

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

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#### ABSTRACT

This study examines the effects of sales promotion schemes on preferences of consumers of beverages in Rajasthan State. It focuses on what type of sales promotion schemes are preferred by the consumers. Sales promotion is an important component of any organization's overall marketing strategies alongside advertising, public relations, and personal selling. The study is significant because, it contributes to new knowledge by filling and reducing the gap that exist in the understanding of sales promotion in the Beverages Industry. It also serves as source of references to other researchers in this field. The sample size employed is 500 consumers of beverages in the Alwar District of Rajasthan State. Structured Questionnaire was administered to the sampled respondents to collect primary data used for this study. The study made use of convenient sampling technique in selecting the respondents. For creating the combination of various attributes of Sales Promotion Schemes Orthogonal design was created and Kruskal Wallis test was used to test the hypotheses. The result of the study indicated that there is a difference in the preferences of the sales promotion schemes according to the gender employment status and family size categories in beverages consumption and by the results of Conjoint Analysis it is interpreted the most important factor for the sales promotion schemes preference is Brand and after that what type of Incentives the marketers are giving to the customers followed by Schemes types.

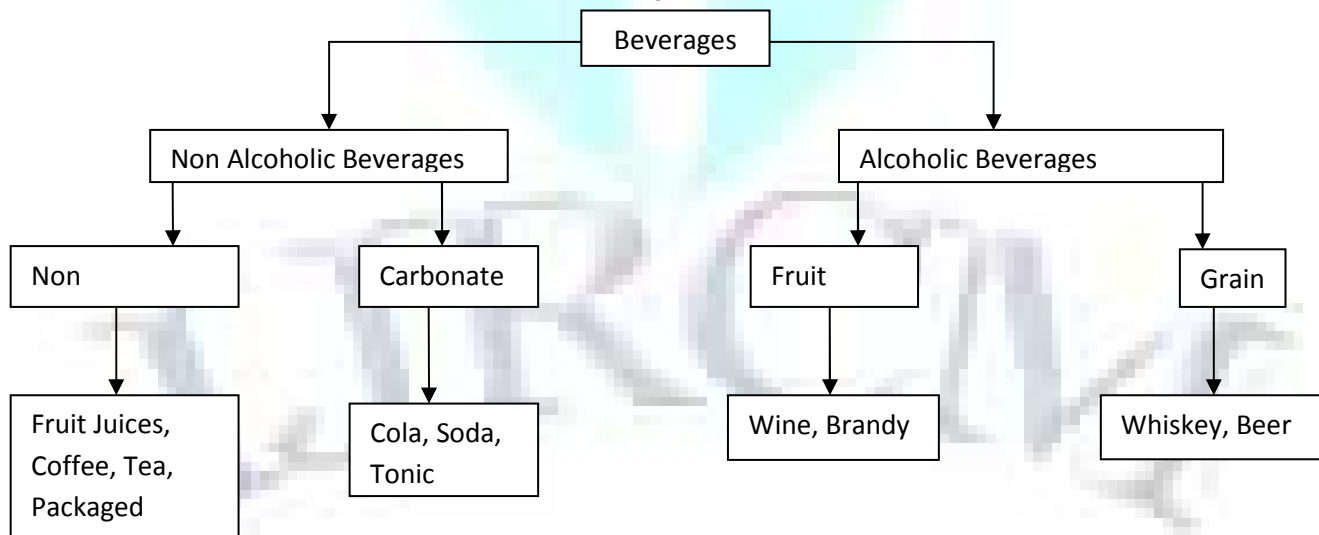
#### KEYWORDS

Beverages, Sales Promotion Schemes, Consumer Preferences.

#### 1. INTRODUCTION

A beverage is a drink specifically prepared for human consumption. Beverages almost always largely consist of water. Drinks often consumed include: Water (both flat or carbonated), Juice based drinks, Soft drinks, Sports and Energy drinks, Alcoholic beverages like beer or spirits, Coffee, tea, Dairy products like milk. Commonly, drinks are filled into containers, like glass or plastic bottles, steel or aluminum cans as well as cardboard supported packages, like the "Tetra Pack" or others. Filling of beverages can be done cold, hot, ambient filling to mention the latest trend of beverage marketing and technology. The beverage is mainly categorized into two major categories based upon the alcoholic and nonalcoholic nature of the drink. Non-Alcoholic beverages are further of two types based upon carbon content. These beverages contain Fruit juices, Coffee, Tea, Soda, Colas. The Alcoholic beverages are based upon the fruit content and grain. It may be Wine, Brandy, Whisky or Beer.

FIG. 1



#### 1.1 INDIAN BEVERAGE INDUSTRY

India has a population of more than 1.150 Billions which is just behind China. According to the estimates, by 2030 India population will be around 1.450 Billion and will surpass China to become the World largest in terms of population. Beverage Industry which is directly related to the population is expected to maintain a robust growth rate.

The Indian beverage market offers hot options. According to Dabur, the fruit beverages industry in India now stands at Rs 1100 crores (approx. Euro 180 million) and the market has grown at the rate of 30% where Dabur India, through the new launch Real Burrst, is looking at establishing a market share of 4-5% in next 2-3 years. Part of the industry of fast moving consumer goods is also the beverage industry. The total beverage industry in India has grown 17% in 2013, according to experts. Food and beverages segment has not suffered despite the slowdown in the economy. Beverage majors like Coca Cola India, for example, again

reported growing sales. Coca-Cola in India reported a solid first quarter 2009 results not only despite a challenging economic environment, but also with unit case volume increasing by 31%. And eight quarters out of the 11 quarters had a double-digit growth. To foreign observers of the market, these figures might sound unbelievable, as Western markets are saturated and have not seen such figures for long time. But in India, various positive factors drive the beverage markets. One is the rising number of people in the middle class with extra money to spend on new beverages like wine, new brands of imported whiskey, or the fancy energy drinks, some of which are Really good to enable people to work longer, to listen longer during conferences, and even to party longer and have fun. Leader in this segment is Red Bull, but some other good and very effective drinks – one even very healthy – are already or soon entering the market. Another factor is the sheer size of the number of people in India. Even the rural households, as long as the monsoon is good, get purchasing power and can participate in consumer markets. Where ever the purchasing power is still not big enough, companies offer smaller packs for Rs. 10 or Rs. 5, especially to be seen in the snack market. Hot summers in India also help a bit to sell beverages. Approximately 120 billion litres of beverages are consumed by Indians every year, but only 5% represent store-bought packaged beverages. The majority of Indian consumers (75%) still consume non-alcoholic store-bought beverages 'less than once a day', highlighting a large untapped market opportunity, particularly in the carbonated drinks and juice or juice-based categories (estimated to be worth \$1.5 Billion and \$.25 billion respectively).

## 2. SALES PROMOTION

Sales promotion is regarded as typical marketing technique that adds value to a product in order to achieve specific marketing goals. The primary purpose of sales promotion is to induce the consumers to make a quick buying-decision in order to increase sales. Typical example of sales promotion is to offer customers to take chance of winning a prize or offering some extra products with the same price.

Sales promotion and marketing are inter-related but not have the similar purpose. It is advertising which makes a platform for sales promotion where customers can see the direct added value of buying the product. On the other hand, advertising is an intangible promotion of the products to send the marketing message to the customer base.

### 2.1 OBJECTIVES OF SALES PROMOTION

Before designing a promotional campaign, one must identify the target groups. This is done by breaking up of product markets and identification of small groups of consumers whose wants and needs are not the same as the mass market as a whole this is one of the key to success in sales promotion. For finding the target group one need to take a qualitative research on the market to determine the groups of customers, if the target group exists then find out their needs & wants, and what drives them to buy the product. After learning about the target groups, one must set the objectives of sales promotion which is all about why one wants to achieve in sales promotion campaign and how the customers will be benefited. Other aspects of sales objectives are: budget of the promotion and duration of the promotional offer.

### 2.2 TYPES OF SALES PROMOTION

Basically there are three main categories of sales promotion targeted at different elements of markets such as consumers, traders, industries.

1. Consumer sales promotions
2. Trade sales promotion
3. B2B and industrial sales promotion

#### 1. CONSUMER SALES PROMOTION:

##### SAMPLING

If your objective is to trial the product then sampling is an effective sales promotion method. Usually sampling is involved with low value products and products having highly visible features of benefits. For delivery sample products marketers use either door-to-door or mailing approach

##### COUPONING

It is one of the oldest sales promotion strategies and sometimes couponing makes the product problematic by cheapening the brand name. Coupon is mainly used for attracting new customers as well as to increase instant sales with price reduction of a product.

##### CONTESTS AND SWEEPSTAKES

These are very popular low-cost methods of sales promotion used and viable in almost any demographic location on earth. These techniques help people to learn the product more and help them pay more attention to the product.

##### MONEY REFUNDS

Instant cash-back, refunds and rebates are very attractive ways to promote sales in cell phone service providers and web-hosting companies. For any product sales promotion, money back offers give a sense of security to all customers.

##### PREMIUMS AND BONUS PACKS

A premium offer means an extra item at a low price or totally. Premiums are one of the effective sales promotions in targeting the brand switching users and also to increase sales rate among the existing users.

##### LOYALTY SCHEMES

This is great way to hold the loyalty of customers. It is basically a point based system, where each customer gets some points on each purchase and later can use these points on buying the same products or other products at a reduced price. To many marketers, loyalty schemes are also known as-frequent purchasing scheme.

##### EXHIBITIONS

This is not like trade show. The purpose of an exhibition is to interact with the customers, answer their queries and not to merchandise any products. Generally exhibitions are held to develop consumer interests on products. It is a very powerful and efficient vehicle to reach the customers and to educate them about the products. Example of exhibition is -Motor Show.

##### PACKAGING

Many marketers do not pay much attention to the quality of packaging, because they simply do not understand the psychological and brand image aspects of packaging. An attractive and innovative packaging can work like a salient sales man-packaging does the hooking function to buyers. A well-packaged product carries not only the brand values but also create an emotional link to the prospects. Not that it is only important for packaging to be eye-catching, aesthetic, but it needs to protect the product inside with proper manner.

### 2. TRADE SALES PROMOTIONS

Improve the distribution line is the key purpose of trade sales, by organizing trade shows. Some effective techniques used in a trade promotion are: discounts, point-of sales materials, shelf facings, and displays.

#### INCENTIVES

This is a popular trade promotion idea with the manufacturers, retailers normally does not use this technique to boost their sales. Incentives are given as a form of cash bonus or prizes per sale.

#### BUYING ALLOWANCES

It's a kind of price reduction for the product for a specific period of time.

#### TRADE SHOWS

It is a way of getting to learn new customers, introduce those new products, getting customer reactions. But unlike exhibitions, trade show involves in selling products. A successful trade show can be measured by keeping records of the number of visitors, useful leads and identifying the products with most interests to customers.



**ADVERTISING ALLOWANCES PROMOTION**

This is very common practice among manufacturers where a certain amount of money is given to the retailers by the manufacturing company. The allowance is based on the number of products and orders retailers can bring to the manufacturers.

**FREE TRAINING**

It is a well-unformatted sales man work like an ambassador for your brand. Customers need proper information from a proper channeled none other than sales man does this job better. As a part of the promotional offer and relationship building, manufacturers offer training to the retail staff so as they become more effective and skilled while dealing with customers. This free training is a very important promotion factor if one markets any complicated and expensive products. Along with it each training manufacture needs to provide well-documented brochures and technical manuals to the retailers.

**2.3 SALES PROMOTIONS: B2B & INDUSTRIAL**

This is the last but not certainly the least important portion of the sales promotion plan. Industrial sales promotion is all about applying the trade & consumer promotional ideas into industrial marketing environment. Depending on the situation, one need to decide on which consumer and trade promotion ideas is best suited in B2B environment. For example, consumer promotional offer like —buy one get one free can be offer in B2B environment as —buy one and get one-year service free. Depending of the type of products you choose to promote decides which promotional ideas will bring the best ROI. While devising a promotional plan, keep in mind that sales promotion has disadvantages too. So, make sure sales promotion campaign does not harm the brand image at any cost. And finally, always try to avoid price competition wars as much as possible rather put all the attention in improving the quality of products by adding more values to it. Sales promotion consists of all promotional activities other than advertising, personal selling and publicity that help to increase sales through non repetitive and one time communication. In other words, it includes marketing activities other than personal selling, advertising, and publicity that stimulate consumer purchasing and dealer effectiveness, such as point of purchase displays, shows and exhibitions, demonstrations and various non-recurring selling efforts not in the ordinary routine.

**3. LITERATURE REVIEW**

Consumer promotions are now more pervasive than ever. So far, not much work has been done to identify the purchasing strategies that consumers adopt in response to particular promotions, or to study how pervasive these strategies are in a population of interest. Blattberg, Peacock and Sen (1976) define a purchase strategy as a general buying pattern which "incorporates several dimensions of buying behaviour such as brand loyalty, private brand proneness and deal proneness." A greater understanding of the different types of consumer responses to promotions can help managers to develop effective promotional programs as well as provide new insights for consumer behaviour theorists who seek to understand the influence of different types of environmental cues on consumer behaviour.

Blattberg, Eppen, and Liebermann (1981), Gupta (1988), Neslin, Henderson, and Quelch (1985), Shoemaker (1979), Ward and Davis (1978), and Wilson, Newman, and Hastak (1979) find evidence that promotions are associated with purchase acceleration in terms of an increase in quantity purchased and, to a lesser extent, decreased inter purchase timing. Researchers studying the brand choice decision—for example, Guadagni and Little (1983) and Gupta (1988)—have found promotions to be associated with brand switching. Montgomery (1971), Schneider and Currim (1990), and Webster (1965) found that promotion-prone households were associated with lower levels of brand loyalty. Blattberg, Peacock, and Sen (1976, 1978) describe 16 purchasing strategy segments based on three purchase dimensions: brand loyalty (single brand, single brand shifting, many brands), type of brand preferred (national, both national and private label), and price sensitivity (purchase at regular price, purchase at deal price). There are other variables that may be used to describe purchase strategies, examples are whether the household purchases a major or minor (share) national brand, store brand, or generic, or whether it is store-loyal or not. McAlister (1983) and Neslin and Shoemaker (1983) use certain segments derived from those of Blattberg, Peacock, and Sen but add a purchase acceleration variable to study the profitability of product promotions. Throughout the world, consumer sales promotions are an integral part of the marketing mix for many consumer products. Marketing managers use price-oriented promotions such as coupons, rebates, and price discounts to increase sales and market share, entice trial, and encourage brand switching. Non-price promotions such as sweepstakes, frequent user clubs, and premiums add excitement and value to brands and may encourage brand loyalty (e.g., Aaker 1991; Shea, 1996). In addition, consumers like promotions. They provide utilitarian benefits such as monetary savings, added value, increased quality, and convenience, as well as hedonic benefits such as entertainment, exploration, and self expression (Chandon, Laurent, and Wansink, 1997). A large body of literature has examined consumer response to sales promotions, most notably coupons (e.g., Sawyer and Dickson, 1984; Bawa and Shoemaker, 1987 and 1989; Gupta, 1988; Blattberg and Neslin, 1990; Kirshnan and Rao, 1995; Leone and Srinivasan, 1996). Despite this, important gaps remain to be studied. It is generally agreed that sales promotions are difficult to standardize because of legal, economic, and cultural differences (e.g., Foxman, Tansuhaj, and Wong, 1988; Kashani and Quelch, 1990; Huff and Alden, 1998). Multinational firms should therefore understand how consumer response to sales promotions differs between countries or states or province.

**4. RESEARCH METHODOLOGY****4.1 OBJECTIVES OF THE STUDY**

1. To study consumer preference of sales promotion schemes across demographic variables.
2. To study the sales promotion schemes preference according to various attributes.

**4.2 SAMPLING DESIGN AND DATA COLLECTION**

- The universe of the study consists of all consumers of beverages in the state of Rajasthan.
- Sample Size:500
- Sampling Method: Convenient Sampling Method
- Data Type: Primary Data & Secondary Data
- Data Collection Tool: Structured Questionnaire
- Scope of Research : Rajasthan state
- Area of Research : Alwar District

**4.3 HYPOTHESIS**

H01: There is no significant difference between sales promotion schemes preference and demographic variables.

**SALES PROMOTION SCHEME PREFERENCES**

For running conjoint analysis to study the consumer preference of sales promotion schemes orthogonal study of selecting various sales promotion schemes has been done. Result of the same study is presented below. Consumer preference of sales promotion schemes is rated on the mentioned sales promotion schemes.

TABLE 1: SALES PROMOTION SCHEMES

Sales Promotion Scheme	Brand Type	Sales Promotion Schemes	Incentive Types
SPS 1	International	Price off	Immediate
SPS 2	International	Free Gift	Delayed
SPS 3	International	Price off	Delayed
SPS 4	Local	Price off	Delayed
SPS 5	National	Free Gift	Delayed
SPS 6	National	Price off	Immediate
SPS 7	International	Free Gift	Immediate
SPS 8	Local	Free Gift	Immediate
SPS 9	National	Price off	Delayed
SPS 10	National	Free Gift	Immediate
SPS 11	Local	Free Gift	Delayed
SPS 12	Local	Price off	Immediate

H<sub>011</sub>: There is no significant difference between sales promotion schemes preference and Gender.

TABLE 2: MEAN RANK FOR GENDER

<b>Ranks</b>			
	Gender	N	Mean Rank
SPS1	Male	279	225.03
	Female	181	238.94
	Total	460	
SPS2	Male	279	230.88
	Female	181	229.92
	Total	460	
SPS3	Male	279	223.72
	Female	181	240.95
	Total	460	
SPS4	Male	279	239.4
	Female	181	216.78
	Total	460	
SPS5	Male	279	232.18
	Female	181	227.9
	Total	460	
SPS6	Male	279	238.59
	Female	181	218.03
	Total	460	
SPS7	Male	279	231.71
	Female	181	228.64
	Total	460	
SPS8	Male	279	224.96
	Female	181	239.04
	Total	460	
SPS9	Male	279	230.59
	Female	181	230.36
	Total	460	
SPS10	Male	279	239.4
	Female	181	216.78
	Total	460	
SPS11	Male	279	224.04
	Female	181	240.46
	Total	460	
SPS12	Male	279	232.02
	Female	181	228.16
	Total	460	

TABLE 3: TEST STATISTICS FOR GENDER

Test Statistics <sup>a,b</sup>												
	SPS1	SPS2	SPS3	SPS4	SPS5	SPS6	SPS7	SPS8	SPS9	SPS10	SPS11	SPS12
Chi-Square	1.291	0.006	1.968	4.364	0.182	2.744	0.06	1.745	0	3.342	2.084	0.109
df	1	1	1	1	1	1	1	1	1	1	1	1
Asymp. Sig.	0.256	0.937	0.161	0.037	0.67	0.098	0.806	0.187	0.984	0.068	0.151	0.741

a. Kruskal Wallis Test

b. Grouping Variable: Gender

From the calculated Kruskal Wallis test statistics, it can be summarized that SPS4 preference differs according to gender (0.037 < 0.05) respectively. Also, it is clear from mean rank data male prefers SPS4 over females.

H<sub>012</sub>: There is no significant difference between sales promotion schemes preference and Employment Status .

TABLE 4: MEAN RANKS FOR EMPLOYMENT STATUS

Ranks			
EmploymentStatus	N	Mean Rank	
SPS1	Self Employed	94	215.63
	Government	21	212.36
	Unemployed	299	231.09
	Others	46	265.36
	Total	460	
SPS2	Self Employed	94	249.8
	Government	21	213.64
	Unemployed	299	229.5
	Others	46	205.26
	Total	460	
SPS3	Self Employed	94	218.02
	Government	21	236.12
	Unemployed	299	234.36
	Others	46	228.36
	Total	460	
SPS4	Self Employed	94	237.51
	Government	21	195.33
	Unemployed	299	234.76
	Others	46	204.54
	Total	460	
SPS5	Self Employed	94	209.88
	Government	21	258.98
	Unemployed	299	238.44
	Others	46	208
	Total	460	
SPS6	Self Employed	94	224.91
	Government	21	251.17
	Unemployed	299	229.48
	Others	46	239.1
	Total	460	
SPS7	Self Employed	94	230.6
	Government	21	273.07
	Unemployed	299	227.57
	Others	46	229.91
	Total	460	
SPS8	Self Employed	94	247.07
	Government	21	226.83
	Unemployed	299	223.13
	Others	46	246.2
	Total	460	
SPS9	Self Employed	94	254.82
	Government	21	255.93
	Unemployed	299	221.23
	Others	46	229.42
	Total	460	
SPS10	Self Employed	94	254.93
	Government	21	215.71
	Unemployed	299	226.21
	Others	46	215.25
	Total	460	
SPS11	Self Employed	94	204.91
	Government	21	216.36
	Unemployed	299	237.36
	Others	46	244.62
	Total	460	
SPS12	Self Employed	94	224.79
	Government	21	237.79
	Unemployed	299	228.61
	Others	46	251.15
	Total	460	

TABLE 5: TEST STATISTICS FOR EMPLOYMENT STATUS

Test Statistics <sup>ab</sup>												
	SPS1	SPS2	SPS3	SPS4	SPS5	SPS6	SPS7	SPS8	SPS9	SPS10	SPS11	SPS12
Chi-Square	5.086	4.328	1.207	5.206	8.957	0.924	2.368	4.307	6.574	4.573	6.201	1.67
df	3	3	3	3	3	3	3	3	3	3	3	3
Asymp. Sig.	0.166	0.228	0.751	0.157	0.03	0.82	0.5	0.23	0.087	0.206	0.102	0.644

a. Kruskal Wallis Test

b. Grouping Variable: EmploymentStatus

From the calculated Kruskal Wallis test statistics, it can be summarized that SPS5 preference differs according to Employment Status categories (0.03 < 0.05) respectively. Also, it is clear from mean rank data that Government employed category prefers SPS5 over other employment status categories.  
H<sub>013</sub>: There is no significant difference between sales promotion schemes preference and Educational Qualification.

TABLE 6: MEAN RANKS FOR EDUCATIONAL QUALIFICATION

Ranks			
Educationalqualification	N	Mean	
SPS1	Primary	12	231.92
	Secondary	25	257.8
	Higher Secondary	62	229.88
	Graduate	202	231.85
	Post Graduate	134	230.65
	Above Post Graduate	25	192.4
Total	460		
SPS2	Primary	12	210.92
	Secondary	25	224.1
	Higher Secondary	62	250.03
	Graduate	202	233.74
	Post Graduate	134	210.47
	Above Post Graduate	25	279.06
Total	460		
SPS3	Primary	12	207.04
	Secondary	25	270.64
	Higher Secondary	62	226.31
	Graduate	202	229.06
	Post Graduate	134	229.75
	Above Post Graduate	25	227.64
Total	460		
SPS4	Primary	12	207.63
	Secondary	25	226.4
	Higher Secondary	62	230.44
	Graduate	202	238.01
	Post Graduate	134	226.61
	Above Post Graduate	25	205.84
Total	460		
SPS5	Primary	12	283
	Secondary	25	221.38
	Higher Secondary	62	229.84
	Graduate	202	231.22
	Post Graduate	134	225.22
	Above Post Graduate	25	238.58
Total	460		
SPS6	Primary	12	218.71
	Secondary	25	210.42
	Higher Secondary	62	241.44
	Graduate	202	223.89
	Post Graduate	134	237.79
	Above Post Graduate	25	243.46
Total	460		
SPS7	Primary	12	233.71
	Secondary	25	230.64
	Higher Secondary	62	219.35
	Graduate	202	230.78
	Post Graduate	134	237.97
	Above Post Graduate	25	214.18
Total	460		
SPS8	Primary	12	228.08
	Secondary	25	239.22
	Higher Secondary	62	234.15
	Graduate	202	221.59
	Post Graduate	134	242.33
	Above Post Graduate	25	222.46
Total	460		
SPS9	Primary	12	199.75
	Secondary	25	235.46
	Higher Secondary	62	239.3
	Graduate	202	224.39
	Post Graduate	134	232.8
	Above Post Graduate	25	255.56
Total	460		
SPS10	Primary	12	285.79
	Secondary	25	197.8
	Higher Secondary	62	231.06
	Graduate	202	232.95
	Post Graduate	134	230.98
	Above Post Graduate	25	212.96
Total	460		
SPS11	Primary	12	261.42
	Secondary	25	243.44
	Higher Secondary	62	205.22
	Graduate	202	232.78
	Post Graduate	134	225.45
	Above Post Graduate	25	274.06
Total	460		
SPS12	Primary	12	214
	Secondary	25	235.74
	Higher Secondary	62	231.18
	Graduate	202	233.69
	Post Graduate	134	235.82
	Above Post Graduate	25	177.18
Total	460		

TABLE 7: TEST STATISTICS FOR EDUCATIONAL QUALIFICATION  
Test Statistics<sup>a,b</sup>

	SPS1	SPS2	SPS3	SPS4	SPS5	SPS6	SPS7	SPS8	SPS9	SPS10	SPS11	SPS12
Chi-Square	3.362	8.837	2.941	2.746	3.674	2.327	1.28	3.144	2.82	4.304	7.469	5.433
df	5	5	5	5	5	5	5	5	5	5	5	5
Asymp. Sig.	0.644	0.116	0.709	0.739	0.597	0.802	0.937	0.678	0.728	0.506	0.188	0.365

a. Kruskal Wallis Test

b. Grouping Variable: Educationalqualification

From the calculated Kruskal Wallis test statistics, it can be summarized that there is no significant difference between sales promotion schemes preference and Educational Qualification.

H<sub>014</sub>: There is no significant difference between sales promotion schemes preference and Family Income.

TABLE 8: MEAN RANKS FOR FAMILY INCOME

	FamilyIncome	N	Mean Rank
SPS1	Up to 1 Lakh	76	236.27
	1.1 to 2 lakhs	142	239.58
	2.1 to 3 lakhs	101	212.87
	3.1 to 4 lakhs	62	199.87
	4.1 to 5 lakhs	31	259.37
	Above 5 Lakhs	48	252.52
	Total	460	
SPS2	Up to 1 Lakh	76	217.75
	1.1 to 2 lakhs	142	220.73
	2.1 to 3 lakhs	101	233.07
	3.1 to 4 lakhs	62	250.05
	4.1 to 5 lakhs	31	237.76
	Above 5 Lakhs	48	244.25
	Total	460	
SPS3	Up to 1 Lakh	76	244.71
	1.1 to 2 lakhs	142	237.98
	2.1 to 3 lakhs	101	238.55
	3.1 to 4 lakhs	62	199.56
	4.1 to 5 lakhs	31	219.18
	Above 5 Lakhs	48	216.22
	Total	460	
SPS4	Up to 1 Lakh	76	233.31
	1.1 to 2 lakhs	142	233.96
	2.1 to 3 lakhs	101	232.3
	3.1 to 4 lakhs	62	226.21
	4.1 to 5 lakhs	31	207
	Above 5 Lakhs	48	232.74
	Total	460	
SPS5	Up to 1 Lakh	76	248.92
	1.1 to 2 lakhs	142	212.25
	2.1 to 3 lakhs	101	232.94
	3.1 to 4 lakhs	62	233.31
	4.1 to 5 lakhs	31	254.11
	Above 5 Lakhs	48	231.33
	Total	460	
SPS6	Up to 1 Lakh	76	236.21
	1.1 to 2 lakhs	142	229.19
	2.1 to 3 lakhs	101	231.32
	3.1 to 4 lakhs	62	234.9
	4.1 to 5 lakhs	31	195
	Above 5 Lakhs	48	240.88
	Total	460	
SPS7	Up to 1 Lakh	76	231.43
	1.1 to 2 lakhs	142	228.32
	2.1 to 3 lakhs	101	220.77
	3.1 to 4 lakhs	62	247.88
	4.1 to 5 lakhs	31	238.56
	Above 5 Lakhs	48	228.29
	Total	460	
SPS8	Up to 1 Lakh	76	217.8
	1.1 to 2 lakhs	142	234.68
	2.1 to 3 lakhs	101	229.42
	3.1 to 4 lakhs	62	243.52
	4.1 to 5 lakhs	31	220.63
	Above 5 Lakhs	48	230.06
	Total	460	
SPS9	Up to 1 Lakh	76	213.97
	1.1 to 2 lakhs	142	232.45
	2.1 to 3 lakhs	101	238.11
	3.1 to 4 lakhs	62	241.93
	4.1 to 5 lakhs	31	226.35
	Above 5 Lakhs	48	222.79
	Total	460	
SPS10	Up to 1 Lakh	76	211.09
	1.1 to 2 lakhs	142	222.45
	2.1 to 3 lakhs	101	249.81
	3.1 to 4 lakhs	62	255.98
	4.1 to 5 lakhs	31	231.42
	Above 5 Lakhs	48	210.92
	Total	460	
SPS11	Up to 1 Lakh	76	241.11
	1.1 to 2 lakhs	142	227.19
	2.1 to 3 lakhs	101	230.83
	3.1 to 4 lakhs	62	216.73
	4.1 to 5 lakhs	31	241.18
	Above 5 Lakhs	48	233.71
	Total	460	
SPS12	Up to 1 Lakh	76	217.66
	1.1 to 2 lakhs	142	236.5
	2.1 to 3 lakhs	101	231.19
	3.1 to 4 lakhs	62	231.18
	4.1 to 5 lakhs	31	240.15
	Above 5 Lakhs	48	224.52
	Total	460	

TABLE 9: TEST STATISTICS FOR FAMILY INCOME

Test Statistics <sup>a,b</sup>												
	SPS1	SPS2	SPS3	SPS4	SPS5	SPS6	SPS7	SPS8	SPS9	SPS10	SPS11	SPS12
Chi-Square	9.29	3.74	6.221	1.642	8.268	2.853	1.822	2.278	2.676	7.981	1.804	1.499
df	5	5	5	5	5	5	5	5	5	5	5	5
Asymp. Sig.	0.098	0.587	0.285	0.896	0.142	0.723	0.873	0.809	0.75	0.157	0.875	0.913

a. Kruskal Wallis Test

b. Grouping Variable: FamilyIncome

From the calculated Kruskal Wallis test statistics, it can be summarized that there is no significant difference between sales promotion schemes preference and Family Income.

H<sub>015</sub>: There is no significant difference between sales promotion schemes preference and Family Size.

TABLE 10: MEAN RANKS FOR FAMILY SIZE

Ranks		
FamilySize	N	Mean Rank
SPS1	1 to 5 members	323
	6 to 10 members	92
	11 to 15 members	45
	Total	460
SPS2	1 to 5 members	323
	6 to 10 members	92
	11 to 15 members	45
	Total	460
SPS3	1 to 5 members	323
	6 to 10 members	92
	11 to 15 members	45
	Total	460
SPS4	1 to 5 members	323
	6 to 10 members	92
	11 to 15 members	45
	Total	460
SPS5	1 to 5 members	323
	6 to 10 members	92
	11 to 15 members	45
	Total	460
SPS6	1 to 5 members	323
	6 to 10 members	92
	11 to 15 members	45
	Total	460
SPS7	1 to 5 members	323
	6 to 10 members	92
	11 to 15 members	45
	Total	460
SPS8	1 to 5 members	323
	6 to 10 members	92
	11 to 15 members	45
	Total	460
SPS9	1 to 5 members	323
	6 to 10 members	92
	11 to 15 members	45
	Total	460
SPS10	1 to 5 members	323
	6 to 10 members	92
	11 to 15 members	45
	Total	460
SPS11	1 to 5 members	323
	6 to 10 members	92
	11 to 15 members	45
	Total	460
SPS12	1 to 5 members	323
	6 to 10 members	92
	11 to 15 members	45
	Total	460

TABLE 11: TEST STATISTICS FOR FAMILY SIZE

**Test Statistics<sup>a,b</sup>**

	SPS1	SPS2	SPS3	SPS4	SPS5	SPS6	SPS7	SPS8	SPS9	SPS10	SPS11	SPS12
Chi-Square	2.573	1.434	0.136	3.816	0.025	7.127	0.944	1.534	0.164	2.787	2.987	4.637
df	2	2	2	2	2	2	2	2	2	2	2	2
Asymp. Sig.	0.276	0.488	0.934	0.148	0.988	0.028	0.624	0.464	0.921	0.248	0.225	0.098

a. Kruskal Wallis Test

b. Grouping Variable: FamilySize

From the calculated Kruskal Wallis test statistics, it can be summarized that SPS6 preference differs according to Family Size categories (0.028 < 0.05) respectively. Also, it is clear from mean rank data that Family Size of 11 to 15 members prefers SPS6 over other Family Size categories

H<sub>016</sub>: There is no significant difference between sales promotion schemes preference and Marital Status.

TABLE 12: MEAN RANKS FOR MARITAL STATUS CATEGORIES

**Ranks**

	Marital Status	N	Mean Rank
SPS1	Married	233	226.7
	Unmarried	227	234.41
	Total	460	
SPS2	Married	233	231.24
	Unmarried	227	229.74
	Total	460	
SPS3	Married	233	227.7
	Unmarried	227	233.37
	Total	460	
SPS4	Married	233	230.97
	Unmarried	227	230.01
	Total	460	
SPS5	Married	233	228.52
	Unmarried	227	232.54
	Total	460	
SPS6	Married	233	238.58
	Unmarried	227	222.2
	Total	460	
SPS7	Married	233	229.54
	Unmarried	227	231.48
	Total	460	
SPS8	Married	233	224.9
	Unmarried	227	236.25
	Total	460	
SPS9	Married	233	234.45
	Unmarried	227	226.44
	Total	460	
SPS10	Married	233	231.21
	Unmarried	227	229.77
	Total	460	
SPS11	Married	233	239.42
	Unmarried	227	221.34
	Total	460	
SPS12	Married	233	223.43
	Unmarried	227	237.76
	Total	460	

TABLE 13: TEST STATISTICS FOR MARITAL STATUS CATEGORIES

Test Statistics<sup>a,b</sup>

	SPS1	SPS2	SPS3	SPS4	SPS5	SPS6	SPS7	SPS8	SPS9	SPS10	SPS11	SPS12
Chi-Square	0.415	0.016	0.223	0.008	0.168	1.825	0.025	1.189	0.511	0.014	2.621	1.584
df	1	1	1	1	1	1	1	1	1	1	1	1
Asymp. Sig.	0.519	0.9	0.636	0.928	0.682	0.177	0.874	0.276	0.475	0.905	0.105	0.208

a. Kruskal Wallis Test

b. Grouping Variable: MaritalStatus

From the calculated Kruskal Wallis test statistics, it can be summarized that there is no significant difference between sales promotion schemes preference and Marital Status.

H<sub>017</sub>: There is no significant difference between sales promotion schemes preference and Family Type.

TABLE 14: MEAN RANKS FOR FAMILY TYPE CATEGORIES

Ranks

	FamilyType	N	Mean Rank
SPS1	Jont Family	201	220.33
	Neuclear Family	259	238.39
	Total	460	
SPS2	Jont Family	201	233.29
	Neuclear Family	259	228.34
	Total	460	
SPS3	Jont Family	201	240.76
	Neuclear Family	259	222.54
	Total	460	
SPS4	Jont Family	201	233.31
	Neuclear Family	259	228.32
	Total	460	
SPS5	Jont Family	201	236.24
	Neuclear Family	259	226.04
	Total	460	
SPS6	Jont Family	201	239.5
	Neuclear Family	259	223.51
	Total	460	
SPS7	Jont Family	201	221.88
	Neuclear Family	259	237.19
	Total	460	
SPS8	Jont Family	201	227.95
	Neuclear Family	259	232.48
	Total	460	
SPS9	Jont Family	201	225.23
	Neuclear Family	259	234.59
	Total	460	
SPS10	Jont Family	201	233.56
	Neuclear Family	259	228.12
	Total	460	
SPS11	Jont Family	201	227.2
	Neuclear Family	259	233.06
	Total	460	
SPS12	Jont Family	201	242.38
	Neuclear Family	259	221.28
	Total	460	

TABLE 15 : TEST STATISTICS FOR FAMILY TYPE CATEGORIES

Test Statistics<sup>a,b</sup>

	SPS1	SPS2	SPS3	SPS4	SPS5	SPS6	SPS7	SPS8	SPS9	SPS10	SPS11	SPS12
Chi-Square	2.242	0.17	2.27	0.219	1.063	1.712	1.545	0.187	0.687	0.199	0.271	3.381
df	1	1	1	1	1	1	1	1	1	1	1	1
Asymp. Sig.	0.134	0.68	0.132	0.64	0.302	0.191	0.214	0.666	0.407	0.655	0.603	0.066

a. Kruskal Wallis Test

b. Grouping Variable: FamilyType

From the calculated Kruskal Wallis test statistics, it can be summarized that there is no significant difference between sales promotion schemes preference and Family Type.



4.4 CONJOINT ANALYSIS TO MEASURE CUSTOMER'S SALES PROMOTION SCHEME PREFERENCE

TABLE 16: ORTHOGONAL DESIGN OF SALE PROMOTION SCHEMES

**Sales Promotion Schemes:**

	Card ID	Brand Type	Sales Promotion Schemes	Incentive Types
1	1	International	Price off	Immediate
2	2	International	Free Gift	Delayed
3	3	International	Price off	Delayed
4	4	Local	Price off	Delayed
5	5	National	Free Gift	Delayed
6	6	National	Price off	Immediate
7	7	International	Free Gift	Immediate
8	8	Local	Free Gift	Immediate
9 <sup>a</sup>	9	National	Price off	Delayed
10 <sup>a</sup>	10	National	Free Gift	Immediate
11 <sup>a</sup>	11	Local	Free Gift	Delayed
12 <sup>a</sup>	12	Local	Price off	Immediate

a. Holdout

RUNNING CONJOINT ANALYSIS

TABLE 17: MODEL DESCRIPTION

	N of Levels	Relation to Ranks or Scores
Brand Type	3	Discrete
Sales Promotion Schemes	2	Discrete
Incentive Types	2	Discrete

All factors are orthogonal.

TABLE 18: UTILITY SCORE

		Utility Estimate	Std. Error
Brand Type	International	1.805	.314
	National	.588	.368
	Local	-2.393	.368
Sales Promotion Schemes	Price off	.494	.235
	Free Gift	-.494	.235
Incentive Types	Immediate	.913	.235
	Delayed	-.913	.235
(Constant)		4.047	.248

Utility Score for International brand is 1.805 highest among the other brand types. It means Sales Promotion on international brand is preferred. Price off is preferred over free gift and immediate benefits has more utility score as compared to delayed benefits.

TABLE 19: IMPORTANCE VALUES

Brand Type	59.864
Sales Promotion Schemes	14.775
Incentive Types	25.361

Averaged Importance Score

TABLE 20: CORRELATIONS

	Value	Sig.
Pearson's R	.980	.000
Kendall's tau	.929	.001
Kendall's tau for Holdouts	1.000	.021

a. Correlations between observed and estimated preferences

From the above importance vales table the most important factor for the sales promotion schemes preference is Brand and after that what type of Incentives the marketers are giving to the customers followed by Schemes types.

Overall, Sales Promotion Scheme on International brand, with price off as scheme and immediate benefits are preferred by the customers.

5. CONCLUSION

From the analysis by Kruskal Wallis Test of the data collected and interpretation of results, it is concluded that there has been a difference in the preference of Sales Promotion Schemes according to Gender, Employment Status and Family Size categories and for the rest of the categories (Educational Qualification, Family Income, Marital Status and Family Type) there is no effect on preferences of sales promotion schemes.

Furthermore after getting the results from conjoint analysis, it is interpreted that Sales Promotion Schemes on International Brand is preferred. Price Off is preferred over Free Gift, Immediate Benefits are more preferred over delayed benefits and the most important factor for the sales promotion schemes preference is Brand and after that what type of Incentives the marketers are giving to the customers followed by Schemes types.

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