

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.

I. INTRODUCTION

Sales promotional activities refer to the marketing techniques that companies use to increase sales and create awareness about their products or services. These activities are designed to incentivize customers to make a purchase or take some action that benefits the company.

The effectiveness of sales promotional activities can be measured in different ways, including increased sales, brand awareness, customer engagement, and loyalty. Sales promotions can be targeted at different stages of the sales process, such as attracting new customers, encouraging repeat purchases, or rewarding loyal customers.

The effectiveness of sales promotional activities depends on several factors, including the type of promotion, the target audience, the timing of the promotion, and the overall marketing strategy of the company. Some types of sales promotions include discounts, coupons, free samples, contests, and loyalty programs.

To measure the effectiveness of sales promotional activities, companies can track metrics such as the number of sales, the revenue generated, customer engagement, social media shares, and website traffic. By analyzing these metrics, companies can determine the success of their promotional activities and make adjustments to their marketing strategies accordingly.

Sales promotion is a marketing technique that involves using incentives and other promotional activities to encourage customers to purchase a product or service. Sales promotions are typically short-term in nature and are designed to create a sense of urgency and excitement among customers.

To evaluate the effectiveness of sales promotional activities, companies may conduct market research and analysis, collect feedback from customers and sales representatives, and track key performance indicators (KPIs) such as return on investment (ROI) and cost per acquisition (CPA).

1.1 OBJECTIVES

- To understand the effectiveness of sales promotional activities.
- To determine the brand positioning of Thermox Polymers in the market.
- To find out the competitive difference of Thermox Polymers with other competitors.
- To understand the advertisement effectiveness of Thermox Polymers

- To determine the brand awareness of Thermox Polymers.

1.2 STATEMENT OF THE PROBLEM

The statement of the problem in a report on effectiveness of sales promotional activities should identify the issue of ineffectiveness of current sales promotional activities in achieving desired sales and marketing objectives with respect to the lack of understanding of customer preferences and needs when it comes to sales promotions.

1.3 SIGNIFICANCE OF THE STUDY

The significance of sales promotional activities lies in their ability to generate short-term sales and improve long-term customer relationships. By offering discounts or other incentives, businesses can attract customers who may not have otherwise made a purchase. This can help businesses to meet their sales targets, clear out excess inventory, and increase revenue.

1.4 SCOPE OF THE STUDY

The study could analyse the impact of different sales promotional activities on sales volume, revenue, and profitability. This could involve comparing the sales performance of a business during promotional periods with non-promotional periods, or comparing the effectiveness of different types of promotions and comparing the effectiveness of sales promotional activities among different businesses or within the same industry. This could involve analysing the promotional strategies of competitors and identifying best practices and areas for improvement.

Research Design:

- Study Type: Decide on the type of study you want to conduct. It could be quantitative, qualitative, or a combination of both (mixed methods).
- Sample Selection: Determine the target population and sampling technique. You can choose to survey customers, sales representatives, or both. Consider factors such as sample size, representativeness, and sampling method (random, stratified, etc.).
- Data Collection: Select appropriate data collection methods, such as surveys, interviews, observations, or a combination of these. Develop a questionnaire or interview guide that captures relevant information related to sales promotional activities, customer behaviour, and sales performance
- Data Analysis: Determine the appropriate statistical or qualitative analysis techniques to analyse the collected data. This may include descriptive statistics, regression analysis, thematic analysis, or content analysis, depending on the nature of your data.

Data Collection:

Collect data from the identified sample. This may involve conducting surveys, interviews, or gathering sales data from company records.

Data Analysis:

Analyze the collected data using appropriate statistical or qualitative analysis techniques. Interpret the results and draw conclusions based on your findings. Assess the effectiveness of sales promotional activities at Thermox Polymers based on the data analysis.

1.5 LIMITATIONS OF STUDY

Sample size and representativeness may limit the generalizability of the findings.

Biases and limitations associated with the chosen data collection methods, such as surveys or interviews, could affect the accuracy of responses.

Time constraints may limit the depth and breadth of data collected.

Internal factors specific to Thermox Polymers, such as product quality or brand reputation, could influence the effectiveness of sales promotions and limit generalizability.

External factors beyond Thermox Polymers' control, such as changes in the economic environment or competitor actions, may impact the study's ability to isolate the true impact of sales promotions.

The study may have a limited scope by focusing solely on sales promotional activities and neglecting other factors influencing sales.

Subjectivity in interpreting the findings may be present, potentially influenced by the researcher's biases.

The lack of control over the sales promotional activities implemented by Thermox Polymers may introduce confounding variables and hinder establishing a direct causal relationship.

1.6 NEED FOR STUDY

- Improve marketing strategy by identifying successful promotional tactics
- Allocate resources more effectively by focusing on the most impactful promotions.
- Enhance customer engagement and loyalty through effective promotions.
- Gain a competitive advantage by staying ahead of competitors in promotional strategies.
- Measure the return on investment (ROI) of marketing efforts.
- Identify areas for improvement in promotional activities.
- Make data-driven decisions to justify marketing budgets and strategies.

II. LITERATURE REVIEW

Moore, Jesse N.; Goebel, Daniel J, (2000) examined the Prestige clothing shopping by consumers by a confirmatory assessment and refinement of the PRECON scale. Aspects studied include background on the symbolic aspects of consumption; prestige shopping behavior; reassessment and refinement of the PRECON scale and impact of income and age on prestige shopping. The paper concludes with managerial implications for the United States apparel retailers dealing in prestige clothing.

Kincade, Doris H.; Woodard, Ginger A.; Park, Haesun (2002) studied Buyer–seller relationships for Sales promotional support in the apparel sector which is critical for success. The purpose of the study was to define Sales promotional support categories offered to apparel retailers by manufacturers, to identify the retailer's perceptions of the offering frequency and importance of the Sales promotional support, and to investigate the relationship between offering frequency and perceptions of importance. Results indicated that monetary support was regarded as the most important Sales promotional support. A positive and significant correlation was found between items the buyers perceived as important and the frequency of offerings of these items.

Liu, Yuping, (2007) found out the Long-Term Impact of Loyalty Programs on Consumer Purchase Behavior and Loyalty. Using longitudinal data from a convenience store franchise, the study found out that consumers who were heavy buyers at the beginning of a loyalty program were most likely to claim their qualified rewards, but the program did not prompt them to change their purchase behavior. In contrast, consumers whose initial patronage levels were low or moderate gradually purchased more and became more loyal to the firm. For light buyers, the loyalty program broadened their relationship with the firm into other business areas. Thus, there is a need to consider patronage to decide rewards for loyalty programmes.

Meyer-Waarden, Lars; Benavent, Christophe (2006), studied the impact of Loyalty Programmes on Repeat Purchase Behavior based on the Behavior Scan single-source panel which has been compared with the store data base. The double jeopardy phenomenon was present and loyalty programmes did not substantially change market structures. When all companies had loyalty programs, the market was characterized by an absence of change of the competitive situation.

Hyllegard, Karen; Eckman, Molly; Descals, Alejandro Molla; Borja, Miguel Angel Gomez (2005), studied consumers' perceptions of US apparel specialty retailer's products and services. The study emphasized that specialty retailers' success in international markets is contingent upon their knowledge of culturally-defined values, norms and behavior that influence consumer decision making and impact acceptance of products and services. The study examined consumers' store patronage and apparel purchase behavior, acceptance of US apparel brands, perceptions of retailer's products and services, and perceptions of the impact of foreign retailers on local communities.

Conrad, Hans (2010), reported that, "By applying a 60 Hertz alternating current (AC) field, we were able to eliminate porosity at 1,250 degrees Celsius – as opposed to the 1,500 degrees Celsius needed without the electric field," Under high heat, the atoms of the powder material bond by diffusion – meaning the atoms of different powder grains move around, bonding the fine powder particles together. He concluded, Sintering eliminates porosity in the ceramic product, which significantly strengthens the material. the researchers were able to reduce the grain size of the ceramic by 63 percent – creating grains with a diameter of 134 nanometers (nm), as opposed to the 360 nm diameter grains produced using conventional sintering methods.

Blattberg, Neslin (1990), conducted a comprehensive review of research on sales promotions and found that sales promotions are effective in increasing short-term sales, but may have negative effects on long-term brand equity.

Pan, Jingzhe (2009), reported that, "Ceramics constitute vital domestic, industrial and building products, and are perhaps indispensable in our modern society. However, manufacturing advanced ceramics even in this era of 'precision' techniques is still very much a 'trial and error' process. He concluded; Ceramics are intrinsically brittle making post-production alterations in dimensions very difficult. Failure to accurately estimate the final dimensions of ceramic parts, therefore lead to a waste of materials, time and money. Our method simply uses density measurements of different ceramics during sintering in our computer software that can predict changes in dimensions, even before production begins.

Pauline Dougla Peattie. K (2003) examined that the international journal of service industries management, Sales promotion as part of the communication mix is virtually ignored within the services marketing literature, in comparison with personal selling and "above-the-line" advertising. However, "below-the-line" techniques have been growing in their extent, credibility and sophistication during the last two decades. They have now reached the point where they deserve consideration in relation to other areas of marketing practice beyond their fast-moving consumer goods (FMCG) origins.

III. SUGGESTIONS

- Most of the customers are in need of better effectiveness of sales promotional activities and price margin. Every dealer expects higher profit margin to sell the particular brand. Thermox Polymers can increase the discount values for the bigger vendors to increase their sales.
- Management of Thermox Polymers can innovate the advertisement content especially about the latest robotic technologies been used in the manufacturing plant. Print media can be effectively used to send the reminder ads to the customers.
- The quality of the product should satisfy the customer with reasonable price. Thermox Polymers can reduce the price of the product to meet the competition.
- The systematic procedure can be established to collect feedback from the customer. New variations can be made into the products through investments in the R&D team. This could help them to promote the products at a faster pace.
- Thermox Polymers should enter into all aspects of marketing activities to improve the product life in the future market

V. FINDINGS

- Most of the respondents are male.
- Most of the respondents are at the age less than 20 years.
- Most of the respondents are professionals.
- Most of the respondents earn less than 50 thousand per month.
- Most of the respondents are married.
- Most of the respondents are like to purchase Thermox Polymers.
- Most of the respondents are ordering 2-5 times in a month
- Most of the respondents are regularly purchasing Thermox Polymers more than 5 years.

- Most of the respondents are agreed that there is the competitive difference between competitors in advertisement effectiveness.
- Most of the respondents are strongly agree that trade deals and credit facilities are the major competitive difference.
- Most of the respondents say that the Thermox Polymers brand positioning is very good.
- Most of the respondents are satisfied with brand awareness of Thermox polymers.
- Most of respondents are satisfied with effectiveness of sales promotional activities offers given by Thermox Polymers.
- Most of the respondents are say that the quality is most preferred attribute of Thermox Polymers.
- Most of the respondents are highly satisfied with the response for Thermox Polymers product from the customers.
- Most of the respondents are very rarely falling in short of stocks.
- Most of the respondents are suggesting that timely suppliers are helps to increase sale.
- Most of the respondents are suggesting that print media will creates more awareness.
- Most of the respondents feels very good about the advertisement of thermox polymers website.
- Most of the respondents are recalling the advertisement of Thermox Polymers.
- Most of the respondents are frequently hearing about the brand of Thermox Polymers in media.
- Most of the respondents said that Thermox Polymers advertisement provides message regarding good product to the customers.
- Most of the respondents are very satisfied with product, service and quality.
- Most of the respondents are feel that Thermox Polymers lack in some desirable qualities than competitor have.
- Most of the respondents are expecting more quality with low price from Thermox Polymers.
- Most of the respondents are regularly purchasing Thermox Polymers.

VI. CONCLUSION

As a researcher, it gave good opportunity to interact with the dealers and know more about their selling behaviour and attitudes. This study gave deep in sight into the market. It helped to identify the practical difficulties in the business activities at dealer's level. A first-hand field experience was got from the research. This has given me good chance to gain more knowledge.

The study found that customers responded positively to promotional events such as discounts, coupons, and special offers. In addition, the study highlights that the frequency and duration of promotional activities are essential factors that contribute to the success of sales promotional activities. Therefore, companies that invest more in sales promotion activities are likely to experience higher sales performance compared to those that invest less.

In today's time with the irregular recession in the market continuing, the companies see effectiveness of sales promotional activities as being immensely helpful in sustaining them in this tough period. In fact, 30 percent of TV advertising is accounted for by the consumer effectiveness of sales promotional activities advertisements. So, in order to gain competitive advantage over their rivals, companies are better advised to develop suitable effectiveness of sales promotional activities for their customers rather than just relying on advertising. From the survival point of view, Thermox Polymers should enter into all aspects of marketing activities to improve the product life in the future market.

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