

Effective Sales Promotion Techniques in the FMCG Sector: Strategies, Impacts, and Best Practices

Dr. Alpa Upadhyay

Assistant Professor, Department of BMS

Nirmala Memorial Foundation College of Commerce and Science, Mumbai, Maharashtra, India²

Abstract: *This research paper explores various sales promotion techniques utilized in the fast-moving consumer goods (FMCG) sector. The focus is on understanding how these strategies influence consumer behavior and drive sales. Through a detailed examination of existing literature and analysis of different promotional methods, the paper aims to provide a comprehensive overview of effective techniques. The study also discusses the implications for marketers in the FMCG industry and suggests best practices for maximizing the impact of promotional activities.*

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