

A Study of Sales Promotion Strategies Adopted by Dinshaw's Company Nagpur

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Abstract: *This study will help the organization to increase the sales of the Dinshaw's products and to strengthen the sales promotion strategies. To identify and analyse the consumer behavior towards the service, price & quality of Dinshaw's products and also to analyse the sales promotional strategies adopted by the company. The research have been undertaken by the researcher is useful to dealer & company in many ways. The study is useful in finding the market potential and the total consumption of Dinshaw's products in the city covered during the study. Promotion is the communication process in marketing that is used to create a favorable predisposition towards a brand of product or service, an idea or even a person. It is the marketing action, which is concerned with persuasive communication of the components of marketing programme to target audiences with the intent to facilitate exchange between the marketer, and the customer, which may satisfaction the objectives of the consumers and the organization.*

Analyzed the Various Promotion Strategies Adopted by Dinshaw's, Nagpur.

- *To know the factors which affects consumer's buying behavior to purchase prolife & sugar free ice cream.*
- *To collect the detailed data by filling up the questionnaire from the shops or Ice cream parlors of Dinshaw's*
- *To study the preference of those factors which are considerable by the customer.*

Dinshaws Dairy Foods Ltd is a determined Company that provides consumers in India with products of global standards and is committed to long-term sustainable growth and consumer satisfaction

Keywords: Dinshaw's products

I. INTRODUCTION

Sales promotion of Dinshaw's Company, Nagpur, a key ingredient in marketing campaigns, consists of a diverse collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular products or services by consumers or the trade.

Whereas advertising offers a reason to buy, sales promotion offers an incentive to buy. Sales promotion includes tools for consumer promotion (samples, coupons, cash refund offers, process off, premiums, prizes, patronage rewards, free trials, warranties, tie-in promotions, cross-promotions, point-of-purchase displays, and demonstrations); trade promotion (prices off, advertising and display allowances, and free goods); and sales force promotions (trade shows and conventions, contest for sales and specialty advertising).

These tools are used by most organizations, including non-profit organizations.

"Sales promotion comprises a range of tactical marketing techniques designed within a strategic marketing framework to add value to a product or service in order to achieve specific sales and marketing objective."

Sales promotion is a technique which has significant potential to improve short term sales and like direct response work; its effectiveness can be tightly measured. Although its strategic value is the subject of considerable debate, nevertheless, it is an important tool of marketing.

Several factors contribute to this rapid growth, particularly in the consumer markets. Promotion is now more accepted by the top management as an effective sales tool; more product managers are qualified to use sales-promotion tools; and product managers are under pressure to increase current sales.

In addition, the number of brands has increased; competitors use promotions frequently; many brands are seen as similar; consumers are more price-oriented; the trade has demanded more deals from the manufacturers; and the advertising efficiency has declined because of rising costs, media clutter, and legal restraints.

RATIONALE OF THE STUDY (Why the topic has been chosen?)

To identify and analyse the consumer behavior towards the service, price & quality of Dinshaw's products and also to analyse the sales promotional strategies adopted by the company. The research have been undertaken by the researcher is useful to dealer & company in many ways. The study is useful in finding the market potential and the total consumption of Dinshaw's products in the city covered during the project.

Many times with the purchase of a product there is are incentives like discounts, free items, or contests. These methods are used to increase the sales of a given product. Promotional is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable, competitive advantage. Company using different promotional strategy of Dinshaw's. Promotional may differ depending on the unique situation of the individual business or product.

II. LITERATURE REVIEW

Kotler (2003) claims that while advertising is used as a long term technique for enhancing the brand value, sales promotions are mostly used in order to create a short term demand for the products, hence sales promotions are actively and increasingly used by brand managers because of their effectiveness in some of the cases. Taking this into account, it is worthwhile for every marketer to review such an important tool as sales promotions.

According to Cengage (2002) consumers promotions are the types of sales promotions targeted to final users in order to stimulate their purchasing both home and in-store. This is done with the aim of increasing the sales and usage, in addition to it frequency, to enhance the sales of unwanted products or products during the off-peak. Cengage (2002), Alvarez and Casielles (2005), together with Kwok and Uncles (2005) suggest that there is plenty of techniques, from coupons and samples, to rebates, loyalty cards and bargain packs. It is therefore worthwhile to consider the academic sources on the most popular techniques, such as price and coupon promotions, which are often suggested the two most popular approaches to consumer promotions, in order to gain the comprehension of the consumer promotions in general Promotion according to Brassington&Pettitt (2000) is the direct way in which an organisation communicates the product or service to its target audience. Thomas (2002) promotion strategies are concerned with the planning, implementation, and control of persuasive communication with customers. These strategies may be designed around advertising, personal selling, sales promotion, or any combination of these.

According to Armstrong G. (2002) firms use various elements to achieve their promotional objectives. Promotion consists of two components; personal selling and non-personal selling. Personal selling is a promotional presentation made on a person-to-person basis with potential buyer. Non-personal selling consists of advertising, sales promotion, and public relations. The promotional strategies are a combination of personal selling and non-personal selling. Marketers attempt to develop a promotional mix that effectively and efficiently communicates their message to target customers

Promotion is the method you use to spread the word about your product or service to customers, stakeholders and the broader public. Once you have identified your target market, you will have a good idea of the best way to reach them, but most businesses use a mix of advertising, personal selling, referrals, sales promotion and public relations to promote their products or services. (Small Business Development Corporation June 2011)

Suresh, R (2009) assumed that Milk and milk products undeniably have great potential both as a source of precious nutrients and as the basis for functional foods that will contribute substantial health benefits to the consumers. Functional foods have vast potential and are going to be the mega-trends of the future in dairy products beginning with metro-markets and gradually spreading to other big cities and towns

The Indian Dairy Association 2010 (east zone) in association with the Bihar State Co-operative Milk Producers Federation (Compfed) organized a seminar on dairy development in eastern India focusing on the impact of natural calamities on milk production. The seminar also reviewed the giant leap taken by the federation in producing a record quantity of milk and milk products against all odds.

Bhusari (2002) found in her research work that the small scale industries do not have very well-planned marketing activity and are found to ignore the importance of sales planning & sales organisation before commencing their activities. Although they know the importance of planning and marketing research in selling their products, but the same is not being in practice. The researcher has suggested that in meeting the changing pattern of customer's tastes

and preferences, the marketer should take the help of experts in planning and developing the product to suit the consumer's demand and to compete effectively with the competitors, product modification should be given due attention. A broad based product mix should be suitable to take advantage of economies of scale and to overcome the risk of concentration on one product. Apart from informing the consumer about the benefits of the product over a period of time, the owners should try for identification and distinguishing their brand from others in the same product category. Hence, adoption of target marketing strategy along with product differentiation is the need of the hour. Chougale (1986) has made a study of marketing of milk. In this study, he observed that milk produced is marketed through both direct & indirect channels. But hardly 10% of the milk produced is marketed through the direct channel. Milk after process is packed in polythene bags and sold through booths and to the state federation. Both producers of milk and those engaged in the marketing process are benefitted to more or less extent. It is suggested that to tap the potential market the policy of competitive pricing should be adopted.

III. OBJECTIVES AND HYPOTHESIS

Objectives of the study areas as below:

- To analyse the Various Sales Promotion Strategies Adopted by Dinshaw's, Nagpur.
- To know awareness level of people towards Dinshaw's, in Nagpur.
- To understand the key factors for success of Dinshaw's, in Nagpur.
- To know the factors which affects consumer's buying behavior of Dinshaw's.

HYPOTHESIS

H₁: Sales promotion strategies is considered to be more important as compared to price while consuming Dinshaw's Products.

H₀: There is no significant difference between the importance given to sales promotion strategies and price while consuming Dinshaw's Products.

IV. RESEARCH METHODOLOGY

Generally research is considered as an endeavor to arrive at the answer to intellectual and practical problem through the application of scientific methods to the knowledge universe. It is movement from known to unknown. Research is essentially a logical and an organized enquiry seeking facts through objective verifiable methods in order to discover the relation among them and to refer from the board principles or laws. It is really a method of critical thinking.

Research may be defined as a systematic and objective analysis and recording of controlled observations that may lead to the development of generalization of principles or theories resulting in predicting and possibly ultimate control of events.

Methodology is often used in a narrow sense to refer to methods, technology or tools employed for the collection data as well as it's processing. This is also used sometimes to designate data collection to arrive at the conclusion. Infacts, it describes that what should have been done. It provides answers to some of the major questions while search like what must be done, how it will be employed, how sources of data will be analysed to arrive at the conclusion. For systematic research scientific approach is necessary. It is therefore essential to follow systematic methodology to arrive at a proper conclusion.

Research Design

The methodology adopted for eliciting the data required for the study was survey method. It is the overall pattern or framework of the project that will dictate as to what information is to be collected, from which sources and by what procedures.

- Determining Data Collection Design
- Determining Data Methods
- Determining Data Sources
- Determining Primary data collection Methods

- Developing Questionnaires
- Determining Sampling Plan

DATA COLLECTION

a] Primary Data:

The primary data are those, which are collected afresh and for the first time and thus happen to be original in character. The primary data were collected through well-designed and structured questionnaires based on the Sales Promotion Strategies Adopted by

Dinshaw's , Nagpur. There are many methods of collecting primary data and the main methods include:

Primary Data [i] Questionnaire

The questionnaire contains 15 questions for customer which reflect on the type and quality of sales promotional activities.

[ii] Interview

Interview with 100 customers of Dinshaw's , Nagpur and Head of sales promotion department .

[iii] Observation method

Sales promotion strategies adopted by dinshaw's company, Nagpur on a grade scale of Excellent, Good, Highly satisfied, Satisfied, Offer and Discount for each question. The fillup in formation will later analyze to obtain the required interpretation and the findings.

Secondary Data

[i] Books, Journals

Philip Kotler, _Marketing management,, prentice Hall of India Pvt. Ltd. New Delhi.

Mukerjee, K. (2007); Customers Relationship Management: A Strategic Approach to Marketing. New Dehli, India: Prentice Hall.

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www.dairy.com

[iii] Project Reference

Old Projects Reference From the college library.

Sample location

Nagpur city only.

Population

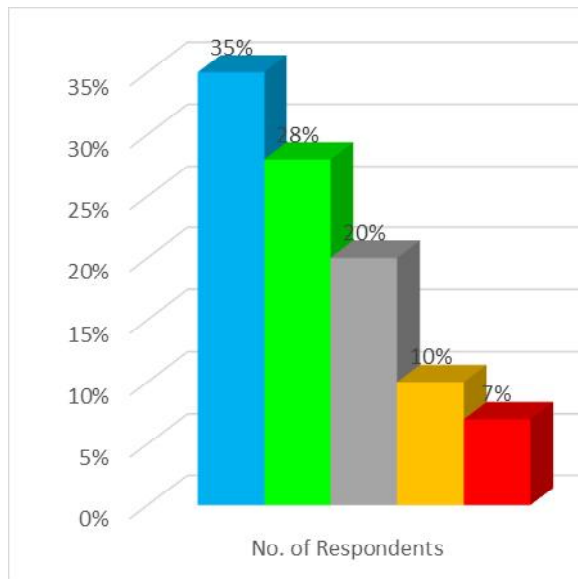
Stratum means a layer population from which samples are to be selected may contain a number of layers from each layer a few samples are selected that is why this method is called stratified sampling.

Sample Size

The sample size chosen for this study is 100 customers of Dinshaw's , Nagpur. Sample Technique/s

Sampling Units: Dinshaw's Customers and Dealers, Nagpur. at do you think about the approach of sales representative?

Response	No. of Respondents	Percentage
Excellent	35	35%
Good	28	28%
Average	20	20%
Bad	10	10%
Very bad Your opinion	7	7%
Total	100	100%

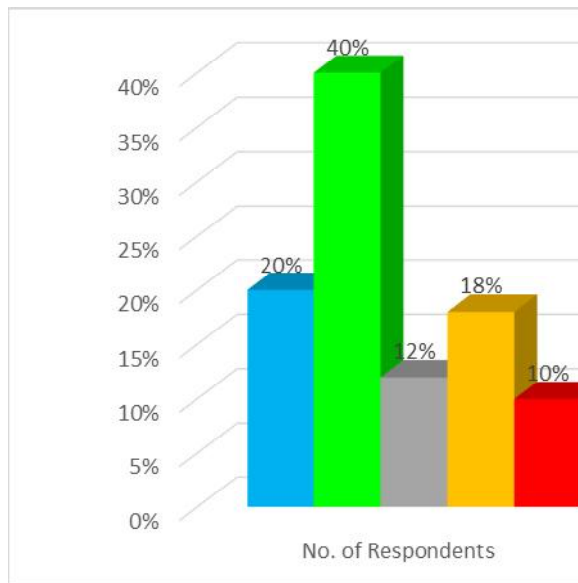


INTERPRETATION:

From the above table its shows that 35 respondents think that the approach of sales representative is Excellent , 28 customer think that approach is Good. 20 people think that sales representative approach is Average and 10 think it's Bad and remain 7 respondents think that the approach of sales representative is Very bad.

Which medium do you feel is suitable to promote the various promotional schemes?

Response	No. of Respondents	Percentage
Radio	20	20%
T.V.	40	40%
Newspaper	12	12%
Hoarding	18	18%
Others	10	10%
Total	100	100%

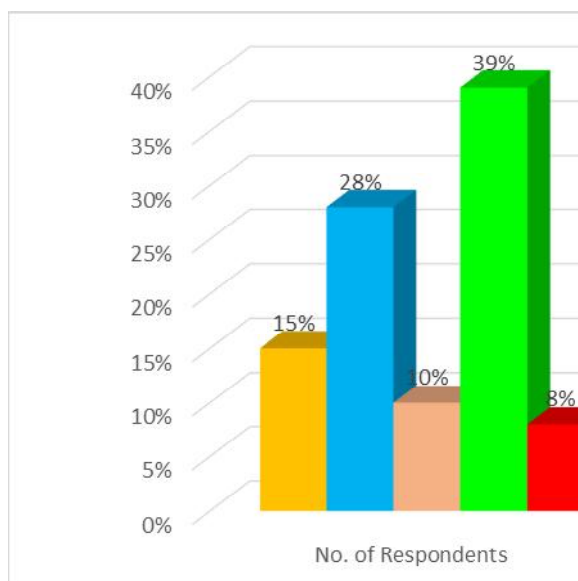


INTERPRETATION:

From the above graph its shows that 20 respondents feels that Radio is suitable to promote the various promotional schemes. 40 respondents think that T.V is suitable to promote the various promotional schemes, 12 customer said Newspaper , 18 people think Hoarding. And the 10 respondents feels that Others medium is suitable to promote the various promotional schemes.

Which promotional activities needs better improvement in Dinshaw’s ?

Response	No. of Respondents	Percentage
Offer	15	15%
Discount	28	28%
Gift	10	10%
Price	39	39%
Other	8	15%
Total	100	100%

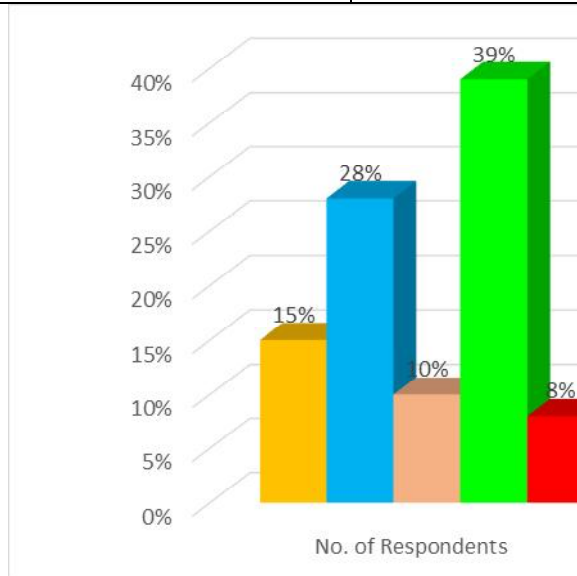


INTERPRETATION:

From the above graph it's clear that 15 respondents said Offer promotional activities needs better improvement in Dinshaw's. 28 respondents think that Discount are needs better improvement in Dinshaw's. 10 people think Gift and 39 respondents said Price are needs better improvement in Dinshaw's. 8 respondents think that Other promotional activities needs better improvement in Dinshaw's.

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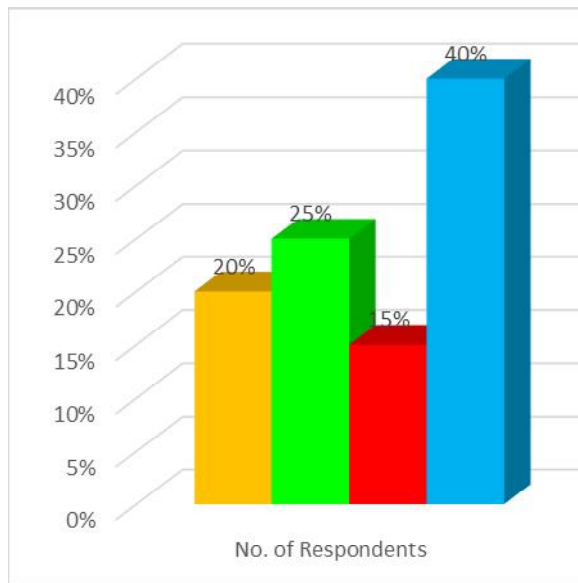


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Which sales promotional activity attracts you more?

Response	No. of Respondents	Percentage
Offer	20	20%
Discount on every article	25	25%
Gift on purchase	15	15%
Price off	40	40%
Total	100	100%



INTERPRETATION:

From the above table its shows that 20 respondents said Offer attracts them more. 25 customer said Discount on every article this sales promotional activity attracts them more. 15 respondents said Gift on purchase and 40 respondents said Price off sales promotional activity attracts them more

V. CONCLUSION

Due to current scenario people think that Dinshaw’s Products is tastier and healthier than any of the other brands because they do not add any artificial preservatives. Sales Promotion and knowing consumer behaviour are important aspects for selling the product and achieve the highest sales level in the Nagpur market. People are mostly satisfied with the overall quality of Dinshaw’s Products, but for the existence in the local market must use aggressive selling techniques. It also provides the steps to improve the sales in future and attain the highest growth level in Nagpur market. Respondent felt that Dinshaw’s Products should have more range in order to attract wider base of customer.

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