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A Study on Sales Promotion at Hindustan Coca Cola Beverages Pvt Ltd, Sri Kalahasthi

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ABSTRACT

The importance of "SALES PROMOTION" in marketing mix is undeniable. Considering the cost of sale promotions are always substantial, the selection and design of most effective and efficient promotion tools are crucial for a successful promotion campaign. The ability of marketers to identify attributes which relevant to their target market is vital for them to have better control over the results of their promotional activities. This study is aims to examine the differences between both psychological-based segments and demographic based segments of consumers on their attitude and subjective norms toward the act of redeeming coupons, perception on coupon value and coupon expiration date, as well as their redemption intentions. This paper has been presented as per opinion of selected customer and also gathered information through secondary sources. It also aims to examine the relationship between attitudinal characteristics (attitude and subjective norms toward the act of redeeming coupon), coupon characteristics (coupon value and coupon expiration date) and redemption intentions. Popularity of 5 types of coupon distribution vehicles is also being examined.

Keywords: Sales promotion, Perception, Campaigns.

Introduction

"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'.

DEFINITION:

Business advancement is a promoting system wherein a business utilizes an impermanent mission or proposes to expand interest or interest in its item or administration. There are many motivations behind why a business might decide to utilize a deals advancement (or 'promotion'), yet the essential explanation is to support deals.

Factors influencing brand awareness

Factors Affecting Promotion Mix – 5 Major Factors:

Nature of the Product,

Nature of the Customer,

Product Life Cycle,

Availability of Funds and a Few Others.

The promotion mix is an assortment of the four tools of marketing, i.e., personal selling, sales promotion, advertising and public relations.

Review of Literature

Sales promotion is a non-personal form of promotion that is delivered through selected media outlets that, under most circumstances, require the marketer to pay for message placement. Sales have long been viewed as a method of mass promotion in that a single message can reach a large number of people. But this mass promotion approach presents problems since many exposed to an sales message may not be within the marketer's target market, and thus, may be an inefficient use of promotional funds. However, this is changing as new sales technologies and the emergence of new media outlets offer more options for targeted sales.

Sales also has a history of being considered a one-way form of marketing communication where the message receiver (i.e., target market) is not in position to immediately respond to the message (e.g., seek more information). This too is changing. For example, in the next few years technologies will be readily available to enable a television viewer to click a button to request more details on a product seen on their favorite TV program. In fact, it is expected that over the next 10-20 years advertising will move away from a one-way communication model and become one that is highly interactive.

Another characteristic that may change as advertising evolves is the view that advertising does not stimulate immediate demand for the product advertised. That is, customers cannot quickly purchase a product they see advertised. But as more media outlets allow customers to interact with the messages being delivered the ability of advertising to quickly stimulate demand will improve.

OBJECTIVE OF THE STUDY

- To study various sales promotion techniques implemented by Coca cola.
- To know dealers' opinion on sales promotion technique.
- To know customer opinion on sales promotions.
- To identify the sales strategy followed by Coca cola.

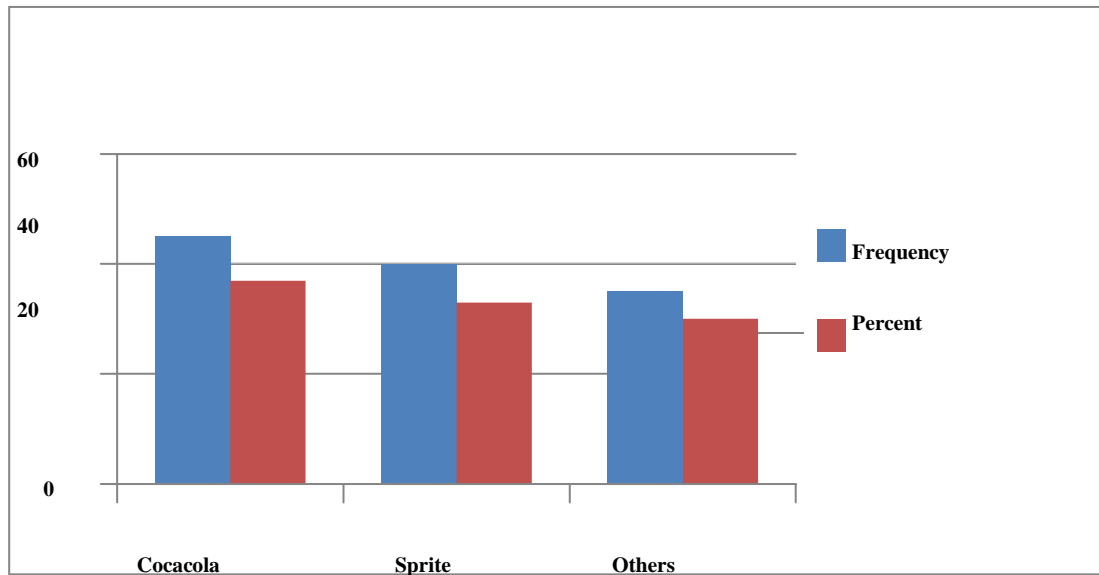
RESEARCH METHODOLOGY

Research Design : Random sampling method Sample Region : Sri kalahasthi
 Sample Size : 120 Respondents
 Sample Design : Simple Random Sampling Source Of Data : Primary Data, Secondary Data Primary Data : Questionnaire
 Secondary Data : company brochures, Journals, And Company Websites Stastical Tools Used : frequency tables, cross tabulations, and bar chart

DATA ANALYSIS

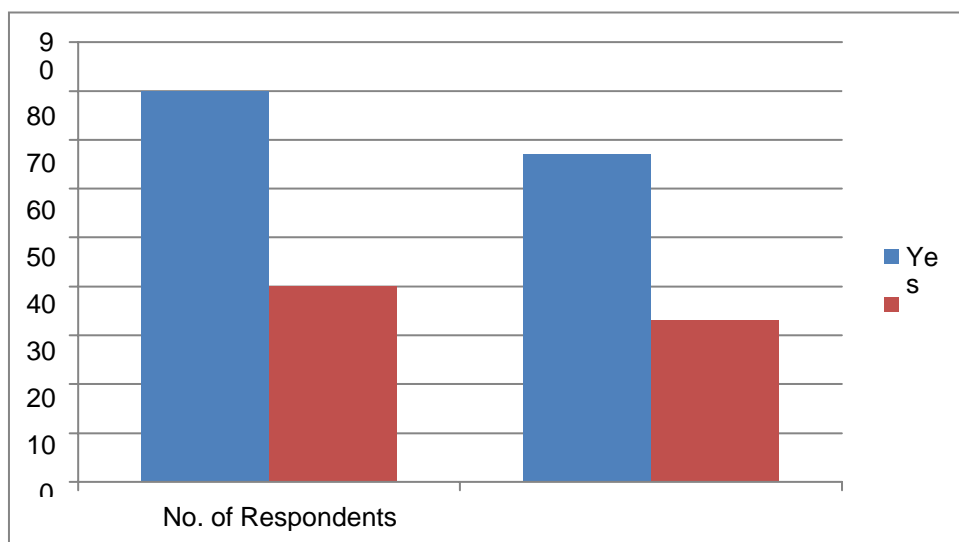
1. Awareness about the Company in the region

Coca-Cola	45	37
Sprite	40	33
Others	35	30
Total	120	100.00



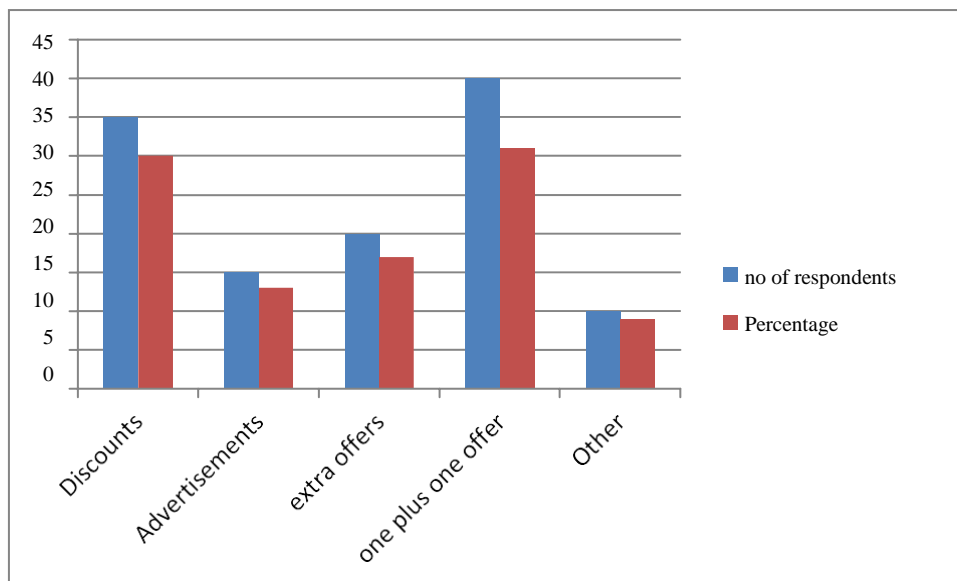
2. Table showing the constant and consistent supply of Coca-Cola

Respondents	No. of Respondents	Percentage
Yes	80	67
No	40	33
Total	120	100.00



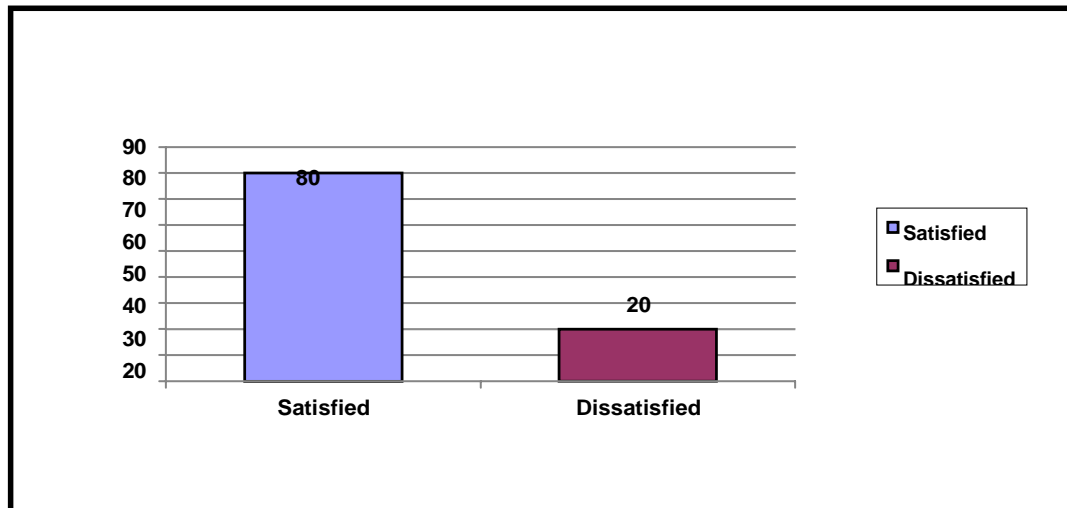
3. Table representing promotional activities attracting customers

Particulars	no of respondents	Percentage
Discounts	35	30
Advertisements	15	13
extra offers	20	17
one plus one offer	40	31
Other	10	9



3. Table representing promotional activities attracting customers

Opinion	No. of Respondents	Percentage
Satisfied	95	80%
Dissatisfied	25	20%
Total	120	100%



FINDINGS

1. 45% of the customers are aware about of Coca-Cola
2. 25% of the customers stated that they prefer an quality
3. 90% of the customers stated that they are loyal customers
4. 31% of the customers stated that the promotional offer of one plus one offer is attractingthem

SUGGESTIONS

- Company should pay more attention on designing innovative and unique advertisements.
- Benefits described in the ad need to relevant and pertinent to the consumers and situations.
- Instead of exaggerating the situations in the ad, company should pay more attention towards pragmatic situations.
- The company has to increase adds in Telugu Newspapers (Regional) as most of the ads are in English papers to increase sales

CONCLUSION

The sales promotion activities of the company are good. However, the company has to increase more ads in Telugu Newspapers to increase sales regionally.

REFERENCES:

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MARKETING MANAGEMENT	:	RAJAN SAXENA
MARKETING RESEARCH	:	D.D. SHARMA
RESEARCH METHODOLOGY	:	C.R. KORHARI

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