



A Study on Sales Promotion of Accede Company In Mak Squad Gadgets LLP

Anish Dhanani¹, Ms. Vaishali Pillai²

¹Student, ²Teaching Assistant, B.V. Patel Institute of Management
UKA Tarsadia University-Bardoli

ABSTRACT

Sales Promotion is a prearranged exertion applied to the selling job to shelter the greatest effectiveness for advertising and dealer's aid. The part of sales promotion is to reassure purchases by momentarily improving the value of a brand. Nevertheless, it is a fragment of the overall marketing mix and should stalemate in with advertising, product performance and pricing. The existing study aim of this research is to analyse the sales promotion activities of Accede Company and to study customers sight in the direction of product & service. An overall of 100 respondents was studied by organized questionnaires. The data were analysed via SPSS software. A Likert type scale was used to assess answers unpredictable from strongly agree to strongly disagree. Validity & reliability test were applied to confirm the fittingness of data & legitimacy of responses. Descriptive tests and non-Parametric tests were used such as the Chi-Square test. This article aims to recognize how to cultivate in the market or how to upsurge sales.

Key Words: Sales promotion, non-recurrent selling, Parity Products, Merchandising support and Advertisement

Introduction

Sales promotion is "those marketing actions other than personal selling, advertising, and publicity that arouse consumer procuring and dealer efficiencies such as display shows, elucidations, parades and various non-recurrent selling efforts not in the commonplace routine".

The role of sales promotion is to encourage purchase by momentarily enlightening the value of a brand. However, it is part of the overall marketing mix and should tie in with advertising, product performance and pricing. The persistence of advertising is to recuperate outlooks toward a brand, while the objective of sales promotion is to render favourable attitudes into the concrete purchase. Advertising cannot customarily close a sale because its stimulus is too far from the idea of purchase, but sales promotion can.

Features

Sales promotion mainly involves interim and non-routine enticements offered to dealers as well as consumers. The popular methods used for sales promotion are demos, trade shows, exhibitions, exchange offers, cyclical discounts, free service, gifts, credit facilities, tournaments, and so on.

Factors

- Instantaneous Profits
- Outmoded Media Costs
- Abrupt Response
- Improve Value
- Consumer Behaviour
- Pricing
- Market Share
- Parity Products
- The Supremacy of the Retailer
- Lessening Brand Loyalty
- Competition
- Brand Propagation

Advantages of the topic

- Creates discrepancy
- Creates communication prospect

- Creates word of mouth
- Creates a platform to cross-sell and upsell
- Creates a cause to buy
- Creates an engrossed marketing approach
- Creates better revenue
- Creates a basis of information

Disadvantages of the topic

- Amplified price compassion
- Eminence's image may become tarnished
- Retailing overhaul from dealers is doubtful
- Short-term alignment

Literature Review

Noor Asik Ahamed Maraikar (2017) This study's purposes were to study the efficacy of the sale promotional activity of Abra Motors, to treasure out the customer belief about the promotional activity of Abra Motors Private Limited and to find out the promotional practices of Abra Motors Private Limited. The consequences exhibited that sales promotion is important to rally the sales of the company and to grasp new customers. Every organization should have a good strategic plan for their promotion to endure in the market with huge competition. **Paridhi Bhandari (2012)** considered "A Study on Impact of Sales Promotional Activities on Customer Buying Behavior with Special Reference to Rathi Build Mart, Raipur". This article's tenacities are to study the various sales promotion techniques used in the organization and to govern the impact of sales promotion procedures on customers buying decisions. The outcomes display that There is a durable relationship between sales promotion and the customer's buying behaviour. **S.R.N Adarsh (2012)** declared in the study "A Study on Sales Promotion" that the sales promotional bustle of Vpro Company is minimal in the market as the company came into existence around 4 years previously. **Mr M.R. Prakash (2013)** accredited from the research on "To check seals promotion strategies in a garment company" that overall gratification is the most significant predictor of expressed intentions to stay and managers should consider manifold strategies to address related factors. **Manish Kumar Khare (2015)** declared in the study on "Sales Promotion Activities of Reliance Retail" that Company must distillate on TV Advertisements. Advertisements must be endorsed by luminary. The frequency of advertisement must be more. Advertisement must be at the precise location and precise time.

Research Objectives

The research aims to study the following objectives:

- To analyse the sales promotion activities of Accede Company.
- To study customers, view toward product and service.

Research Methodology

This study is grounded on primary data as the secondary information is not appropriate for quantitative scale measurement. A comprehensive structured survey questionnaire was used to collect data from the participants' convenience sampling method from Mak Squad Gadgets LLP Pvt. Ltd. 110 questionnaires were dispersed in the companies. In the end to collect data 100 respondents were received. Lastly, the valid data (n) used for this study mounted at 100. The survey was led from December 2021 to April 2022 by face-to-face interviews in the organization. Statistical methods cast-off to analyze the data that we composed from the respondents is statistical software SPSS for the statistical analysis. Throughout this study, the responses and information together from the survey were tested using statistical techniques like Cronbach's alpha were used to test normality. The data collected from 100 respondents were analysed utilizing descriptive statistics. In total, the Chi-Square test was cast-off to recognize the satisfaction level of employees with their Compensation.

Hypothesis Development

Based on the objectives of the research, the following hypothesis is developed:

Ho1: There is no association between product and services to study customer view.

FINDINGS OF THE STUDY

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.825 ^a	4	0.003
Likelihood Ratio	5.794	4	0.215
Linear-by-Linear Association	2.723	1	0.099
N of Valid Cases	100		

a. 6 cells (60.0%) have an expected count of less than 5. The minimum expected count is .05.

Test Statistics Chi-Square test:

The above table shows that there is no overtone amongst products and services to study customer view as the significance test value is greater than 0.05 (Null Hypothesis is Accepted). As per the Chi-Square test, the value of Pearson Chi-Square, Likelihood Ratio, Linear-by-Linear Association and N of Valid Class was 15.825a, 5.795, 2.723 and 100. The df value of Pearson Chi-Square, Likelihood Ratio and Linear-by-Linear Association was 4, 4 and 1. The Asymptotic Significance (2-sided) value of Pearson Chi-Square, Likelihood Ratio and Linear-by-Linear Association was 0.003, 0.215 and 0.099.

Conclusion

So, from the research, I accomplish that the Accede Company is doing prodigious work for their customer. Customers necessitate new and modernized products from the Accede Company. So, Accede Company have just focused on new-fangled and updated product for their customer. They are virtuous at customer service and they are also taking good or bad feedback from customers and if it's wicked feedback they work on it and change it. In Accede Company, if any customer goes or calls for a grumble about their product, they heed their problem and work on that and they memorandum that problem and tell their employee it should not outrage again from any author customer.

Recommendation

- This project will assist the International Business apprentice and Marketing apprentice to explore the sales promotion for company products and services.
- From this research Accede Company management and staff will also come to about how they are working and how's their product is growing.
- Many companies will come to distinguish that in Pune how Accede Company is mounting so, that they can learn from that to raise in market.

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