

Study on Recent Trends in Sales Promotion in India

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ABSTRACT

Deals Promotions have frequently been utilized by brands to upscale their selling and get good profit. One of the reasons for customer advancement is to inspire an immediate effect on the clients. As the merchants collaborate with clients frequently and specifically than the maker, it would be profitable conduct of the firms. Marketers use sales promotions to boost sales. Sales promotion tools vary in their effectiveness to evoke different sales responses. Companies have a specific goal when they choose to use any promotional tool. Many researchers believe that sales promotions are zero sum game. Unlike in the West, in India brand loyalists outnumber price buyers by 200%. The study reveals that sales promotions, in India, do not help in category expansion. They are effective measures for inducing brand switching, stock piling, and purchase acceleration. This paper can give knowledge about the current limited time works on being completed in this aggressive time, particularly in Indian corporate situation.

Keywords: Sales Promotion, Marketing, Brands, FMCG, Consumers, offers

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INTRODUCTION

Sales promotions include short term offering or activities apart from advertising, personal selling, publicity and direct marketing that help stimulate, influence and entice purchase and desired behavioral responses from the target customers.

Sales Promotions have regularly been utilized if all else fails for advertisers to sell stocks that are not moving. One of the reasons for a consumer promotion is to inspire an immediate effect on the buy conduct of the firms.

The principle points of the investigation to assess impact of offers Promotion apparatuses on deals volume, productivity, no of clients and by and large execution of FMCG Industry. As the merchants collaborate with clients routinely and specifically than the producer, it would be

important for the FMCG organizations to coordinate discernments while estimating deals Promotion systems.

Promotion is the correspondence with the clients to seek after them to purchase the item. It is the obligation of the advertising director to pick the correspondence media and mix them into a successful Promotion program. These are in excess of one sort of instruments used to advance deals. The mix of these apparatuses with a view to keep up and make deals is known as Promotion blend. Promotion mix is the name given to the mix of strategies utilized in speaking with clients. There are four instruments of Promotion blend viz. commercial, individual offering, attention and sales promotion. These are called components of promotion mix [1].

Promotion is one of the components of promoting blend. Promotion choices are

taken all the while with different choices like discovering target gathering, deciding destinations, planning for Promotion, propelling of new items, dissemination and so on.

Promotion is one of the factors through which data in regard to items or administrations is being conveyed to clients to change their state of mind and conduct. Advertisers are worried about compelling usage of Promotion blend to expand deals and piece of the pie. Strategies for Promotion incorporate publicizing individual offering, exposure, deals Promotion and bundling.

Objectives

The study of this topic has been undertaken with following objectives:

- a. To understand the concept of sales promotion
- b. To analyze the Emerging Trends of Sales Promotion in FMCG sector in India.

Research Methodology

The topic for the research study is emerging trends of sales promotion, the nature of the topic is theoretical and descriptive. So, we conduct the research study the type of research suitable is descriptive research only. The data are collected from Internet. The descriptive research has met the requirement of research study.

EMERGING TRENDS OF SALES PROMOTION IN FMCG

Sales promotions incorporate motivating force offering and enthusiasm making exercises which are for the most part here and now showcasing occasions other than promoting, individual offering, attention and direct advertising. The reason for deals advancement is to fortify, inspire and impact the buy and other wanted social reactions of the firm's clients. Following are the ongoing trends of sales promotion:

1. Buy One Get One Free (BOGOF)

The pattern of giving one thing free with one buy of one thing is ending up exceptionally well known in urban regions as well as in rustic/sub-urban zones as well. In retailing this training is known as a superior advancement strategy. The stores utilize this strategy in light of the fact that because of expanded deals they can get advantage as a result of economies of scale. Also, it helps the retailer to exhaust stocks whose expiry date is nearing.

2. Customer Relationship Management (CRM)

The idea of CRM is of twofold: it is a piece of retail procedure that goes for making clients for long haul say entire life and then again, CRM is to a great extent innovation driven. The primary focal point of CRM is on clients as opposed to items it offers. Precedents are motivations, for example, extra focuses, gathering numbers are extremely prevalent. Other than this, there are a few different precedents of CRM, from oil pumps to shopping centers. This increments long - enduring association with the clients and also helps track customer's changing preference of purchase.

3. New Media

With the adjustment in innovations, e - retail, online purchasing, and candy machines are the form of the day. SMS, e-mails, websites and mobile telephones are utilized with the end goal of putting orders. For instance, nestle a Swiss MNC printed a few singular codes on KIT-KAT chocolate bundling, whereby a client in the wake of getting it, would enter the code into a dynamic site to know whether on the off chance that he had won a prize/blessing or not.

Clients additionally had pick particle to check these printed content codes by means of their cellular telephones. In

India, a few organizations have likewise started utilization of such procedures as experimental technique.

4. Customers' Expectations: The invasion of offers advancement action in the course of the most recent quite a few years has disintegrated the estimation of the short - term necessity to act on deals advancements. Numerous clients are molded to expect an advancement at the season of procurement else they may withhold or even change their buy if an advancement is absent. For example, sustenance customers are immersed on a week by week premise with such a wide assortment of offers advancements that their dependability to certain items has been supplanted by their steadfastness to mongrel lease esteem things (i.e., items with a business advancement). For advertisers, the test is to adjust the benefits of short - term advancements offer versus the possibility to dissolve dedication to the item [2].

5. E-Retailing: Deals advancements are conveyed to clients from multiple points of view, for example, via mail, face to face or inside print media. In any case, the Internet and versatile innovations, for example, mobile phones, present advertisers with various new conveyance choices. For instance, the mix of cell phones and geographic situating innovation will before long allow advertisers to target advancements to a client's physical area. This will enable retailers and different organizations to issue deals advancements, for example, electronic coupons, to a client's cell phone when they are close to the area where the coupon can be utilized.

6. Tracking:

As we talked about in our inclusion of publicizing, following customer's reaction to marketers' special action is basic for

estimating achievement of an ad. In deals advancement, following is additionally utilized. For example, basic supply retailers, whose clients are in control of dependability cards can coordinate client deals information to coupon utilize. This data would then be able to be sold to coupon advertisers who may utilize the data to improve image of the purchasing behaviors of those reacting to the coupon.

7. Merchandising Additions:

Buy one liter get 200 ml free with the pack, get one kg pay for 750 gms are precedents of marketing expansion. Under expansion plots, a few stores offer plans like purchase huge pack and take littler one at no additional expense.

Other than this, occasionally some organization offers you a card for six/eight spaces for gluing stickers with the buy of each article. At the point when the card's spaces are full, the shopper is given a free thing totally free of expense. In India, the prominent precedent is Subway chain of sandwiches that goes under expansion conspire.

BELOW ARE A FEW MORE PROMOTIONAL ACTIVITIES UNDERTAKEN BY BRANDS:

1. Deals of the Day

What's better than running the same old promotion for multiple days? A new exceptional deal each day, every day, for a series of days. The Days of Deals campaign highlights that you're doing something special. This is a big deal for you, and you want to share your excitement with your customers. That's what makes the Days of Deals campaign is perfect for holiday promotions or before festive season.

Unfortunately, too much of the exact same execution can make you "me too" fast. But the results have been incredible. Why? The Days of Deals offer creates a sense of urgency. Get this deal today or it's gone.

It's the ultimate series of limited time offers. Stacked on top of each other. But this promotional stacking approach also peaks your customer's curiosity. They feel they can't miss the surprise of tomorrow's deal, even if today's deal wasn't just right for them. They think tomorrow might unveil exactly what they want at an irresistible price. So, customers check back every day. Every single day. And invariably they will buy something.

Example: Big Billion Days (Flipkart), 5 MahaBachat Sale (Big Bazaar)

2. Mystery Deal

At Intuit, we hit the jackpot when we tested our mystery deal promotion. The mystery sale campaign was by far our best open rates and clickthroughs on our email and social media channels. But best of all, that increased traffic translated into the most total sales thanks to excellent conversion rates. Those results crushed the standard 50% off creative... even though the actual discount revealed was the same.

The mystery deal works so well purely because of curiosity. You don't know exactly what you're going to get. But you imagine the offer will be something unique and extra special. You can't help but click. You must find out. Couple that curiosity with a truly great offer, and you'll get more sales.

Some similar tactics are simulating a scratch and win ticket, Animate the peel-back, or unwrap a package right in your promotional email or social post.

3. Share with a Friend

Reciprocity is a powerful emotion. People feel good about sharing. And they feel their good deed will be rewarded. So, they do more sharing. That's the magic that makes the "Share with a Friend" offer so special for your customers. Thus, reinforcing the loyalty of your best customers. Your customers are doing your

prospecting work for you. They'll only share your offer with their friends who they think would see value in buying your product or service. Those new shoppers are more likely to buy because of their friend's recommendation.

The "Share with a Friend" promotion works extremely well for subscription businesses too. How can you further monetize your premium paying customers even more? Or those that are happy with their service and not buying youupsells? Simple, let them share what they already love about their subscription.

4. Prizes based on promotional codes

Promotional codes are confirmed as an effective action to reach the target audience on social networks and encourage purchases in both online and physical stores. Among its benefits are that they are easy to track and measure conversion in sales and physical visits. In addition, for the brand it becomes an easy way to distribute prizes. Marketing professionals devise more original and creative ways to offer these promotional codes as prizes; dynamics that transfer traditional offline actions to the online world such as 'scratch and win', 'winning codes' or instant win' are sought after [3].

5. Contests on Youtube, Facebook and streaming videos

Studies like one done by CISCO foresee the increase of video consumption until 2019, reaching 80% of the total content consumed on the Internet. Given this trend, Video Marketing is the clear path to providing super relevant content to one's target audience both for imparting a brand's product information and gaining feedback from their audience. Therefore, all social networks prioritize videos, and brands take advantage of contests and sweepstakes within videos to get more engagement, viral reach and interaction from viewers. These promotions are already being observed in brands and

influencers' videos on Instagram, YouTube, and in posts and live videos on Facebook.

CONCLUSION

Indian FMCG advertise is the 4th biggest part in the economy having an aggregate market size of US\$ 13.1 billion and the sky is the limit from there. It has a noteworthy MNC presence and considered a very much perceived supply arrange, solid rivalry among the chaotic and sorted out sections and with low working expense. Openness of info crude materials, less expensive work costs and presence over the total criticalness systems gives India a sensible advantage.

It is hard to fulfill the clients because of clients' needs is boundless still the organization ought to embrace distinctive techniques concerning time and also change in client's need for holding them and approach them through Promotional exercises. Special movement can foresee the conduct and Provides information for advancement in deals advancement procedures and how to change the probability of the clients and boost the fast-prospective customer. Marketers who employ sales promotion as a key component in their promotional strategy should be aware of how the climate for these types of promotions is changing. For

instance, the onslaught of sales promotion activity over the last several decades have eroded the value of the short-term requirement to act on sales promotions. Many customers are conditioned to expect a promotion at the time of purchase otherwise they may withhold or even alter their purchase if a promotion is not present.

Maybe they will not be a trend in near future as we may also see some promotions that integrate or use aspects that are new in online marketing such as bots, the intensive use of audio, geofencing, the competitions integrated in WhatsApp or the new survey systems of Facebook and Instagram. It is evident in the trends of the study the future of sales promotions lies in mobile technology and a lot is to be done yet.

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