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EFFECTS ON CONSUMER SALES PROMOTION: A MAJOR DEVELOPMENT IN FMCG SECTOR**T. RAJESH****LECTURER****THIRU.VI.KA. GOVERNMENT ARTS COLLEGE****TIRUVARUR****DR. P. ASOKAN****ASSOCIATE PROFESSOR****P.G. & RESEARCH DEPARTMENT OF COMMERCE****THIRU.VI.KA. GOVERNMENT ARTS COLLEGE****TIRUVARUR****ABSTRACT**

Today the retail sector is the most important addition in Indian economy. Retailing is the biggest industry of worldwide, the company introduce many sales promotion in the market either consumer oriented or trade oriented which is attracts and stimulates to purchase the products. The sales promotion scheme frequently changes because the competition among the companies. The research in this paper tries to identify the consumer is expecting sales promotions by developing effects on consumer sales promotion a major development in FMCG sector.

KEYWORDS

consumer, FMCG, Sales promotion, Retail, Trade.

INTRODUCTION

Today the fast moving consumer goods are fulfilling with consumers needs and wants. This sector product used to people at every day or every month etc... the market available of many FMCG products because FMCG companies face the competition. So competition faced FMCG companies introduce many promotional activities like advertisement, pop, price off etc... FMCG companies such as HUL, ITC, NESTLE, P&G, GSK, Marico, Heinz are contribute 70% of FMCG revenues in the country. Most FMCG companies spent 15 to 20% of their total turnover on advertisement and brand promotion. The FMCG is many more companies' product available in the market. These companies have to face competition and so they operate many sales promotions such as consumer oriented or trade oriented.

REVIEW OF LITERATURE

Gopal das (2011) in his study "effect of retail sales promotion on buying behaviour of customers: an empirical study" said that price promotions are increasing consumers buying behaviours. This paper highlighted sales promotion such as direct price discount, buy one get one free, buy one get another product free, media advertisement, store publicities are stimulate consumers buying decision in FMCG products.

Abhigyan bhattacharjee (2011) described FMCG products influenced to Medias are both visual and print medias. Advertisement and Medias as well as publicities are creating new demand of products. It is suitable for both rural and urban areas.

STATEMENT OF THE PROBLEM

Today Indian market has many FMCG companies and products. FMCG companies have introduced many sales promotions to consumers. The companies and consumers can't identify for which promotions is suitable for them. This research finds out which kind of promotions satisfied with consumers and companies.

OBJECTIVES

1. To understand the consumer behaviour towards the sales promotion activities followed by FMCG in Tiruvarur Town.
2. To find out effective consumer sales promotions
3. To find out consumer expecting consumer sales promotion

RESEARCH METHODS AND SAMPLES

The research type is descriptive research. A sample of 120 respondents was selected with the help of convenient sampling method. The sample has chosen from Vasan, Sahara, Vinayaga and Ramajayam supermarket purchasers in Tiruvarur Town. The data were collected from direct field survey data and journals references. Data were collected with the help of the interview schedules. It has tabulated, analyzed and interpreted.

ANALYSIS AND RESULTS

This section presents the analysis and interpretation of the collected data from the sample (size120) respondents spread throughout the area of Tiruvarur major four supermarkets. The focus of analysis is exploring the components of customer behaviours towards the consumer sales promotions in FMCG.

TABLE 1: DEMOGRAPHIC PROFILE OF RESPONDENTS

S.NO	Factor	Category	No. of. Respondents	Percentage
1	Gender	Male	44	36.7
		Female	76	63.3
		Total	120	100
2	Age	Below 20 years	21	17.5
		20 to 30 years	37	30.8
		30 to 40 years	48	40
		Above 40 years	14	11.7
		Total	120	100
3	Education	Below HSC	18	15
		Graduate	44	36.7
		Post graduates	38	31.7
		Others	20	16.6
		Total	120	100
4	Monthly income	Below 7000	13	10.8
		7001 to 14000	18	15
		14001 to 24000	46	38.4
		Above 24000	43	35.8
		Total	120	100
5	Occupation	Business	27	22.5
		Students	26	21.7
		Employees	25	20.8
		Households	42	35
		Total	120	100

Source: primary data

From the table 1 it can be seen that most of the Supermarket purchasers were female and they have worked homemakers also their age between 30to40. Most of the purchasers are graduated and their monthly family income level is Rs 14000 to 24000. The supermarket purchasers' income and education is very vital role. It has most influenced to product selection.

TABLE 2: EFFECTIVE SALES PROMOTIONS AND THIS IS RANKS

Expect promotions	no of respondents	Percentage	Rank
Media advertisement	9	7.5	4
Print advertisement	7	5.8	5
Demonstration	1	0.8	10
Free trails	3	2.5	8
Free samples	5	4.2	6
Pop materials	2	1.6	9
Store display	22	18.4	3
Price offer	28	23.4	2
Quantity offer	34	28.3	1
Buy one get one free	5	4.2	6
Cross promotion	4	3.3	7
Total	120	100	

Sources: primary data

From the table 2 proves that most of the consumers have taken purchase decision through consumer offers and Advertisements. The effective consumer offer is quantity offers and Advertisement in store displays. The table 3 indicates that most of the consumer opinion to attractive package stimulates to purchase the products and the green practice package had attracted with other packages. Many consumers have been expecting for ten to twenty percentage of free offers from manufacturers. The consumers say product quality is important to creating brand images and repeatedly purchase those products. The consumers are expecting top five consumer promotion is ranked as quantity offer, price offer, store display, media advertisement and print advertisements.

DISCUSSION

The research was found that effective consumer sales promotions and consumers behaviours towards the promotions. Consumer demographical factor is very important to promotions. Income and education is vital role of choose the stores and promotions. Most of the supermarket purchasers were female and they are home makers. The customer has taken purchase decision from consumer offers. It has been bettered with Advertisement and other sales promotions. Peoples are easily visible the product to store display and it has been helping to consumers for chose the products. It was more effectiveness with media and other Advertisements. The quantity offer is fulfilling to consumers expectations. Attractive package was stimulated to purchase the products. Many consumers are expecting 10 to 20 percentages of free offers from manufacturers. The product quality is creating brand images and repeatedly purchases those products. The top three effective and consumers expecting sales promotions are quantity offers, price offer and store displays.

CONCLUSION

Consumers have an opinion that they are expecting different kind of sales promotions. This sales promotion has been related to their income and educations. Most super market purchasers are females and they are home makers because they have come to supermarket and purchase the products that time they are showing many products also bought those products and many consumers like consumer offers. More percentage offers have been creating negative impact of product quality that time consumers are not believe the product quality so branded product manufacturer avoid high percentage free offers. Today many home maker women's are watching television programmes for free times so the manufacturer will present advertisement through televisions and can improve their sales. This research results only suitable for modern trade sales promotions.

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