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SUSTAINABILITY OF COSMETIC SALES BY SALES PROMOTION

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ABSTRACT

Cosmetic include all substances, preparations devices and treatment used to promote the attractiveness or to alter the face and body. They are made for both men and women. Cosmetics include beauty products for the hair, scalp, face and hands". The objectives of the study is to study the general concepts of sales promotion, study the various sales promotion offers of different brands of cosmetics, know the opinion of consumers about the quality of cosmetics under sales promotion offers and analyze the identify the source of knowledge required about the sales promotion offers. The problem undertaken for the study purpose in levels of sales by the sales promotion by the cosmetics business. The cosmetics companies provide offer to customer as well as retailers for the boost of sales. The researcher collect the information from Thiruvapur sample respondents and are analyzed to find them, most of the consumer prefers the product for variety of product deliver the concern. Majority of the consumers purchase the product through FMCG distributors, majority of consumers choosing the brand through friends. And majority of the consumers are influenced by media Advertisement. The researcher suggest to sensible advertisement should be made for better impression in the customer mind, samples could be provided to rural areas to create an awareness about the product and the consumer feels about price off or gift offer to buy the product. So, it should be given at least three months and six months once. As regards manufactures, they should realize that the consumers are the focal point of any business enterprises. They should be conscious of the fact that the consumer is a prime determining factor or decisive force in the market. So the producer should understand what exactly is expected of him by the consumers who are highly sensitive and reactive.

KEYWORDS

sales promotion, cosmetic sales.

JEL CODES

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INTRODUCTION

The word cosmetic has not been withered either by age or costume "cosmetics have been dealt in brief the OXFORD ENGLISH DISTIONARY as moving power adore embellish or beautify the complexion. "Preparation rendered to beautify the complexion and of adorning or beauty the body"

The cosmetics act of U.S.A in 1938 defined cosmetics as articles intended to be rubbles, powdered sprinkled and sprayed on introduced into or otherwise applied to human body or part there of for beautifying: promoting attractiveness or altering the appearance and articles indented for use a component of any such articles". "The word cosmetics is derived from the Greek word" COSMETICS which means "skilled in adornment". "Cosmetics have been used from early where than associated and medicine".

The rise in standard of living after the second world war brought an increased demand for cosmetics". Further the development of online dyes which made wide co lour range available for beauty aids caused a giant step towards modern,. Cosmetics. The growth of modern cosmetics industry owes its credit also the availability of a mass media to inspire and instruct".

Now – a – days cosmetics has become more or less necessities in the day to day life of all the families from babies to agreed one and production of more cosmetics has created competitive markets".

The latest media and techniques of publicity made by the marketers keep the world of consumption under the most dilemmatic situation in determine their choices. DECSION MARKING has become the most complex one.

The factors like family members, reference group, social and cultural factors decide the buying behaviors and product preference, the quantity to the purchased etc. promotion is the final element in the marketing mix. The success of selling activities mainly depends on sales man ship and advertising. One not under estimates the role of sales promotion. That is why researcher made an all apt reversal the effects of sales promotional activities in the selection of brands, amount to the shear, age group which use cosmetics more, in hence income level on quantity of cosmetics purchased etc.

OBJECTIVES OF THE STUDY

The present study has been undertaken with the following objectives.

1. To study the general concepts of sales promotion
2. To study the various sales promotion offers of different brands of cosmetics.
3. To know the opinion of consumers about the quality of cosmetics under sales promotion offers.
4. To identify the source of knowledge required about the sales promotion offers.

STATEMENT OF THE PROBLEMS

The problem undertaken for the study purpose in levels of sales by the sales promotion by the cosmetics business. The cosmetics companies provide offer to customer as well as retailers for the boost of sales. On what basis the consumer prefers and which influence him to buy the product. Promotion includes marketing of a product and all other activities designed to increase and expand the market. The basic aim of advertisement, personal selling, sales promotion is to increase the volume of sales. An advertising manager has remarked it.

"Sales Promotion moves the product towards the buyer, while advertising moves the buyer towards the product",

METHODOLOGY

Therefore the population of the study is the total population of the Thiruvapur town, so, 150 respondents have been selected at random using stratifies random sampling method. Out of 60 consumers 25 each belong to the teaching profession, bank employees, College students and housewife's random- Sampling method was employed to choose 25 respondents from each of this group.

COLLECTION OF DATA

PRIMARY DATA

Questionnaire was the instrument being used for collecting the primary data.

SECONDARY DATA

The data was collected from journals, magazines and records of the company.

IMPORTANCE OF THE STUDY

Products are manufactured to satisfy the needs of the consumers. The responsibility of the manufacturer does not cease with production whatever may be the nature of the product. The present day markets are consumer oriented. Where it is the duty of the manufacturer to know what is required by the consumers. Successful marketing consists in offering the right product at the right price, at the right place and with right promotion.

SALES PROMOTION – A REVIEW

DEFINITION

According to William J. Stanton “promotion is an exercise in information, persuasion and influence. “Philip Kotler” defines it, “Promotion encompasses all this marketing mix whose major role is persuasive communication” American Marketing association has defined it as “Those marketing activities, other than personal selling, advertising and publicity that stimulate consumer purchasing and various non-recurrent selling efforts not in the ordinary routine.

OBJECTIVES OF SALES PROMOTION ACTIVITIES

1. Providing information
2. Increase in sales
3. Reducing seasonal decline
4. To keep the memory alive
5. To induce middlemen to purchase more

ADVANTAGE OF SALES PROMOTION

- Low cost
- Effective sales support
- Increased speed of product acceptance

SALES PROMOTION AT DIFFERENT LEVELS

As stated earlier, various sales promotion schemes can be undertaken with various objectives at three levels. Viz., the dealer’s level, the consumer’s level and the salesmen’s level, all the three are discussed below:

Dealer’s Level	Consumer’s level	Salesman’s Level
Sales Meetings	In-store demonstrations	Sales meetings
Contests	Premiums	Sales Manuals
Dealer Gifts	Samples	Product
Demonstration	Coupons	Contests
Point of Purchase	Trading Stamps	Sales bulletins
Materials	Refunds	
Trade shows and Exhibitions	Contests	
Advertising Allowances	Direct Mailing	
Business Catalogue		

The researcher collects the information and summarized as follows:

TABLE 1: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF BRAND DECISIONS IN THE FAMILY

S.No	Brand Decision	No. of Respondents	Percentage
1	Husband	30	20
2	Wife	51	34
3	Both	49	33
4	Others	20	13
	Total	150	100

Source: Primary data

Inference: The above table shows that 34% of the respondents are decided the brand by wife. 33% of the respondents are decided by both members of the family, 20% of the respondents are decided by husband and rest of the respondents is decided by others.

CHART 1: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF BRAND DECISIONS IN THE FAMILY

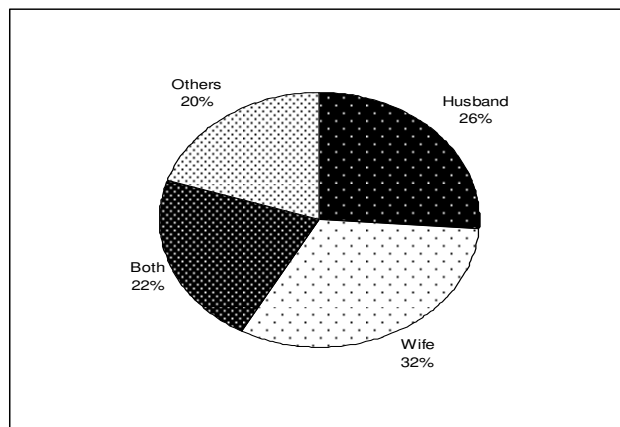


TABLE 2: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF MEDIA SELECTION

S.No	Media Selection	No. of Respondents	Percentage
1	Television	89	59
2	Newspaper	38	25
3	Salesman	23	16
	Total	150	100

Source: Primary data

Inference: The above table shows selecting brand of the respondents in terms of 59% are television, 25% of newspaper and remaining 16% are Salesman.

CHART 2: CLASSIFICATIONS OF RESPONDENTS ON THE BASIS OF MEDIA SELECTION

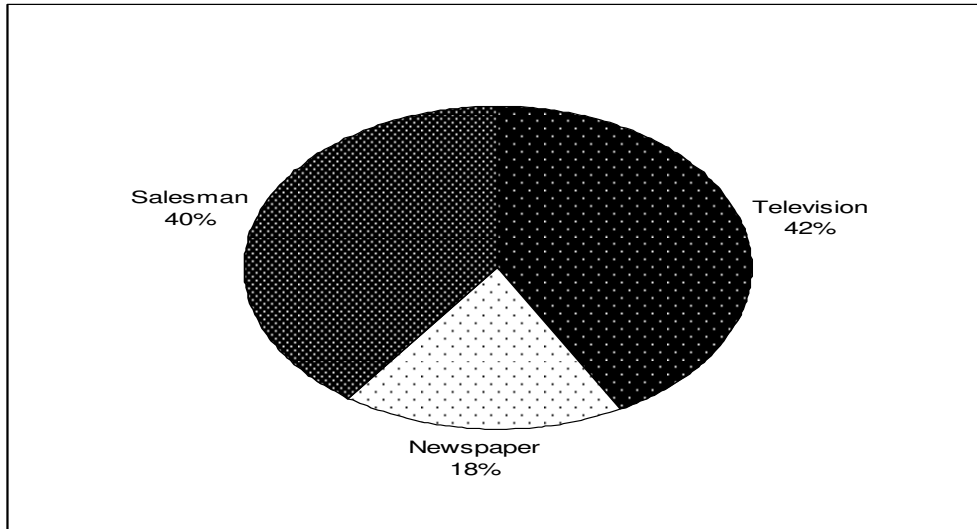


TABLE 3: ON THE BASIS OF BRAND SELECTION

S. No	Selection of brand	No. of Respondents	Percentage
1	Price	47	10
2	Freshness	31	26
3	Beneficial measures	31	30
4	Healthcare measures	41	34
	Total	150	100

Source: Primary data

Inference: From the above table it is identified that 34% of the respondents are purchasing for healthcare measures, 30% of the respondents are purchasing for beneficial measures, 26% of the respondents for freshness and 10% of the respondents purchasing for reasonable price.

CHART 3: ON THE BASIS OF BRAND SELECTION

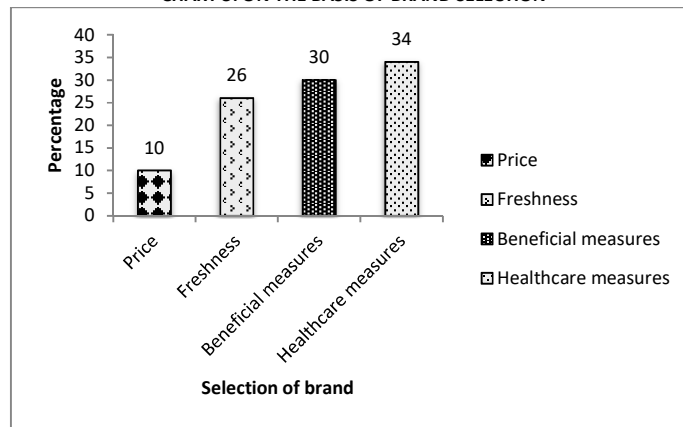


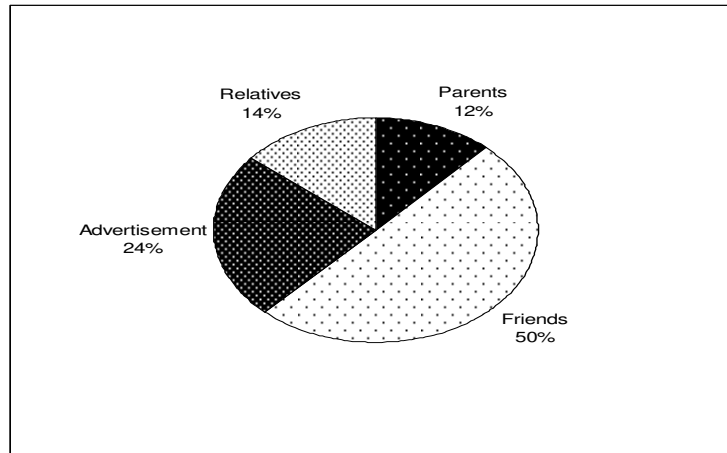
TABLE 4: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF SOURCES TO PREFER THE BRAND

S.No	Basis of their Brand	No. of Respondents	Percentage
1	Parents	28	12
2	Friends	47	50
3	Advertisement	55	24
4	Relatives	20	14
	Total	150	100

Source: Primary data

Inference: From the above table it is observed that 50% of the respondents came to know about the brand through friends, 24% of the respondents through Advertisement, 14% of the respondents through their relatives and 12% of the respondents through parents.

CHART 4: CLASSIFICATIONS OF RESPONDENTS ON THE BASIS OF SOURCES TO PREFER THE BRAND



In this chapter the research collect the information from sample respondents and give findings, suggestions and conclusion borne out to this study.

- ❖ 42% of respondents earn on income Rs.2000- Rs.5000, only 34% respondents are earning above Rs.5000.
- ❖ 56% of the respondents using the brand 5 years.
- ❖ Most of the consumer prefers the product for variety of product (36%) deliver the concern.
- ❖ Most of the consumer opinion that improve the quantity (56%).
- ❖ 72% of the respondents say that recommend the brand to others.
- ❖ 70% of the respondents purchase the product through FMCG distributors.
- ❖ 50% of the respondents choosing the brand through friends.
- ❖ 54% of the respondents attracting the brand towards from packing system.
- ❖ Most of the consumer opinion that influencing factor in quality in purchase decision (46%).
- ❖ Majority of the respondents are selecting Television media Advertisement.
- ❖ 54% of respondents are not changing this brand in future.

SUGGESTIONS

- ❖ Customers buy the brands depend upon the price of the product. If the price is reduced considerably all the consumers will prefer that brand.
- ❖ Improvement of quality should be considered but at the same time price equilibrium should be maintained.
- ❖ Better and improved flavour and taste may increase the sales.
- ❖ Steps should be taken to make the products available in different quantities.
- ❖ Sensible advertisement should be made for better impression in the customer mind.
- ❖ Samples could be provided to rural areas to create a awareness about the product.
- ❖ Most of consumer feels about price off or gift offer to buy the product. So, it should be given at least three months and six months once.
- ❖ The manufacturer must take Market survey, once in six months, to know the consumer attitude and preference.
- ❖ There should be regular supply of all brands of cosmetics product.

CONCLUSION

All people, whether young or old, like good health and fairness. They purchase the cosmetics product for increase the fair and maintain natural factors for health. So the company introduces variety of product for the people and takes more action availability to the shop. As regards manufactures they should realize that the consumers are the focal point of any business enterprises. They should be conscious of the fact that the consumer is a prime determining factor or decisive force in the market. So the producer should understand what exactly is expected of him by the consumers who are highly sensitive and reactive. The above preposition implies that there is an imperative necessity on the part of the manufacturers to supply tastier drinks at the competitive price but at the same time should see that the quality or standard is not deteriorated. Thus, the consumer is the most important aspect in his business, he should deliver quality product at an acceptable price.

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