

ANALYSIS OF SALES PROMOTION EFFECTS ON HOUSEHOLD PURCHASE BEHAVIOR

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ABSTRACT

This is that research study which is based on sales promotion activity basically it is used by the different industry and firm which are dealing with people of the organization. Which is impact the purchase behaviour of household these are a research which is conduct in the organization and achieve the objective of the research? The experience and opinion of the company has been given a difference reference which is collected through the questionnaire, and through the interview. The outcome of the research study company is actually doing that work through company can increase the sale of the industry, and sometimes it is make the plan and strategy for growth of itself. Actually company can learn from the organization it's consistence different kinds of finding which are based different kind of literature review impact to further research for the organization and in additional in the research has a some important point through which they improve and extend to itself. And it optimises their learning process which is with sales and promotional activity of the company. It is made by the company. It is use for interfacing to the people. And it has available some other new features to enhance the purchasing power of the people.

Keyword: sales and promotion, purchasing power of the household, organisation relationship, customer relationship management, partner relationship management, etc

Introduction:-

Today world is marketing world where is customer creating demand according to their need and company produce product for the consumer on the basis of their demand. In marketing contain different thing like pricing strategy, promotional activity, providing service facility, advertisement activity, marketing challenge for leader follower and different type of nichers etc .it help to expand the market share and an apart that it define the strategic objective and openness of the market. In marketing trends company manager use different promotional activities apply to promote the company product which affect the selling of the company's product and also affect the purchasing behavior of the human. Promotional activity is decision making process. So managers take it carefully. If manager take any wrong decision then the selling of the company will decrease. Due to this company will get more losses. So when we go for taking decision o f the about the promotional activity we keep something in mind. First of thing is that employee's communication, who is acting in the organization, now today's modern marketing's call more than developing a good product, pricing it attractively and market it accessible to target customer. Company must also communicate with their present and their potential customers. Companies hire advertising agencies to develop effective ads, sales promotion specialists to design sales incentive program and public relation firm to develop the corporate image. For example: - they train there sales people to be friendly and knowledgeable.

For most companies the question is not whether to communicate but rather what to say, to whom to how often. A modern company manages a complex marketing communication system. The company communication with its middlemen, consumer and varies publics. Its middlemen communicate with their consumers and vary public.

HOW TO WORK COMMUNICATION PROCESS IN SALE PROMOTIONS:-

The communicating has been evaluated extensively for many years, one of the analyzes of communication took places in the 1940 and 1950 when researchers, including Claude Shannon, warren weaver, Wilbur schramm and others offered model describing hoe communication takes places. In general communication is how people exchange meaningful information. Model that reflect how communication occurs often include the element shown below,

1. Sender: - the party sending the message to another party
2. Encoding: - the process of putting thought into symbolic form.
3. Message: - the set of symbol that the sender transmits.
4. Media: - the communication channel through which the message move from sender to receiver.
5. Receiver: - the party receiving the message sent by another party.
6. Response: - the set of reactions that the receiver has after being exposed to the message.
7. Feedback: - the part of the receiver response that the receiver communication back of the sender.
8. Noise: - unplanned statics or distortion during the communication process, resulting in the receivers receiving a different message than the sender sent.

Hence, communication is sharing of information of two parties. Such an exchange could be oral, written, personal or public, using, words, figure, symbols or combination thereof. the process of communication begin when the sender or the sources wishes to communicate with another party the receiver understand in the same sense what the sender wanted to communicate. The element of the communication process is sender, encoding, media, decoding, receiver and feedback.

Aim and Objectives of the Research:-

Basically we are known that promotional activity is very most important activity. That helps to increase the selling of the product of the company. Due to this there are increasing the revenue of the organization. Promotional activity is a strategy to make famous the product or popularity of the product. So we can increase the selling of the product by the making of the some strategy like

1. Price strategy
2. Different promotional activity:-Such as,

A-Role of communication in service marketing:-It is help in creating powerful image sense of credibility confidence and reassurance. And it's also help in creating trust of consumer and creating the reputation of the company. It also help to reduce the risk .Its help to addition of the value to the product which are produce by the company by providing Information and consultation Design of the product If company go for producing some product which is new for the market then company have to give a new design to the product. So that firm can increase the purchasing power of the human being.

Objective

To Analysis the Sales Promotion Effects upon Household Purchase Behaviour.

To study of advertisement that affects the household purchasing.

To study of effect of sale promotion upon individuals purchase behaviour.

Hypothesis:-

The concerned research study will be based on the following hypothesis which is as under: "Whether sales promotion is an independent variable or the household purchasing behavior of an individual is independent and affected by the sales promotion activities." Here we are considering that sale promotion is independent variables and purchasing power is in dependent variable so we can apply the testing tools. Example:-

H0=customer purchasing behaviour is not affect with the sale and promotional activity of the product.

H1= customer purchasing behaviour is not affect with the sale and promotional activity of the product.

So if we have availed the data so we can calculate the all thing regarding the purchasing of the human being.

LITERATURE REVIEW

Neslin2001 stated that to do the study about the customer purchasing behavior and the factor which are affect the consumer purchasing is very difficult task. He is talking about individuals purchasing behaviour for the various products and in the various reasons it may be possible due to consumer's emotional customer psychology and their needs.

Chandon et al 2000 has given the statement shows that it is dealt with the sales promotion of the product and house hold purchasing behaviour he demonstrate that it is only consider the psychology aspect that affect the purchasing behaviour of the household.

Blackwell (2001) with the help of this study is measuring the promotion of the selling of the product which are the utilized with in various available of the product range.

Whereas g. Laurent 2000 give them some similarities for the selection of the brand and the behaviour of the consumer purchasing which are the based on the range of the product and it help to understand to the customer toward the product in the market and the customer character which are exist in the market place.

Gupta2001 stated that purchasing behaviour of the house hold. Different household at the different level with the related product and various product classes which are exist across the world.

The usage of CRM can be tracked from the beginning of the 1990s the first time the term CRM used by company as information. Which are giving idea for using the software to make the convenient marketing mostly big business and service (buttle 2009) market if the CRM software is growth with another system? In 1993 one pioneer use the term CRM and develop many product and using for his client (whiting2010)

Although now no specific definition of the CRM and the following definition of the CRM affect the basis of the CRM buttel 2009 give that CRM is high business strategy that integrated for the follow external network, for the internal function and process respectively. For profit in CRM, consumers are supported by the information technology.

The overall result of sell and promotional activity of any company help in increasing the revenue of the industries and GDP of our country. And this literature review CRM and PRM concept show how to make a relation between two industries firm and consumer and many software which are regarding the CRM and PRM carry a many information about the country and different methodology which are discus above in the theory at as a tool for maintaining, increasing the sell and promotional activity of the product.

RESEARCH METHODOLOGY:-

RESEARCH METHOD DESIGN:-

According to kothari state ment the research is mostly regarding with the scientific and systmatic study of regarding the research objective. In other words the researchers define that study of research is a scientific art inspection. The objective of the research basically shows the four groups. The first group is family which increase the awareness about the exploratory research. And the second group is interpret to accurate character of the group, individuals etc. Who are investigated the descriptive research and next other group defined the frequency of those event which are related to research topic that have analytical ability, diagnostic the research problem and the forth group is related to judge the relationship of variable which are involving in hypothesis calculation due to that researcher are able to apply hypothesis testing on research.

SECONDARY RESEARCH:-

secondary research is a process involving data collection from either the author or the publisher of primary research. It can also be defined as accessing information which is already collected. Compared to primary data, secondary data is cheap, easy to reach and less time-consuming. However, it has several disadvantages besides its numerous advantages. Figure 8 shows the advantages and disadvantages of secondary research/data. In any research secondary data has been used in the research for the getting the information which are related to the research topic. And secondary data resources are following such as old literature review which is show the relevance from research study. And secondary data help to design the route of primary research which is the first step of research methodology. Sources of data are initially manifested literature, text book, journal, research paper, Google, e-book, EBESCO and EMERALD etc. Additionally in all reports has mentioned useful data that held by the researcher of company and internal report is created by company researcher finally. That is help to generate secondary data.

PRIMARY RESEARCH:-

Primary research is very practical thing for the researchers. It is difficult, more costly as compare to secondary data source and through this method we have gained which data that is more reliable. After completing the secondary data process we are conducting the primary data resource collection for the research objective. Primary research is conducted for the finding of the `solution or answer of the main question which is regarding with the question of the questionnaire. It is a hypothetical nature. Means no one purchasing behaviour can be affected with the sale promotional activity, anyone purchasing behaviour affected with the sale promotional activity.

PERSONAL INTERVIEW:-

While researchers performing the interview for the collection of the data then researchers show the sequence of the questions that is asked from the subject or people. For the collection of the primary data research meets with the people face to face. Or through some different media which may be anything. And their record is answer to question regarding the research problem. Which is collected from the primary data source? This statement is suggested by the Kuiper in 2009. But if we have seen here collecting the data in terms of the quantity.

FINDING AND ANALYSIS OF DATA

It is the outcome of the primary research process. Apart from this we have used other tools such as interview. It also helps in getting data and in this process researchers organized the interview for the people in the market and through the interview which acts as a primary data source researchers collect the different kind of information and use for analyzing the data and get the conclusion that helps in finding the objective of the research.

Process of Data Collection

Data collection process is a vital thing of the research. Qualitative data collection technique and quantitative data collection technique are utilized for getting the data in the research. Generally in questionnaire has included 21 questions regarding the research objective which are fulfilling the need for the completion for the objective of the research. In questionnaire question is divisible into the section. In online questionnaire have three sections and it contains twenty one questions. Which helps in collecting the data from the market? So the questionnaire has played a great role in collecting the data. It also acts as a tool through which we can get the data in quantitative form that will describe in detail in further. And it shows the answer of the question with the help of the graph also. Additionally with the help of the interview research can get the data by face to face interview and collect the data from the resource which acts as a primary resource. Researchers perform other process for getting the data. The interview question the sample of the questionnaire is in size and it is designed on the basis of the objective of the research and people interest from which people would like to answer to the question. So when researchers are constructing the questionnaire then they focus only on a small group of people and some time specific person also. This action shows by that research then he has a six month experience. Questionnaire fulfilled with only 30 people and should get the data from the resource. Even if the number of the people in the research is quite low then the research chooses a niche area.

Findings of the Questionnaire

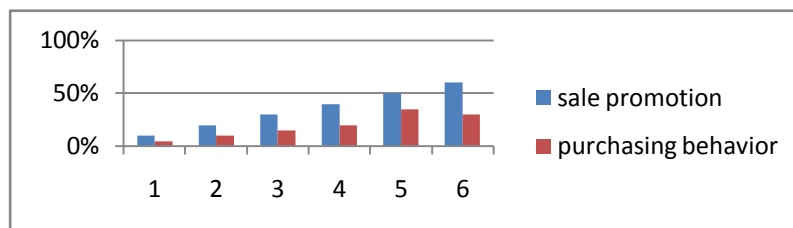
Researchers perform some activity for the fulfillment of objective of the research. So researchers conduct some interview and prepare to the questionnaire. Which is divided into the 3 section that has contained 21 questions in total number? All the question which is mentioned in the questionnaire are multiple choice only two question bases researchers are able to the survey and take to the pick more than one choice the benefit of the survey of the multiple choice question is that it provides a data in quantitative form which can be helped to analysed and proceed further. The sample of the questionnaire is in size and it is designed on the basis of the objective of the research and people interest from which people would like to answer to the question. So when researchers are constructing the questionnaire then they focus only on a small group of people and

some time specific person also. This action shows by that research then he as a six month experience. Questionnaire fulfils with only 30 people and should get the data from the resource. even if the number of the people in the research is quietly low then the research choose niche area.

SECTION 1:

First section of the questionnaire has contained a six question and try to find the information about the CRM which are being partner with each other. In CRM act as initial phage for the primary research? In this section the first question is aware the participant about the concept of the CRM. And their vendor insight the market researchers want to search the vendor who knows about CRM.

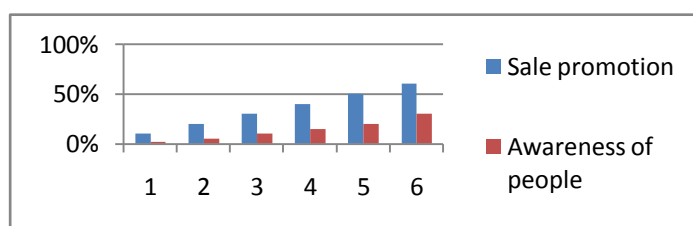
(1)what is the Effect of sale promotion on household purchasing behaviour?



We have found that the question which consist in the questionnaire, participate in the survey, in the survey we have classified the CRM into different class on the basis of the employees awareness of the software. That is used in the survey of the research. Second question of the

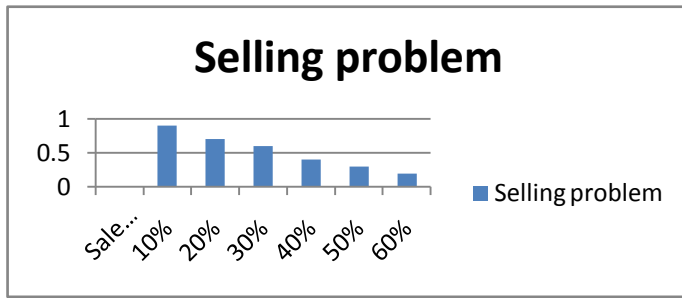
Questionnaire is that if any participant want to know that the partnership of the two companies. Then the result of this is follows.

(2) How to aware the people with sales promotion in the market?



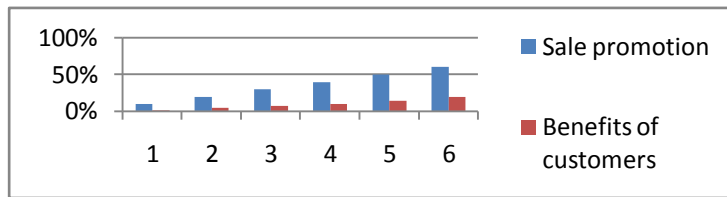
We are founded that only 90 percent people show the knowledge of the fact about the partnership and the industry partnership. That makes work for awaking the people with the help of the questions of the questionnaire. That contain in the different section.

(3) what is Capabilities of Current sale promotion strategy for finding the solution of the problem in the market?



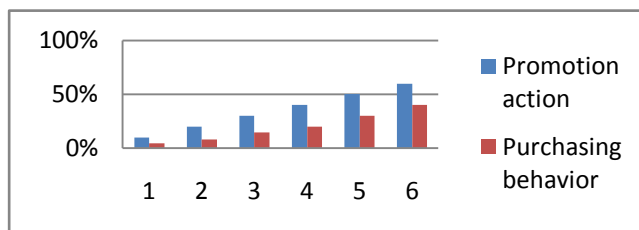
Most of participant strongly agrees with the statement. Only 40 percent are neutral, 10 percent are disagreed, 5 percent are strongly disagreed with the statement.

(4)how is customer benefited from sale promotional activity?



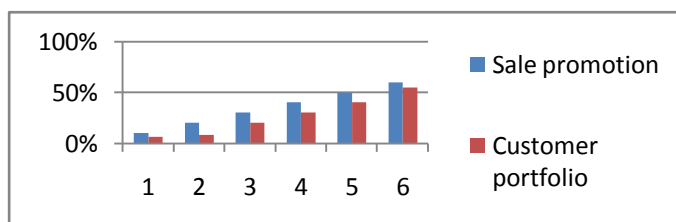
In this sections 45 percent agreed and 35 percent are strongly agreed. 15 percent participant are neither agreed nor not disagreed. But 5 percent are strongly disagreed.

(5)what are the Performable actions on household purchasing behaviour?



This is clearly showed the bar 20 participant are registering for the opportunity and the manage PRM system. It is found that registering and managing of the PRM systems the very popular activity amongst the various users. These are getting training for the performing well in the PRM. And these make one additional activity amongst the PRM users. 9 participant have mentioned for the maintain the system which are indicating that users have privileges.4 people marked that they got the resell contract which marked by the users

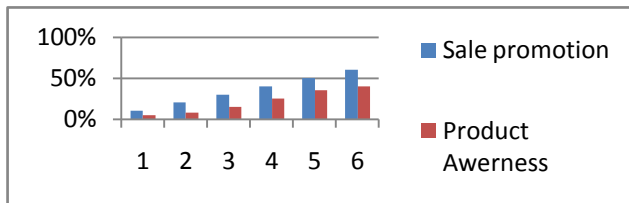
(6) How does the sale promotion help for extending the customer portfolio?



This clause is favoured the negative side. Majority of people either disagrees or not sure and may

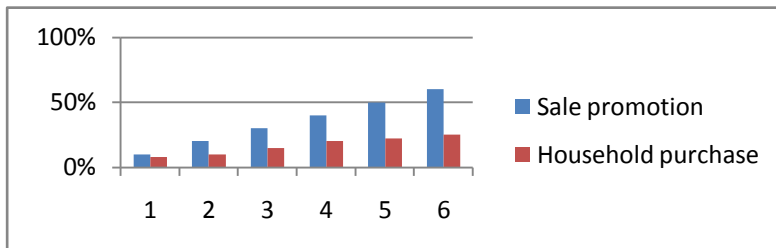
be strongly disagrees 45 percent of the participant are disagreed and 30 percent of participant has no any opinion. And 10 percent are strongly disagreed with this clause. A minor percent of participant agrees and some less amount of the people are strongly agreed with this clause. These are interpreted 1 people out of 20 people.

(7) Does the sale promotion aware the people about the product?



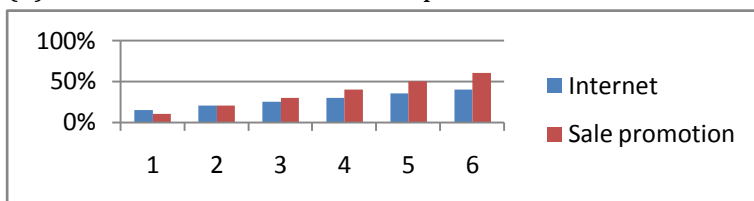
The Major of the participant shows disagrees and or strong disagrees. But 45 percent of participant is strongly agreed and 10 percent of participant neither agrees nor not disagrees.

(8)How can we prove that sale promotion is directly proportional with the household purchasing behaviour?



This chart shows that majority of the participant shoe strongly agrees but 40 percent of the participant are strongly agrees. 45 percent just agrees, but only 5 percent of the total is not sure. These are disagreed or strongly disagreed

(9)what is role of internet in sale promotion?



Mostly half of the participants more than 60 percent are strongly agree with the clause and these got more benefit from the trainings and the 30 percent participant agrees with the clause and a very minute percent of the participant like 5 percent are not showed surety with the clause. No one participant shows the strongly disagrees.

DATA ANALYSIS

Analysis of the Questionnaire

Analysis is the important thing in research method. In which researchers are to get their objective through the data. Which are collected from the primary and secondary data sources. The first section of the questionnaire contain general question which are regarded with the sale promotion of the product. And similarly in the second section has contained question which are regarding with the survey for the result in the research field. And the third section has contained those question has played role to aware the people about the market. If we are doing the analysis the questionnaire then something keep in your mind, first is construct the questionnaire in a proper manner and those question is mentioned which are regarding with the objective of the research. And convey this questionnaire through intermediate which are used by the researchers. After convey the questionnaire researchers get the information regarding the data and after getting the data they try to find out the problem of the researchers like what type of the problem is created hurdle in the path of the researchers. Then researchers make plan for finding of the solution of questions. Then researchers design a frame like how are we working in the research step to step. So we can get easily objective of the research. In the research design researchers gets different problem and then researcher's implements different afford to solve the problem of the research problem and also implement the different kind if tools etc.

ANALYSIS AND ITS INTERPRETATION:

Expected findings:

Can sale promotion help to find out for increasing household purchasing.

What is the basic aspect of sales promotion activity help to increase the purchasing behaviour of household?

What's kind of factor affecting purchasing behaviour of household?

What's the benefit of the sale promotion in different field of market?

Can sales promotion manipulated in any circumstance?

Sale promotions create desire into people to buy something like any product of company which is produced by the industry.

Can we define the character of people on basis of purchasing behaviour?

What is different strategy of sale promotion exist in the market place. So any one can describe that how it is related with purchase behaviour of household

Analysis of the Interview and questionnaire with the Managing Director of company

Thos person who perform interview with the reliable person of the company like a managing director constitute the qualitative selection of the data that is necessary for the research that is know as primary data of the research and opinion of the person is to make the interview unique and expected to add value to research study. Here answer of regarding questions of interview help to analyse the data through we are able to solve the problem which create obstacle in the research and through interview candidate makes comment upon for giving questions. The initial phase of the interview the interviewer takes interview in which they ask question and gather the data for different kind of his information. Through interview he is to try for getting different unique ideas of person of the organization. Basically if want then we can say also that interview creates a relationship of between the people of the organisation. And people should paying attention for the question of the interviews. Manager of the company should well know that company employees interact with the people properly or not.

Collaborate with the people well or not .and if any problem has been raised up between the people than manager use other way for making relation between the people. Our organization people take opportunity directly which are providing through the sales person. It is assigned by the company person who makes the strategy for the company. It is assigned various works to different sales team of the company. Second question is about the increasing of the purchasing power of customer of the organization. Then it is necessary that we made which tye question for getting the data to solve the problem of the organization , problem is like it's price regarding, quality, and quantity based, etc. All thing has been is mentioned in the questionnaire. In questionnaire we are mentioning only those questions which are regarding only with the problem of the research not to personal information of people. And through the questionnaire our Moto is aware to people. And it is promoting to organisation for learning. And it also mentioned questionnaire for the analysis and collecting the data from the participant in questionnaire we are mentioning same questions in a written form which are mentioned in a questionnaire. In has two option for the people like yes or no if people choice in favour of the question of questionnaire then they can marked yes but if their answer unfavoured of question of questionnaire they can marked no.if person is attempting to interview then he has various option to express his thought. in journal he is thinking about the solution of question of the questionnaire. Which are giving good way is very most important for working with organization people and to keep something else to another up to date.

Findings of the Interview with the Managing Director of Enigen UK

Question #1: As the Managing Director of Enigen, how do you find the partner relationship between Oracle and Enigen?

Answer #1: The partner relationship between Enigen and oracle is managed in two ways. Firstly through a 'partner manager', at Oracles side. She is responsible for ensuring both Enigen and Oracle are working in the best way possible from a sales perspective, and is a point of contact for any unresolved issues between Oracle sales people and Enigen. Secondly, it is the sales people themselves, sharing their knowledge on prospects to provide the best proposition to the potential customer. It is this aspect which we use the 'PRM' for. Generally this model works well, but does encounter issues when Enigen find opportunities which don't fit within the standard product line. The partner team are application specific and anything out of this area has blurred communication trails which can often heavily interrupt solution positioning with a customer.

Question #2: **What are your general impressions on Oracle PRM system?**

Answer #2: The system is a good way of sharing information between Enigen and Oracle, although the application itself is sometimes limited and 'clunky'. However keeping each other up to date is a very important part of working together, and this is a good way of doing so.

Question #3: Which functionalities of the PRM system do you use most often and what can be improved?

Answer #3: At Enigen we only have access to the opportunities we are working on, so we can see the details. However, I think there is more that Oracle could share with us in terms of functionality. The system is 'pro Oracle' rather than Enigen, as we give them the information they require, not vice versa.

Question #4: Do you think Enigen actually learns from Oracle through the PRM system? If so how?

Answer #4: The access we have at the moment, I would say no. However, the qualifications the PRM asked for when logging a new opportunity does help us to be more thorough in the sales process...which, does help us to improve our knowledge of a prospect account.

Question #5: Do you think Oracle actually learns from Enigen through the PRM system? If so how?

Answer #5: Oracle learns a lot about their potential customers, but again they could use it more to their advantage. At the moment we are unable to update an opportunity at a certain stage, which means the information that Oracle reps see usually isn't 'real time'.

Conclusion

Our objective in this chapter is to find the gathered data from the primary research conducted. In this chapter, researchers explain the result of each question. That are contained in the questionnaire represent with a graphical form. That shows the contributing zone the graphical question of this chapter is just associated with a quantitative section of the primary data. Where is consisted various type of question in the different section. Apart from that, researchers conduct the interview is act as a source of the primary data. It is also helped to collect the data from the field of research. Over all result of this research through the questionnaire and the interview proposal research perform to examine of data which required for the conducting research further.

CONCLUSION

This is the research study of sale promotion impact on household purchasing behaviour. And this research study is provided the idea about that how purchasing of individuals are affected by the sale promotion. These research study show the different aspect which are regarding the household purchasing activity we can say also it domestic promotion, promotion of the product, promote the activity of the individuals behaviour, individual work, availability of different variety of the product in the market and how much person should purchase the product after the promotion etc. It is the different kind of the effect which are shown by the sale promotion through researchers and the apart

from that degree of the sale promotion showed the various kind of the reaction which are occurred of researchers.

Questionnaire is act as important tools so researchers after conveying the questionnaire get the information regarding the research and after getting the data they try to find out the problem of the researchers like what type of the problem is created hurdle in the process of the researchers. Then researchers make plan for finding of the solution of questions. Then researchers design a frame like how are we working in the research step to step. So we can get easily objective of the research. In the research design researchers gets different solutions of problem and then researcher's implements different method to solve the problem of the research so researchers is also implement the different kind of tools etc.

Basically interviews are conducted through the researchers and gather the data and it is represented in the format. In interview researchers ask that questions which are regarding with research. So in interview researchers may be asked like, what you think about sale promotion strategy of the company, do you believe in promotional activity, can you assume that it's company strategy for expanding their organization. And apart from this these researchers do more survey in this field and repeat this process several time and get various data regarding the research and decision are taken by the researchers that research is possible with full reliability or not. They can get the data easily and most convenient way. These can help analysing the data that can perform analysis with the help of the gather the data. Overall all activity is done through the interview. From those question which are asked in the interview that help to get the objective of the research. And the help of two channels through which company managers can make relationships.

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