Consumer oriented sales promotion of HUL skin care products, Thanjavur district-Empirical study

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ABSTRACT

In the era of hyper market today has become an arena of promotion where product managers have to face enormous pressure to boosts sales volume of their products. Sales promotion takes into consideration the communication gaps that always exists between the producer and consumer. Sales promotions activity aimed at the final consumer are called consumer schemes. Most of the FMCG sectors applied the different sales promotion techniques to attracting the consumers. Especially in HUL skin care products they have applied both traditional and modern sales promotion techniques to attract the consumers and also those techniques was popularized in HUL skin care products. In this paper an attempt has been made to analyze consumer oriented sales promotion on HUL FMCG skin care products in Thanjavur.

KEY WORDS: *Consumer, Sales promotion, FMCG, HUL Skin care products, Thanjavur*

1. INTRODUCTION:

Sales promotion is one level of promotion mix in marketing. It influencing the product to positioning in the market. Sales promotions are concerned with different category and that was termed as consumer oriented sales promotion and Trade oriented sales promotion. The promotions are only concerned with consumer are called consumer oriented sales promotion and the other one was concerned with retailers and wholesalers so that will be considered as the Trade oriented sales promotions. In sales promotion so many activities are involved i.e. contests,coupons,freebies,lossleaders,pointofpurchase,displays,premiums,prizes,productsamples, rebates,incentives,advertisingspecialities,sweepstakes.Sales promotion put into action for attract

new customers, to reduce competition. These work can be attempt to stimulate product interest, trial or purchase.FMCG-fast-moving consumer goods are products that are retailed quickly and relatively low cost. There are generally four product categories in FMCG.Home and personal care product, Food and Beverages, Cigarettes and alcohol. These categories can be separated into the following categories. **Household care**- Fabric wash (laundry soaps and synthetic detergents) Household cleaners (floor cleaners, air freshners.metalpolish and furniture polish).**Personal care** Oralcare(Toothpaste),Skincare(creams,lotions,gellies),Haircare(hairoil,shampoos).,Talcums,Deo dorants,perfumes,paper products, shoe care. **Food**-Confectionary, Staples/cereals, Bakery products-Biscuits, Bread, Cakes, Snack food, Chocolates, Ice-cream, Processed fruits, Vegetables, Meat, Dairyproducts, Brandedflour. Rice.**Beverages**-Tea, Coffee, Juices, Bottledwater, Health beverages and Soft drinks. Fast moving consumer goods is the fourth largest sector in the Indian economy. The market size of FMCG in india is projected to grow from US$ 30 billion in 2011 to US$ 74 billion in 2018.Food products is the foremost part accounting for 43 percent of the overall market. Personal care (22 percent) and fabric care (12 percent) come next in terms of market share.

2. REVIEW OF LITERATURE

(Ailawadi, 2001) 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. In his research paper, (Vyas, 2005) found that sales promotion offer which is unique, which offers immediate incentive specially of price reduction nature is effective in almost all segments, he further observed that behavioral or psychographic way of segmentation is helpful to captivate more consumers to sales promotion offer. (Rao V. G., 2001) discussed the three dimensions of sales promotion say Value Consciousness, Deal Proneness and Price Consciousness, all the three dimensions have an impact on Buying intentions, Brand and Store preferences of consumers, further his findings observed differences among consumers on Value consciousness and Deal proneness however no such difference was detected in Price consciousness. (Sonal, 2002)) found that Sales promotion is not effective when used in isolation instead it should be put together with other promotional tools and in line with the on the whole positioning of the brand. On the other hand role of mass media in this regard cannot be ignored. Companies therefore in order to create awareness should create sample awareness regarding

sales promotion schemes through mass media3. (Mittal, 2011)in their study, found that in India sales promotions do not help in category extension but they are effective measures for inducing brand switching, stockpiling, and purchase acceleration etc.

3. OBJECTIVES OF THE STUDY

- To examine existing consumer oriented sales promotion activities in HUL FMCG products, Thanjavur.
- To study about the consumer opinions towards sales promotion schemes and brand image of HUL.
- To know about the medium which influences consumer more on sales promotion schemes of HUL.
- To study the customer satisfaction towards sales promotion schemes of HUL   FMCG products, Thanjavur.

4. SCOPE OF THE STUDY:

The present study can be prolonged on the other FMCG product as well and the innovative sales promotion techniques offered for retaining both the rural and urban consumers in future. It can extend to understand the switching behavior of a particular consumer on FMCG products.

5. RESEARCH METHODOLOGY:
5.1 RESEARCH DESIGN

This study approved with primary and secondary data. The primary data was collected structured questionnaire from samples of 150 respondents from the specified area. The samples have been measured by using non-probability technique (convenient sampling method) was confirmed and took it for further analysis. Secondary data, being collected from articles, journals.etc.
The tool used to analyze the data using Chi square test, one way annova and weighted average method.

5.2 AREA OF THE STUDY

In this study the respondents were selected in the Thanjavur district

5.3 RESEARCH INSTRUMENTS

In this study, survey method is used with structured questionnaire (both open and closed questions enclosed) for collecting data, respondents are requested to fill the questionnaire by self after explaining for various attributes mentioned in it.

5.4 SAMPLING TECHNIQUE AND SAMPLE SIZE

The sample size of 150 was taken for the purpose of conducting study to find the respondent makes to find the consumer oriented sales promotion schemes and effectiveness.

5.5 DATA USAGE

For analysis and interpretation, the data collected through questionnaire are taken only into attention and the factors which are influencing the consumer oriented sales promotion schemes have analyzed by using chi square test, one way annova and weighted average method.

ANALYSIS AND INTERPRETATION

5.6 Chi square test

A statistical method assessing the goodness of fit between a set of observed values and those expected theoretically. Based on this the independency can be easily identified.

5.6.1 Hypothesis1

H0: There is no significant difference between the age of the consumers and hul skin care offered promotional schemes

H1: There is a significant difference between the age of consumers and hul skin care offered promotional schemes

age * hulpromotionalschemes Crosstabulation

Count

		hulpromotionalschemes				Total
		Advertising specialities	Pricepacks	Discount	Premium	
age	Below 20	11	6	8	1	26
	20-30	11	10	17	12	50
	31-40	7	6	6	9	28
	41-50	6	8	7	7	28
	51&above	4	3	9	2	18
Total		39	33	47	31	150

Fig Tab 1.Cross tab for Hul promotional schemes and age.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.208ª	12	.288
Likelihood Ratio	15.314	12	.225
Linear-by-Linear Association	1.777	1	.183
N of Valid Cases	150		

a. 3 cells (15.0%) have expected count less than 5. The minimum expected count is 3.72.

Fig Tab 1.1 Chi square Test for sales Promotion Schemes

Graph 5.6.1
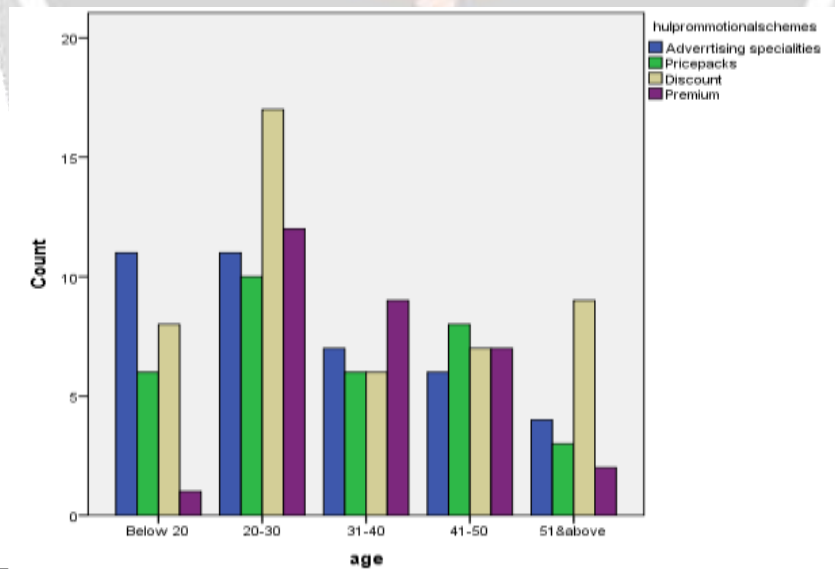
z

Interpretation

The significant value (**.269**) is greater than 0.05.Hence, H0 is accepted and H1 is rejected. Therefore there is no association between the age of the consumer and HUL sales promotion schemes.

5.6.2 HYPOTHESIS 2

H0: There is no significant difference between the age of the consumer and the opinion towards brand image

H1: There is a significance difference between the age of the consumer and the opinion towards brand image

age * brandimageaddedvalue Crosstabulation

Statistics Count

		brandimageaddedvalue		
		YES	NO	Total
age	Below 20	12	14	26
	20-30	34	16	50
	31-40	16	12	28
	41-50	21	7	28
	51 &above	11	7	18
Total		94	56	150

Fig Tab 2 Cross tab for Age and consumer opinion towards brand image

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.842ᵃ	4	.211
Likelihood Ratio	5.845	4	.211
Linear-by-Linear Association	1.350	1	.245
N of Valid Cases	1		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.72.

Fig Tab 2.chi square Test for Age and consumer opinion towards brand image

Graph 5.6.2
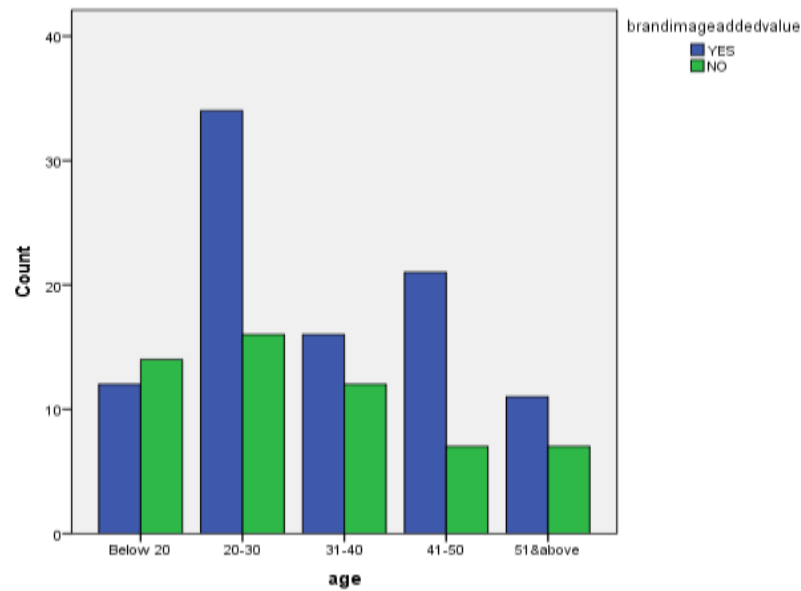
Interpretation

The significant value (**.211**) is greater than 0.05.Hence, H0 is accepted and H1 is rejected. Therefore there is no association between the age of the consumer and opinion towards brand image.

5.7 ONE WAY ANNOVA

One way ANOVA is a statistical technique that is used to compare the means of more than two groups
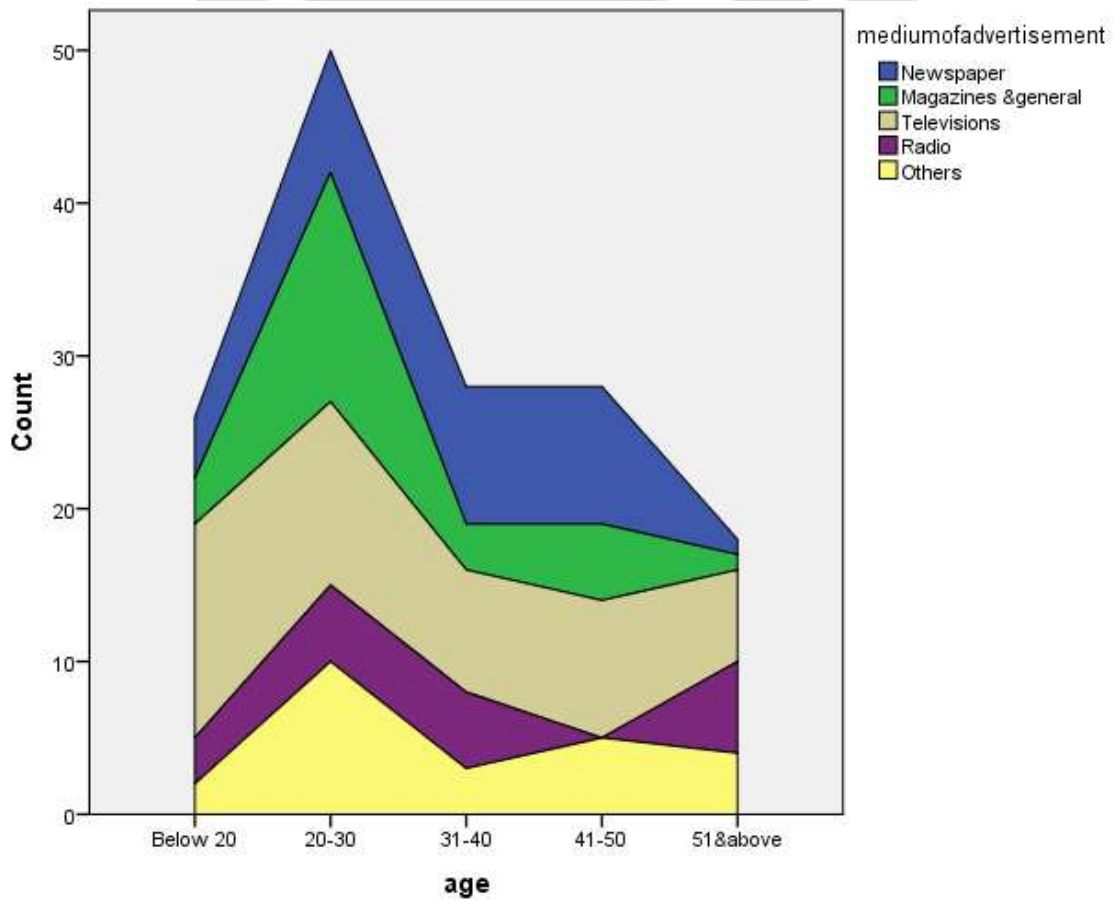
5.7.1 Hypothesis 3

H0: There is no statistical difference between the Age of the consumers and the medium which influence to know the sales promotion schemes.

H1: There is a significance difference between the Age of the consumers and the medium which influences to know the sales promotion schemes.

ANOVA

Dependent Variable: mediumofadvertisement

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.050	4	3.513	2.048	.091
Within Groups	248.723	145	1.715		
Total	262.773	149			

Fig Tab 3 Age of the respondent and medium influences to know about the sales promotion schemes

Graph 5.6.3

Interpretation

Based on the result generated SPSS, significant value is 0.094 and its greater than 0.05.So null hypothesis is accepted. Hence there is no significant difference in educational qualification of the respondents and medium influences to know the sales promotion schemes

## 5.8 WEIGHTED AVERAGE METHOD

Weighted average method is used to assign the average cost of production to a product. Here this method is used to know about the importance of the factors among the consumer.

5.8.1 Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
quality	150	1.00	5.00	2.4633	1.03358
Brandawareness	150	1.00	5.00	2.0467	1.23884
advertisement	150	1.00	5.00	3.2600	1.49913
price	150	1.00	5.00	3.7733	1.10609
fragrance	150	1.00	5.00	3.4133	1.38635
Valid N (listwise)	150				

Fig Tab 4 Descriptive statistics

Graph 5.6.4
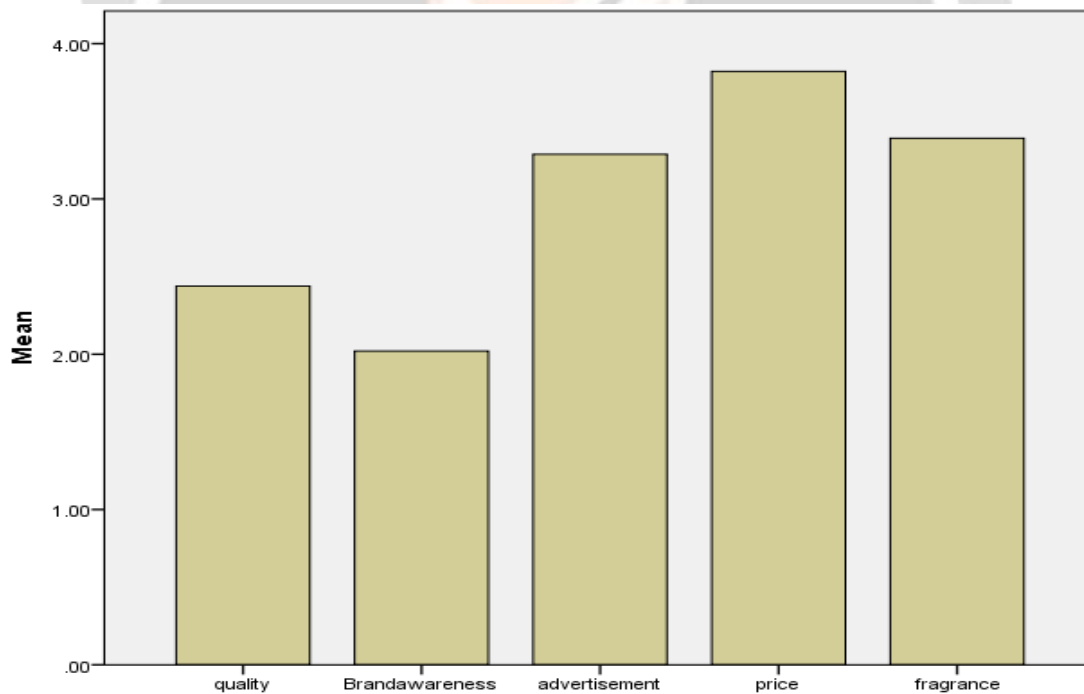
Interpretation

Based on the result generated SPSS,according to the mean value (highest value) which factor having the highest value will be considered as the most foussed factor in HUL skin care

products.Hence,factor will be ranked as Price (3.77),Fragrances (3.41),Advertisement (3.24),Quality (2.45),and Brand awareness (2.04).

6. Findings of the study

- Nearly (45%) of respondents are preferring discount in terms of cash reduction, 30% of respondents are preferring advertising specialities,premium and price packs are partially preferred.

- Nearly (90%) of respondents are considered brand image added value to the consumer for buy the product and 10% of respondents are not considered the brand image.

- Nearly(45%) of respondents are using the Television to know about the sales promotion schemes,30% of respondents are using the newspapers and 10% of the consumers are using the magazines&general,radio and others.

- Nearly (40%) of respondents are dissatisfied with HUL skin care products offered promotional schemes,30% of respondents are somewhat satisfied with the offers,15% of the consumers are neither satisfied nor dissatisfied,10% of the consumers are very satisfied and 5% of the consumers are very dissatisfied with the offers

- By using Chi square test, there is no significant association between the age of the consumers and offered HUL promotional schemes, there is no significant association between the age of the consumers and brand image

- By using Annova (One way),there is no statistical difference between the educational qualification of the consumers and the medium which influence to know the sales promotion schemes.

- By using weighted average method, Mean value determined Price is the most influencing factor which is motivate to buy the product.

7. Conclusion and Recommendations

- This study have conducted in a particular geographical region. The results of this study shows that, FMCG products hold the tremendous place among the other products in the market. Competitors are highly increased so the manufacturers should think to give the different innovative sales promotion schemes and also considers the factors which is more influenced to buy the product. Under the study consumers preferred the brand image, product quality and price. The manufacturers, retailers and dealers should select

the effective medium to create the awareness about the sales promotion schemes. This study have been analyzed television, newspaper and friends is the most effective medium to create the brand image and know about the effectiveness of sales promotion schemes in FMCG products of HUL at Thanjavur district

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