

A Study of Sales Promotion Techniques and its Impact on Customer Buying Behaviour at Dinshaw's Dairy Food Pvt Ltd Nagpur

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Abstract: *This research study focuses on examining the effectiveness of sales promotion techniques employed by Dinshaw's Dairy Food Pvt Ltd in Nagpur and their influence on customer buying behavior. Sales promotion techniques play a crucial role in attracting and retaining customers, increasing sales, and gaining a competitive edge in the dairy food industry. Understanding the impact of these techniques on customer behavior is essential for formulating effective marketing strategies. The research methodology involves both qualitative and quantitative approaches. Primary data is collected through structured questionnaires administered to a sample of customers in Nagpur who have experienced sales promotions by Dinshaw's Dairy Food Pvt Ltd. Secondary data is collected from relevant literature, industry reports, and company records. The data is then analyzed using statistical techniques such as regression analysis, correlation analysis, and descriptive statistics.*

Keywords: Sales promotion technique, Customer buying behaviour, Impact, Advertising Campaign

I. INTRODUCTION

Dinshaw's was established in the year 1932 by Dinshaw and Erachshaw Rana. It started out as a dairy business in Gittikhadan, Nagpur. Their obsession with expanding the business resulted in the birth of "Dinshaw's Ice-cream". By the mid-fifties they decided to extend ice cream eating into the non-summer months and in turn, hand-churners were replaced with vertical freezers.

Spanning across India, Dinshaw's was a dream come true of two enterprising brothers, Dinshaw and Erachshaw Rana. The firm had turned full circle by coming back to its parent business of Dairy which today has capacity to process and pouches 1 lac liters of Milk per day. The citizens of Nagpur who were dependent only on milk supplied by Government Milk Scheme and local vendors welcomed to supply of standardized quality milk and DINSHAW'S became the first banded milk to be sold in Nagpur.

Dinshaw's was established by brothers Dinshaw and Erachshaw Rana as a small dairy business in Gittikhadan, on the outskirts of Nagpur in 1933. In the same year, the company entered the ice cream business. The company entered a new phase of growth when the family's second generation (Sam Rana and Jimmy Rana) joined the business in the 1970s. Between 2002 and 2010, the business was expanded into other products such as paneer, ghee, curd and milk powder. The company now has a large dairy business with a handling capacity of 500,000 litres per day. It has a presence in Maharashtra, Gujarat, Goa, Andhra Pradesh, UP, and parts of Karnataka, Rajasthan, MP, Chhattisgarh, Orissa, and Jharkhand.

CONCEPT:

Dinshaw's Dairy Food Pvt Ltd is a prominent dairy company located in Nagpur, Maharashtra. The company specializes in producing and distributing a wide range of dairy products, including milk, ice cream, yogurt, butter, and cheese. One of the key concepts behind Dinshaw's Dairy Food Pvt Ltd is a focus on delivering high-quality and nutritious dairy products to consumers. The company places great emphasis on sourcing the finest ingredients and employing advanced manufacturing processes to ensure the superior taste and freshness of its offerings. Sales promotion implies a wide variety of promotional activities. In the current marketing practices, the role of sales promotion has increased tremendously. Companies spare and spend millions of rupees to arrest consumer attention toward products and to

arouse purchase interest. Sales promotional efforts also improve firm's competitive position. Such efforts seem inevitable in today's marketing situation. It can also reduce the degree of consumer dissatisfaction. Nowadays, sales promotional efforts are undertaken for variety of purposes. It is among the most critical and expensive marketing decisions.

Sales promotion covers those marketing activities other than advertising, publicity, and personal selling that stimulate consumer purchasing and dealer effectiveness. Sales promotion mainly involves short-term and non-routine incentives offered to dealers as well as consumers. The popular methods used for sales promotion are demonstration, trade show, exhibition, exchange offer, seasonal discount, free service, gifts, credit facilities, contests, and so on.

Philip Kotler (1936) "Those marketing activities other than personal selling, advertising, and publicity that stimulate consumer purchasing and dealer effectiveness, such as display, shows, demonstrations, expositions, and various other non-current selling efforts, not in ordinary routine."

Robert C. and Scott A.: "Sales promotion consists of a diverse collection of incentive tools, mostly short-term, designed to stimulate quicker and/or greater purchase of particular products/services by consumers or traders."

Sales Promotion is one of the four aspects of promotion i.e. advertising, personal selling, and publicity/ public relations. According to AMA, "sales Promotion includes all those sales activities that supplement both personal selling and advertising and coordinate them and help to make them effective such as displays, shows and exhibitions, demonstrations and other non-recurrent selling efforts not used in the ordinary routine."

"Sales promotion includes incentive-offering and interest-creating activities which are generally short-term marketing events other than advertising, personal selling, publicity and direct marketing. The purpose of sales promotion is to stimulate, motivate and influence the purchase and other desired behavioral responses of the firm's customers."

Sales promotion offers a direct inducement to act by providing extra worth over and above what is built into the product at its normal price. These temporary inducements are offered usually at a time and place where the buying decision is made. Not only are sales promotions very common in the current competitive market conditions, they are increasing at a fast pace. These promotions are direct inducements. In spite of the directness, sales promotions are fairly complicated and a rich tool of marketing with innumerable creative possibilities limited only by the imagination of promotion planners. Sales promotion is often referred to by the names of 'extra purchase value' and 'below-the-line selling'.

Today we find companies in almost all sectors offering some sort of a promotion scheme. These sectors range from automobiles to beverages, from financial services to foods, from household durables to services, from household products to business products, from personal care to textiles and apparel. (Boonrod, 2009).

In recent years, sales promotion has been used widely to supplement and coordinate advertising and personal selling efforts. Various sales promotion tools such as free samples, premium on sale, prize contests, dealer incentives, coupons and gifts, etc., are being used to stimulate market demand for products of daily use. The basic purpose is to stimulate on the spot buying through short term and non- recurring incentives.

OBJECTIVES :

- To study the sales promotion strategies adopted at Dinshaw's pvt. ltd.
- To understand the customer's response on sales promotions.
- To analysis impact of sales promotion on business sales at Dinshaw's dairy pvt ltd

HYPOTHESIS

- There is significantly impact on sales promotion technique on customer buying behaviour at Dinshaw's dairy food Pvt Ltd.
- There is no significantly impact on sales promotion technique on customer buying behaviour at Dinshaw's dairy food Pvt Ltd.

II. RESEARCH METHODOLOGY

Research Design:

Population:

The population for the research will include customers.

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Sample and sample size:

Sample size 50''

Area of research:

The area of research will include the retailers/dealers and customer of Dinshaw's ice cream of Nagpur city (North Nagpur).

Criteria for sample:

A. Ability to understand Hindi and English.

B. Between the age of 18 and 45.

C. Proximity of the sample (location wise).

D. Ability to use Mobile or Computer.

Data Collection: Primary Data: Primary data refers to data that is collected firsthand from original sources for a specific research purpose. It involves the process of gathering new and original information directly from individuals, organizations, or other relevant sources.

- Questionnaire method

- Personal interview

Secondary Data ; Internal Secondary Data: This refers to data that is collected and stored within an organization or company for its own purposes. Examples of internal secondary data include sales records, customer databases, financial reports, or employee records. Organizations can utilize this data to gain insights into their operations, performance, or customer behavior. Sources of data were:

- Company website

- Books

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Sampling procedures:-Convenience Sampling was used because it is easy and less expensive to collect data. Moreover the population size was very large to cover so it was best to use convenience sampling.

II. RESEARCH ANALYSIS AND INTERPRETATION

1. Which branded Ice Cream do you buy frequently?

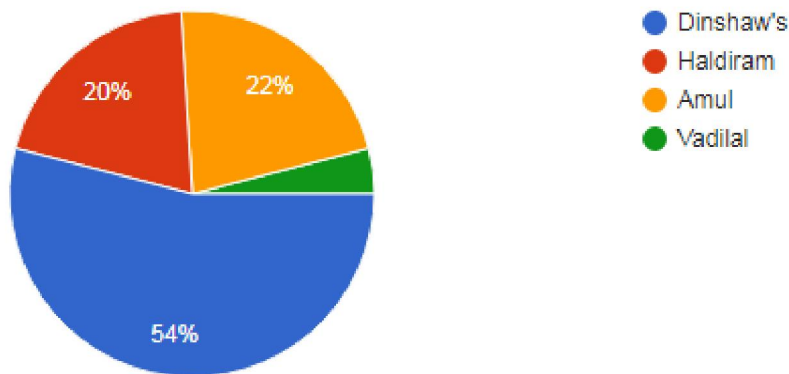
a) Dinshaw's

b) Haldiram

c) Amul

d) Vadilal

e) Other



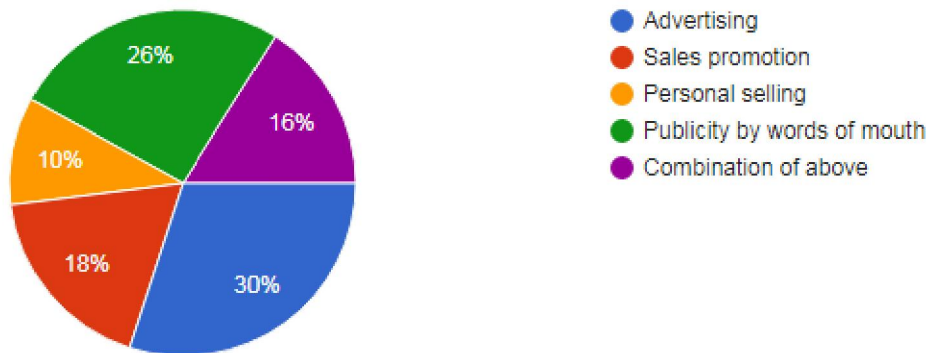
Interpretation-

In the above question we have surveyed that

- 54% people preferred Dinshaw's Ice cream
- 22% people preferred Haldiram Ice cream
- 20% people preferred Amul Ice cream
- 4% people preferred Vadilal Ice cream
- 0% people did not add their preferred branded Ice cream

2. Which promotion method makes you buy ice cream?

Advertising b) Sales promotion c) Personal selling d)Publicity by word of mouth e) Combination of above



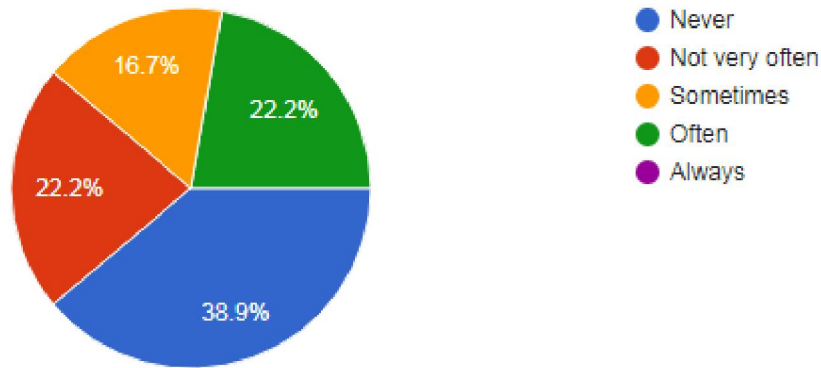
Interpretation-

In the above question we have surveyed that

- 26% people buy ice cream because they were attracted by the publicity by word of mouth promotion method
- 30% people buy ice cream because they were attracted by Advertisement promotion method
- 18% people buy ice cream because they were attracted by Sales promotion method
- 16% people buy ice cream because they were attracted by combination of above

3. Do you often pay attention to sales promotion activities when you are purchasing ice cream?

a) Never b) Not very often c) Sometimes d) Often e) Always



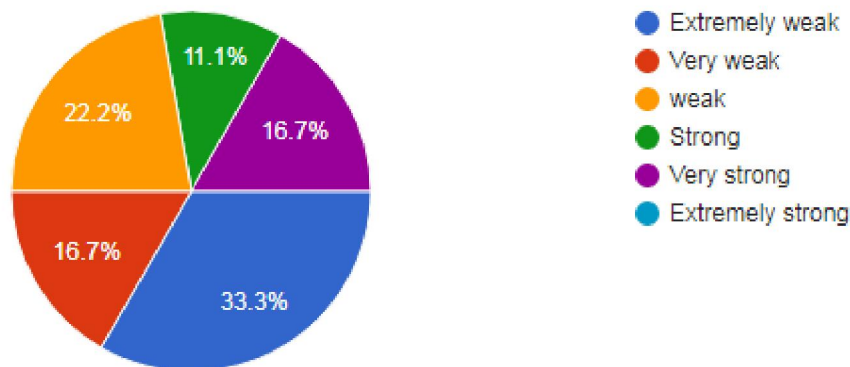
Interpretation-

In the above question we have surveyed that

- 38.90% people never paid attention to sales promotion activities when they are purchasing ice cream
- 22.20% people often paid attention to sales promotion activities when they are purchasing ice cream
- 22.20% people not very often paid attention to sales promotion activities when they are purchasing ice cream
- 16.70% people sometimes paid attention to sales promotion activities when they are purchasing ice cream
- 0% people always paid attention to sales promotion activities when they are purchasing ice cream

4. Do you think the ice cream company has done a strong sales promotion (e.g. big discount)?

a) Extremely weak b) very weak c) weak d) Strong e) Very strong f) Extremely strong



Interpretation-

In the above question we have surveyed that

- 33.30% people thought the ice cream company has done extremely weak sales promotion
- 22.20% people thought the ice cream company has done weak sales promotion
- 16.70% people thought the ice cream company has done Very weak sales promotion
- 16.70% people thought the ice cream company has done Very strong sales promotion
- 0% people thought the ice cream company has done extremely strong sales promotion

III. CONCLUSION

Sales promotion plays a limited role in the buying behavior of consumers. Only a small percentage of the customers are attracted to such sales promotion and wait for it. Store loyalty may not play a role in sales promotion. The customer's attitude towards the sales promotion is different.

Taste and price are the two main attributes that people feel important for the purchase of ice-cream.

I would like to conclude that Nagpur city's people purchase more of Dinshaw's ice cream instead of any other company's ice cream.

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