

A STUDY ON ADVERTISING AND SALES PROMOTION TOWARDS DODLA DAIRY, PALAMANER

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ABSTRACT

In today's business world customers are considered to be kings, this study seeks to demonstrate the impact of sales promotion and advertising simultaneously. It requires several days to accumulate data and information through questionnaire, surveys, site visits and walk-thorough investigations which are the primary and secondary basis of this study. It is important for producers to meet the needs of customers in order to stay competitive. One of the marketing implements that is used in interesting the attention of the customer is sales promotion. The aim of this paper therefore is to determine the effect of sales promotion, the Dodla dairy products is comparatively low but it has the good brand name in the market as well as in the perception of the customers.

Key words: sales promotion and advertising.

Introduction:-

Sales promoting gives an instantaneous inducement to act by using presenting more worth over and above what's constructed into the product at its everyday charge. These brief inducements are supplied generally at a time and place in which the buying decision is made. Not handiest are sales promotions very common within the modern-day competitive market conditions, they're growing at a quick tempo.

In spite of the directness, income promotions are fairly complex and a wealthy tool of advertising with innumerable innovative possibilities constrained most effective with the aid of the imagination of promoting planners. Sales promotion is often noted by means of the names of 'greater buy cost' and 'underneath-the-line promoting'.

Today we discover businesses in almost all sectors presenting a few type of a merchandising scheme. These sectors range from motors to beverages, from financial offerings to foods, from family durables to offerings, from household merchandise to commercial enterprise products, from personal care to textiles and clothing.

MEANING OF SALES PROMOTION: -

A sales promotion is a advertising and marketing approach in which a commercial enterprise will use brief-time period campaigns to spark hobby and create demand for a product, carrier or different offers. Sales promotions could have many goals and perfect consequences, which we will explore in detail at some point of this text. Primarily, sales promotions are used to inspire buying behaviour or trigger an uptick in purchases within the quick term, in order to reach a benchmark or aim. Although the on the spot cause of a income merchandising is an uptick in income, there are plenty of other advantages to constructing out a strategic sales promoting method together with your advertising team.

NEED FOR THE STUDY

This survey is to identify and focus on the sales promotion of system. To accomplish this, a survey was conducted to gather the impartial information about the sales promotion. The study was conducted for the below needs.

- To know how to improve the sales increase in competitive market.

- To study the purchasing behaviour of the customer.
- To study market potential of system.
- To improve tools and technique of sales promotion.

SCOPE OF THE STUDY

The examine has been carried out within the palamaner most effective. The observe is useful to know the consumer choice and their purpose to select dodla merchandise. This look at is usefull to enhance brand image with customers by using the employer. And additionally useful to realize what clients are expecting from the enterprise.

OBJECTIVES OF THE STUDY

1. To identify the satisfaction levels.
2. To identify expectation & perception of customers.
3. To study customer purchasing power towards company.
4. To know customer opinion towards company.

METHODOLOGY OF THE STUDY

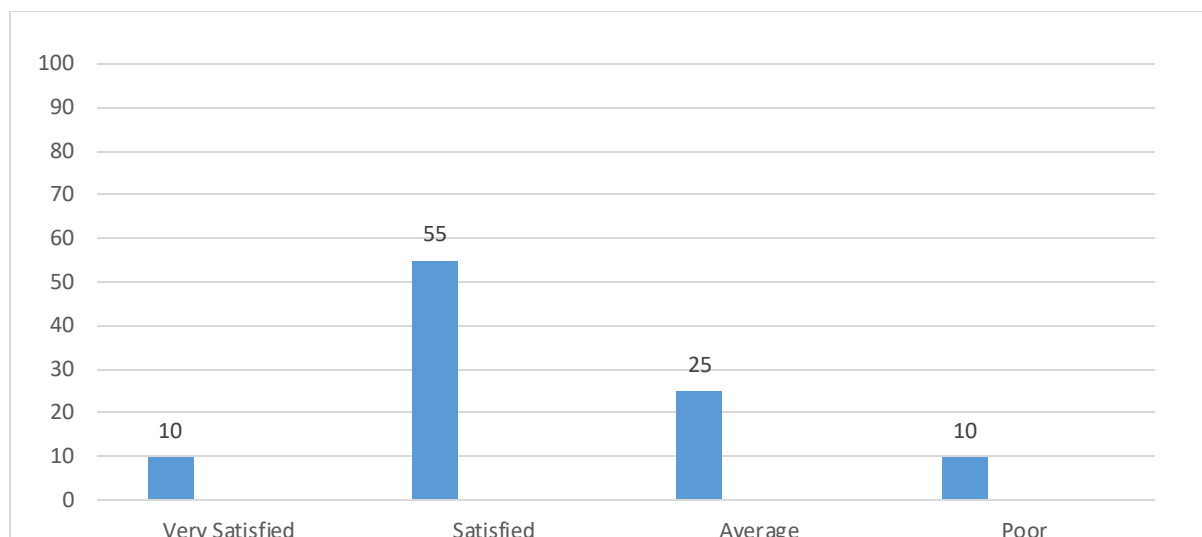
- **Data source:** Primary and secondary
- **Sampling technique:** Simple random sampling
- **Research instrument:** Survey conducted through Questionnaire
- **Sample unit:** dodla dairy Ltd
- **Sample size:** 100

LIMITATIONS OF THE STUDY

- The survey is limited to Palamaner' only.
- The duration of the project is confined to only 45 days.
- Information from respondent due to various factors like time pressure indifference in response & other constraints.
- **Data analysis:-**

1.Are you satisfy with packing of the Dodla Dairy

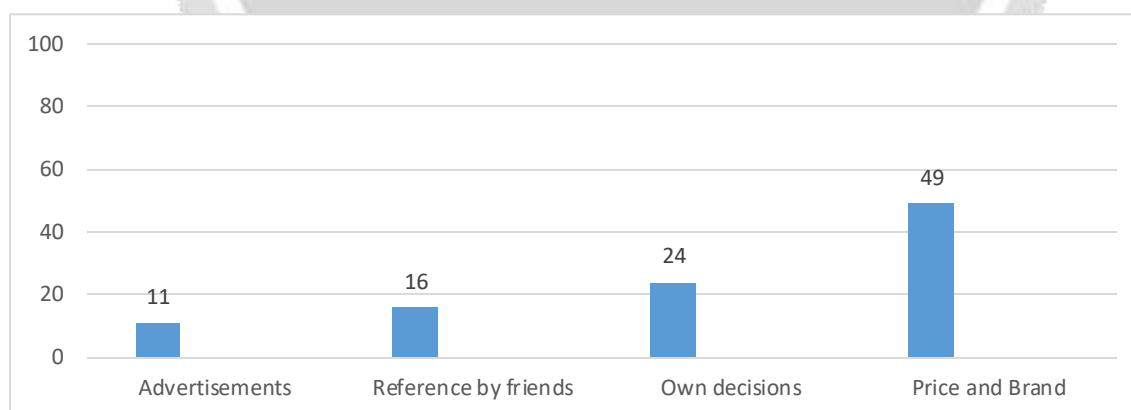
S.no	Options	Respondents	Percentage
1	Very satisfied	10	10
2	Satisfied	55	55
3	Average	25	25
4	poor	10	10
Total		100	100



Interpretation:- According to survey, out of 100 response, only 10% of the response are very satisfied with Packing, and 55 % of the response are satisfied.

2. which of the following factor made you to purchase Dodla milk and its products repetitively.

S.no	Options	Respondents	Percentage
1	Adverstiment	11	11
2	Reference by friend	16	16
3	Own decision	24	24
4	Price and brand	49	49
Total		100	100

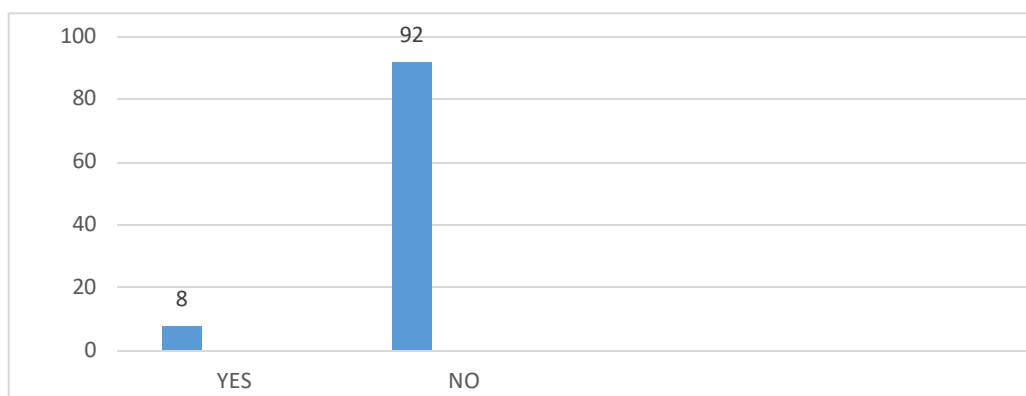


Interpretation:- According to survey, 11 % of the response purchasing the product by watching advertisement, 16 % of the response by friend references, 24% of their own decision and remaining 49% of the response purchase dodla products by price and brand.

3. Have you attended any promotion campaigns organized by Dodla.

S.no	Options	Respondents	Percentage
1	Yes	8	8

2	No	92	92
Total		100	100



Interpretation:- From the source of survey 8 % of the response attended the campaign organized by the dodla and remaining 92 % of the responses not yet attended any campaign organized by dodla.

FINDINGS:-

- 90% of the respondents are aware about the Dodla milk because of the existence from past 24 years.
- Dodla has a good name in the market & it covers the major shares in the markets on its milk products.
- Most of the people purchase the Dodla Products by the brand name of the Dodla and quality of the Product matters.
- Most of the people expect Dodla Products advertisement in the T.V channels because it is the most effective media when compared to other media.

SUGGESTIONS:-

- It is better to add extra more advertisement about the brand dodla.
- Better advertise in T.V channels, local newspapers, local cable network and also in state level newspapers.
- The advertisement must contain enough information about the products.
- Give more importance for the taste of the customer.

CONCLUSION:-

In this have a look at, it has been observed the Dodla emblem created a superb brand image some of the minds of the clients. The important motive for this nice product presented to customers the significance given for the merchandising activities for the Dodla

diarymerchandise is comparatively low but it has the good brand call inside the marketplace in addition to within the notion of the customers if Dodla diary adopt the brand new creative advertisements to decorate the income it absolutely works in the thoughts of the purchaser, and it facilitates to increase the more stocks inside the milk marketplace.

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