

**IMPACT OF ADVERTISEMENT AND SALES PROMOTION TECHNIQUES
PRACTICED BY RETAIL SECTORS**

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ABSTRACT

Advertising is an emergent business in India nowadays and plays an important role in promoting merchandise and services. But the rising market-size, powerful competition changing life style and aspirations of public are major challenges faced by manufacturers and marketers in satisfying rivalry. This research paper focused on advertisement and promotional techniques adopted by retailers and their efficiency. Field surveys using structured questionnaires were used to collect primary data from the 150 respondents in three two-tier cities namely Coimbatore, Madurai and Tiruchirappalli of Tamil Nadu, India. The respondents were selected using convenient sampling technique. The results of this study provided an in-depth understanding of the shopping value and how the factors influenced the respondents. As this study is investigative in nature, certain boundaries are identified and based on that suggestions are also offered for future research.

Keywords: Advertising, Promotional Strategies, Retailing.

I.INTRODUCTION

With the advent of various advertising techniques and expanding global market, advertising has become a flourishing business in India. Marketers and manufacturers compete with each other to reach the vast multitude of customers due to strife competitions and ever expanding markets in both urban and rural sectors. If the manufacturers and retailers have to retain their existing markets, they have to tap the young and growing population. This has to be done just to retain their marketing, leave alone the aspect of increasing the marketing share. This is due to the fact that customer purchasing power, life style and attitudes keep on changing rapidly. Plenty of offers, discounts and rebates are provided by the retailers to promote the products at every stage. They also provide other related benefits like credits, after sales services, free samples, free home deliveries, and gift vouchers and so on. To stay in marketing retailers adopt a mix of marketing and promotional plans. But consumers are more wisely by sifting through various advertisements and offer to make a competitive purchase. Indian consumers have become more mature than ever before by making a difficult for the retailers to influence them just with attractive offers. The youth of present day have no qualms in switching brands or products at whim. Because of this there arises a necessity for innovation in sales techniques not only to new customers but also to retain the existing ones.

II.REVIEW OF LITERATURE

Asiya Faisal Khan (2015), reported that with the advent of technology and digitalization, television and radio has become a common name in every household. This has resulted in effectiveness of advertising products. Sales promotion techniques during festive seasons gives a boost to instant sales. Women customers are more inclined to and influenced by the recommendation of sales persons to differentiate between different brands on the basis of quality and effectiveness. So, It is more essential that sales personnel should be well trained and knowledgeable about various brands.

Ripon Kumar Chakraborty, (2013), established the impact of sales promotion simultaneously on consumers purchasing behaviour. Several months were required to accumulate data and information by way of questionnaires, surveys and sight visits. The study found sales promotion to be more effective on the consumers who travelled the peripheral route. Moreover sales promotion advertising was more effective in low involvement category products where a simple promotional signal could lead the consumer to buy a product. This study suggested the importance of integrating the advertisements with promotional activities in order to improve the growth of sales.

Jobber (2012), concluded that, advertising is a form of non-personal communication or ideas or products using prime media like press, radio, television and posters. The response for advertising is unique as each person has his own personal relationship with a brand. The effects of advertising happen concurrently and interactively.

Ishwarkumar (2011), reported that, a customers may develop a feeling of discomfort depending on the tolerance level and the amount of inventory that may make them difficult to locate things within the store. Signage and window-dressing can attract or repel customers from the store. They may develop a sense of trust and value based on their past shopping experiences as they come across visuals such as signage, logo, etc., The most important reason for the customers to patronize a particular outlet is the availability of the range of the product(s).

Michael J. Barone&Tirthankar Roy (2010), explored that, how, when and whether offers provided by the marketers influence the purchase need by the customer in the marketing place.

Danijela Mandić (2010), analyzed and discussed that, the issue of the long-term impact that sales price has on companies, especially on premium brands in the fast-moving consumer goods markets and concluded that, when used properly and strategically, sales price may have a positive long-term impact on brands.

III.OBJECTIVES OF THE STUDY

- To find out the influence of personal variables in benefits of advertisements on Television and Radio of the respondents.
- To find out the influence of personal variables in benefits of advertisements on mobile and internet of the respondents.
- To find out the influence of personal variables in benefits of advertisements on newspapers of the respondents.

IV.RESEARCH METHODOLOGY

The study is mainly based on the primary data collected using a structured questionnaire from 150 respondents who purchases a product in retail markets situated in three two-tier cities namely Coimbatore, Madurai and Tiruchirappalli of TamilNadu, India. In each city 50 respondents were chosen with the help of convenient sampling technique. The secondary data were collected from various books, related journals and web sites.

Research methodology is a way to solve the research problem in analytically. This is descriptive type research. Samples are collected from various places of the study area. The sample of 150 respondents make it hard to generalize the results. The data were obtained through questionnaire. Some of the respondents might not have presented the correct data. In this study, the data collected from the primary sources are analyzed according to the purpose with the help of the statistical tool that is chi-square test.

V. HYPOTHESES, TEST AND RESULTS

Major Hypothesis 1: There will be no significant association between personal variables (gender, marital status, age, educational qualification and monthly income) and benefits of advertisements on television and radio of the respondents

Sub Hypothesis 1 (a): There will be no significant association between gender of the respondents and benefits of advertisements on television and radio.

Table-1 Association between gender and advertisements on television and radio of the respondents

Personal Variable	Advertisements on Television and Radio		
	χ^2 value	Df	p-value
Gender	16.789	13	0.009**

Table-1 indicates regarding advertisements on television and radio, P-value of gender is less than 0.01. Hence, the sub hypothesis is rejected.

Sub Hypothesis 1(b): There will be no significant association between marital status of the respondents and benefits of advertisements on television and radio.

Table-2 Association between marital status and advertisements on television and radio of the respondents

Personal Variables	Advertisements on Television and Radio		
	χ^2 value	df	p-value
Marital Status	26.359	26	0.043*

Table- 2 shows regarding advertisements on television and radio, P-value of marital status is less than 0.05. Hence, the sub hypothesis is rejected.

Sub Hypothesis 1(c): There will be no significant association between age of the respondents and benefits of advertisements on television & radio.

Table-3 Association between age and advertisements on television and radio of the respondents

Personal Variables	Advertisements on Television and Radio		
	χ^2 value	Df	p-value
Age	65.383	52	0.001**

Table-3 revealed regarding advertisements on television and radio, P-value of age is less than 0.01. Hence, the sub hypothesis is rejected.

Sub Hypothesis 1(d): There will be no significant association between educational qualification of the respondents and benefits of advertisements on television and radio.

Table-4 Association between educational qualification and advertisements on television and radio of the respondents

Personal Variables	Advertisements on Television and Radio		
	χ^2 value	df	p-value
Educational Qualification	71.764	52	0.036*

Table-4 find outs regarding advertisements on television and radio, P-value of educational qualification is less than 0.05. Hence, the sub hypothesis is rejected.

Sub Hypothesis 1(e): There will be no significant association between monthly income of the respondents and benefits of advertisements on television and radio.

Table-5 Association between monthly income and advertisements on television and radio of the respondents

Personal Variables	Advertisements on Television and Radio		
	χ^2 value	df	p-value
Monthly Income	53.808	52	0.040*

Table-5 reports regarding advertisements on television and radio, P-value of monthly income is less than 0.05. Hence, the sub hypothesis is rejected.

Results

From the data analysis presented in the tables1-5, it is overall found that there are significant association between personal variables such as gender, age, marital status, educational qualification and monthly income of the respondents and benefits of advertisements on television and radio. The P-value of gender and age is less than 0.01, P-value of marital status, educational qualification and monthly income is less than 0.05.

Hence, the major hypothesis 1 ie concluded that “There are significant association between personal variables and benefits of advertisements on television and radio of the respondents in the study area”.

Major Hypothesis 2: There will be no significant association between personal variables (gender, marital status, age, educational qualification and monthly income) and benefits of advertisements on internet and mobile phone of the respondents

Sub Hypothesis 2(a): There will be is no significant association between gender of the respondents and benefits of advertisements on Internet and Mobile.

Table-6 Association between gender and advertisements on internet and mobile phone of the respondents

Personal Variables	Advertisements on Internet & Mobile Phone		
	χ^2 value	df	p-value
Gender	16.742	14	0.270 (NS)

Table-6 shows regarding advertisements on internet and mobile phone. The P-value of gender is more than 0.05. Hence, the sub hypothesis is accepted.

Sub Hypothesis 2(b): There will be no significant association between marital status of the respondents and benefits of advertisements on internet & mobile phone.

Table-7 Association between marital status and advertisements on internet and mobile phone of the respondents

Personal Variables	Advertisements on Internet & Mobile Phone		
	χ^2 value	df	p-value
Marital Status	25.653	28	0.092 (NS)

Table-7 revealed regarding advertisements on internet and mobile phone, P-value of marital status is more than 0.05. Hence, the sub hypothesis is accepted.

Sub Hypothesis 2(c): There will be no significant association between age of the respondents and benefits of advertisements on internet & mobile phone.

Table-8 Association between age and advertisements on internet and mobile phone of the respondents

Personal Variables	Advertisements on Internet & Mobile Phone		
	χ^2 value	df	p-value
Age	58.960	56	0.038*

Table-8 indicates regarding advertisements on internet and mobile phone, P-value of marital status is less than 0.05. Hence, the sub hypothesis is rejected.

Sub Hypothesis 2(d): There will be no significant association between educational qualification of the respondents and benefits of advertisements on internet & mobile phone.

Table-9 Association between educational qualification and advertisements on internet and mobile phone of the respondents

Personal Variables	Advertisements on Internet & Mobile Phone		
	χ^2 value	df	p-value
Educational Qualification	60.445	56	0.318 (NS)

Table-9 revealed regarding advertisements on internet and mobile phone, P-value of educational qualification is more than 0.05. Hence, the sub hypothesis is accepted.

Sub Hypothesis 2(e): There will be no significant association between monthly income of the respondents and benefits of advertisements on internet and mobile phone.

Table-10 Association between monthly income and advertisements on internet and mobile phone of the respondents

Personal Variables	Advertisements on Internet & Mobile Phone		
	χ^2 value	Df	p-value
Monthly Income	72.502	56	0.068 (NS)

Table-10 infers regarding advertisements on internet and mobile phone, P-value of monthly income is more than 0.05. Hence, the sub hypothesis is accepted.

Results

From the data analysis presented in the tables 6-10, it is found that there are no significant association between personal variables and benefits of advertisements on internet and mobile phone. The P-value of age is less than 0.05. P-value of gender, marital status, educational qualification and monthly income is greater than 0.05.

Hence, the major hypothesis 2 is concluded that "There are no significant association between personal variables such as gender, age, marital status, educational qualification and monthly income of the respondents and benefits of advertisements on internet and mobile phone of the respondents in the study area", except the age of the respondents of the study.

Major Hypothesis 3: There will be no significant association between personal variables (gender, marital status, age, educational qualification and monthly income) and benefits of advertisements on newspapers of the respondents

Sub Hypothesis 3(a): There will be no significant association between gender of the respondents and benefits of advertisements on newspapers.

Table-11 Association between gender and advertisements on newspapers of the respondents

Personal Variables	Advertisements on Newspapers		
	χ^2 value	Df	P-value
Gender	8.083	12	0.000**

Table-11 shows regarding advertisements on newspapers, P-value of gender is less than 0.01. Hence, the sub hypothesis is rejected.

Sub Hypothesis 3(b): There will be no significant association between marital status of the respondents and benefits of advertisements on newspapers.

Table-12 Association between marital status and advertisements on newspapers of the respondents

Personal Variables	Advertisements on Newspapers		
	χ^2 value	df	p-value
Marital Status	20.835	24	0.048*

Table-12 indicates regarding advertisements on newspapers, P-value of age is less than 0.05. Hence, the sub hypothesis is rejected.

Sub Hypothesis 3(c): There will be no significant association between age of the respondents and benefits of advertisements on newspapers.

Table-13 Association between age and advertisements on newspapers of the respondents

Personal Variables	Advertisements on Newspapers		
	χ^2 value	df	p-value
Age	58.465	48	0.143 (NS)

Table-13 focused regarding advertisements on newspapers, P-value of age is more than 0.05. Hence, the sub hypothesis is accepted.

Sub Hypothesis 3(d): There will be no significant association between educational qualification of the respondents and benefits of advertisements on newspapers.

Table-14 Association between educational qualification and advertisements on newspapers of the respondents

Personal Variables	Advertisements on Newspapers		
	χ^2 value	df	p-value
Educational Qualification	62.548	48	0.027*

Table-14 reported regarding advertisements on newspapers, P-value of educational qualification is less than 0.05. Hence, the sub hypothesis is rejected.

Sub Hypothesis 3(e): There will be no significant association between monthly income of the respondents and benefits of advertisements on newspapers.

Table-15 Association between monthly income and advertisements on newspapers of the respondents

Personal Variables	Advertisements on Newspapers		
	χ^2 value	df	p-value
Monthly Income	52.490	48	0.304 (NS)

Table-15 pointed out regarding advertisements on newspapers, P-value of monthly income is more than 0.05. Hence, the sub hypothesis is accepted.

Results

From the data analysis presented in the tables 11-15, it is found that, there are significant association between personal variables and benefits of advertisements on newspapers. The P-value of gender is less than 0.01. But, P-value of marital status and educational qualification is less than 0.05 and P- value of age and monthly income is greater than 0.05.

Hence, the major hypothesis 3 is concluded that "There are significant association between personal variables such as gender, age, marital status, educational qualification and monthly income and benefits of advertisements on newspapers of the respondents in the study area", except the age and monthly income of the respondents of the study.

VI. FINDINGS OF THE STUDY

There are significant association between personal variables and benefits of advertisements on television and radio of the respondents in the study area.

There are no significant association between personal variables such as gender, age, marital status, educational qualification and monthly income of the respondents and benefits of advertisements on internet and mobile phone of the respondents in the study area, except the age of the respondents of the study.

There are significant association between personal variables such as gender, age, marital status, educational qualification and monthly income and benefits of advertisements on newspapers of the respondents in the study area, except the age and monthly income of the respondents of the study.

From this study, it is found that the various factors such as benefits of advertisements and sales promotion activities influencing the respondents while shopping in retail sectors. Among the respondents personal variables such as gender, age and educational qualification are the most important dependent variables on the influence of advertisements through Television, Radio and Newspapers, which are commonly significant association with the above said factors. But the mobile and internet are influenced partially. Because, today mobile and internet are used by all age groups, irrespective of the studies and gender. Based on the above findings, the following suggestions should be taken into consideration by the retail markets to develop their market share and to reduce the cost on unwanted advertisements which will not attract the respondents.

VII.DISCUSSIONS

In general, television, radio, mobile phone, internet and the entire medium of advertising are used to attract the customers/consumers. In recent times, the impact of the technology advancement in advertising through the internet and mobile phone have been reaching the customers in short span of time when compared with the broadcasting e-media such as television and radio. Even though the technology has grown, the newspapers (print media) also play a major role in promotion and induce customers to buy products. The independent variables (age, gender, marital status, educational qualification, monthly income) are creating more impact in the customer's purchase decision. Now a days, Internet is one of the most reliable techniques to reach the people in short span of time and may easily spreading to others. Similarly, the monthly income is also has some impact in customer's purchase decision.

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