies and employee motivation in driving sales and brand loyalty. The effectiveness of these factors lies in their ability to align with consumer preferences, increase brand visibility, drive sales, and motivate employees, ultimately contributing to the overall success and growth of Aavin products in the market.

**b) Chi-square analysis**

Relationship between trying new Aavin products with sales promotion benefit schemes.

Chi-Square Test	Value	df	p-value
Pearson Chi-Square	14.937 <sup>a</sup>	4	.005
Likelihood Ratio	19.581	4	.001
Linear-by-Linear Assoc.	11.554	1	.001

**INTERPRETATION:**

**Null Hypothesis (H0):** No significant association between trying new Aavin products due to sales promotion and the perceived reach of sales promotion scheme benefits

**Alternative Hypothesis (H1):** Significant association exists.

With p-values above 0.05, we fail to reject H0, indicating no significant association. However, p-values are close to 0.05.

**c) Correlation**

Relationships between different suggestions for motivating the sales force and various types of Aavin sales promotion tools.

Correlation Analysis	Value	Approx. T	Approx. Sig.
Pearson's R	-.102	-.165	.286
Spearman Correlation	-.052	-.594	.553

**INTERPRETATION:**

**Null Hypothesis (H0):** No significant correlation between suggestions for motivating the sales force and various types of Aavin sales promotion tools.

**Alternative Hypothesis (H1):** Significant correlation exists.

Correlation coefficients suggest a very weak negative correlation, but p-values are above 0.05, indicating no statistically significant correlation.

**FINDINGS****a) Simple percentage analysis:**

The survey results indicate a majority of male respondents, primarily aged between 21 to 50 years and married, with diverse educational backgrounds. Most respondents have monthly incomes between Rs25,000 - Rs30,000 and show interest in price draws and promotional gifts. Sales promotions have influenced a significant portion of respondents to try new Aavin products, with financial incentives being deemed crucial for motivating the sales force. In terms of communication channels, in-store displays are preferred by a majority of respondents, followed by television advertisements and social media. These insights underscore the importance of targeted promotional strategies and effective communication channels in driving consumer engagement and sales performance for Aavin products.

**b) Correlation**

There is no significant relationship between different suggestions for motivating the sales force and various types of Aavin sales promotion tools.

**c) Chi square**

There is no significant variable between trying new Aavin products due to sales promotion and the perceived reach of sales promotion scheme.

**SUGGESTIONS**

- Aavin Salem union plays in vital role in marketing.
- The success of the milk and dairy products depends not only the marketing but also the sales promotion towards their product.
- To have better marketing the union needs a maximum inspiration from the customer side.
- Conduct product sampling campaigns at high-traffic areas in Salem, such as shopping malls or popular tourist spots.
- Offer rewards such as discounts, free products, or exclusive access to events for loyal customers.
- Use feedback to refine and improve future sales promotion strategies to better meet the needs and expectations of Salem market.

**CONCLUSION**

In conclusion, the data analysis reveals distinct patterns in the demographics, preferences, and behaviors of respondents towards Aavin products and promotional activities. The majority of respondents represent a diverse range of age groups, with a significant portion falling within the 21 to 50 years bracket, indicating a prime target audience for marketing initiatives. Moreover, the predominance of married individuals suggests an opportunity to tailor promotional strategies to

resonate with family-oriented consumer segments. Additionally, the preference for certain promotion tools, such as price draws and promotional gifts, highlights avenues for optimizing promotional campaigns to enhance consumer engagement and brand loyalty.

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