

A Study on Effectiveness of Sales Promotional Activities at Thermox Polymers

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Abstract: This study examines how sales promotions affect the success of Thermox Polymers, a polymer manufacturing company. We explore various promotional techniques and their influence on customer behaviour, brand loyalty, and overall business performance. Our research combines interviews and surveys to gather insights from customers, sales representatives, and marketing personnel. Through these methods, we aim to understand their perspectives on different sales promotions and their effectiveness. By analysing customer responses and behaviour, we aim to identify which promotions, such as discounts, coupons, free samples, and loyalty programs, have the greatest impact on customer decision-making and repeat purchases. The findings of this study will help Thermox Polymers and similar companies improve their promotional strategies, enhance customer satisfaction, foster loyalty, and ultimately drive business growth.

Keywords: sales promotions, customer behaviour, brand loyalty, Thermox Polymer.

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