Chapter 6
Conclusions, Findings and Managerial Implications

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Chapter 6
Conclusions, Findings and Managerial Implication

6.1 Summary of Findings and Conclusions:

Cash discount is one of the widely used Sales promotions Scheme on various FMCG Products. Testing the hypothesis, it is found that male and female attitude towards the cash discount as one of the sales promotion schemes do not differ significantly. In other words, both gender categories have same attitude towards cash discount. Also, it does not differ according to various Employment statuses, family size, (Number of family members), family type (joint or individual family) and marital status (Married or Unmarried) of the respondents.

Educational Qualifications as one of the Categorical Independent variable does not have any significant difference in terms of attitude towards the cash discount. While, it is found that there is a significant difference among various family income categories towards cash discount offered on various FMCG products. So, Family income is one of the variables which should be considered while designing sales promotion schemes more specifically cash discount.

There is significant difference between consumer preference of cash discount and free gift as sales promotion schemes. It is also very clear that consumers prefer cash discount as a sales promotion schemes compare to free gift as a sales promotion scheme.

It is also concluded from the hypothesis testing there is no significance difference between consumer deal proneness and Gender, Employment status, Educational Qualification, Family income, Family size and Family type. But it is found that deal proneness differs according to marital status. Furthermore, it is also proved that married are more deal prone compare to Unmarried. It may be because of unmarried may enjoy the freedom of spending without additional responsibilities of the family while married are deal prone may be because so many alternative of spending and
additional responsibilities of family. So they would like to take the advantage of sales promotion schemes and ready to postpone the purchase to avail the benefits of the sales promotion schemes.

It is also concluded that there is no significant difference between brand equity perception and Gender, Educational Qualification, Employment Status, Family size and Family Type.

It is clear from Welch statistics significance value (0.036 < 0.05) and supported by Brown- Forsythe (0.023 < 0.05) that there is a significant difference among various Employment categories towards Brand equity perception. Also it is analyzed that there is significance difference between Brand Equity perceptions and marital status as of the demographic variables.

While designing the sales promotion schemes considering long term objective of building the brand equity Employment categories (Self Employed, Government Employee, Non Government Employee and Not employed) and Marital status of the customers should be considered. Furthermore, it will be helpful to customize the sales promotion scheme according to the profile of the customers and/or potential customers.

From the calculated median values and test statistics, it is summarized that newspaper and point of purchase material preference to know sales promotion schemes differs according to Gender. Also, it can be referred that male prefers the newspaper and point of purchase material as a source to know sales promotion schemes over female.

From the calculated median values and test statistics, it can be summarized that television preference differs according to employment status to know the sales promotion schemes information. Also it is concluded that from the median ranking the customers who are not employed prefer television to be aware about the sales promotion schemes.

It is also summarized that Wall paintings and internet preference differs according to educational qualifications to know the sales promotion schemes information. The
relationship is also confirmed by the cross tabulation as shown in the analysis and interpretation. While using wall painting and/or Internet as a medium of spreading the awareness of sales promotion schemes educational qualification of the customers can’t be avoided. Besides, it is concluded that Graduate, Post graduate and above prefer internet and do not prefer wall painting as a medium of knowing the sales promotion schemes.

It is concluded from the calculated median values and test statistics that banners, Wall paintings, News paper, Point of purchase material, Hoarding and Internet preference differs according to family income to know the sales promotion schemes information. So, Family Income of the customers is also one of the important variables to consider while deciding the media for sales promotion schemes.

From the calculated Mann Whitney and Two sample Kolmogorov - Smirnov statistics, it is also summarized that there is no significance difference among media considering family type.

Apart from it, from the calculated Mann Whitney and Two sample Kolmogorov - Smirnov statistics, it can be summarized that there is significance difference among media preference, particularly point of purchase material and internet considering marital status. Also it is clear from the rank statistics unmarried prefer point of purchase over married and married prefer internet over unmarried.

It is found out that Male prefer Sales promotion scheme on National Brand, Awareness through Word of mouth, value added and immediate benefits type schemes over female. While Female prefers International brand, Awareness through word of mouth, Price off and Immediate benefits type of Scheme over male. Also there is a significance difference of the International brand, Awareness through Mass media price off and delayed benefits type of schemes considering gender. Female prefers this type of scheme over male.

From the test statistics, it can be summarized that SPS3 (Scheme on International Brand, Awareness through Word of mouth, Price off and Immediate Benefits type of
Scheme preference differs according to Employment status ($0.027 < 0.05$). Also from Mean rank it is clear that Non Government Employees’ preference of SPS3 (Scheme on International Brand, Awareness through Word of mouth, Price off and Immediate Benefits type of Scheme) significantly higher than other employment categories.

It can be concluded that SPS3 (Scheme on International Brand, Awareness through Word of mouth, Price off and Immediate Benefits type of Scheme) and SPS5 (Scheme on Local Brand, Awareness through Word of mouth, Price off and Delayed Benefits type of Scheme) preference differs according to Employment status. Also from Mean rank it is clear those respondents up to Higher education as the education level’s preference of SPS3 significantly higher than other employment categories. Furthermore graduates prefer SPS5 compare to other respondents.

It can be summarized that none of the scheme preference differs according to Family Income and Family size. Also, it is clear from mean rank data individual family prefers SPS4 (Scheme on Local Brand, Awareness through Mass Media, value added type and Immediate benefits types scheme) over joint family.

Also from Mean rank it is clear Married prefer SPS3 (Scheme on International Brand, Awareness through word of mouth, price off and immediate type benefits types) and unmarried prefer SPS4 (Scheme on Local Brand, Awareness through Mass Media, value added type and Immediate benefits types scheme) and SPS5 (Scheme on Local Brand, Awareness through Word of mouth, Price off and Delayed Benefits type of Scheme).

From the conjoint analysis, Utility score for international brand is highest among the other brand types. It means Sales promotion on international brand is preferred. Word of mouth publicity as a source of sales promotion schemes information is preferred over other media types. Value added is preferred over price off while immediate benefits has score more on utility compared to delayed benefits.
Overall, Sales promotion scheme on international brand, awareness spread out by word of mouth. Scheme is value added type with immediate benefit is preferred by the customers. So while designing sales promotion schemes and its benefits from the perspectives of the customers above mentioned attributes of the sales promotion schemes should be considered to achieve the objectives of the sales promotion schemes.

6.2 Suggestions:

Analyzing the information of sales promotion schemes on various FMCG products, it can be inferred that cash discount and Free gift as one type of value added sales promotion schemes widely used by marketers. It can be suggested from this research that cash discount should be used compare to free gift as a sales promotion scheme.

Extending further, it can be suggested from conjoint analysis considering various attributes and their levels of sales promotion schemes value added schemes should be given preference over other types of sales promotion schemes.

Sales promotion schemes on international brand are preferred therefore managing the perception towards brand is also very important in FMCG sector. So, it is suggested to manage the perception towards the brands. Word of mouth as a medium of spreading sales promotion schemes awareness is preferred over others. Considering this fact found in this research, promotion mix of the company should be decided to take the benefits of the sales promotion schemes.

While deciding sales promotion schemes of FMCG products, immediate benefits should be provided to consumers as this research highlights the preference of immediate benefits compare to delayed benefits.

From Present research it can be suggested that consumers are deal prone which signals the importance of timing of launching sales promotion schemes. Brand type is
the most important attribute among the selected attributes of the sales promotion scheme followed by medium to spread awareness about sales promotion schemes. These both should be given weighted and due consideration while designing the sales promotion schemes.

6.3 Further Scope of Research:

The present research has considered FMCG products to measure the consumer preference towards sales promotion schemes and Brand Equity perception. For, other than FMCG products this type of research can be performed.

This research has taken limited number of demographic variables as independent variables therefore considering more demographic variables; aspiring researches can conduct the research and may come out with interesting relationship.

Further research can be conducted at the national level as this research has been conducted at the Gujarat state level. Brand Loyalty, Brand Awareness, Perceived quality and Brand Association considering sales promotion schemes have been taken as variables for the measurement of Brand equity perception in the study. Adding more variables to this further study can be conducted.

In the present research, consumer’s brand equity has been taken while research can also be conducted considering the financial aspects of brand equity. Further more present study has considered the various popular categories of FMCG products. But there is a scope of conducting the research study taking the specific FMCG product category only.

There is a scope of conducting the research study considering other sales promotion schemes apart from widely used and popular sales promotion scheme namely cash discount and free gift for comparing the preference of the consumers.
In the present research, conjoint analysis is used for measuring consumer preference of sales promotion schemes but there are various other alternate methods available to measure the preference which can be adopted.

**6.4 Managerial Implication:**

It can be referred from the findings that deal proneness is not the same across demographic variables. This offers the immense scope of segmenting the market based on the consumer deal proneness and designing the marketing strategies according to the target market, more specifically sales promotion strategy.

There are various attributes as well attribute levels which should be considered while designing the sales promotion scheme. From the research study, managers can refer the important attributes and their levels which are important and preferred according to the consumer while responding to the sales promotion scheme to achieve the efficiency and effectiveness of the sales promotion schemes.

Comparing cash discount and free gift widely popular types of consumer sales promotions, cash discount is preferred over free gift, but at the same time among various consumer sales promotion schemes, value added type of sales promotion is preferred over price off according to conjoint analysis which implies that other than free gift as a value added scheme is preferred by the consumers. Considering this findings, manager can design and innovate value added scheme other than free gift.

While taking media mix decision, manager can also consider that word of mouth as medium of spreading awareness of sales promotion scheme is preferred over other medium which helps managers to achieve promotion strategy objectives effectively and efficiently. The present research also provides scope of customizing the sales promotion schemes at various levels.

In today's market scenario, consumers are bombarded with similar monotonous promotional messages, so managers need to design schemes, which will break
through the chaos & create the necessary impact. When consumer sales promotion schemes are given, they should be carefully chosen to ensure that they are relevant to the consumers. This study may provide the useful information in the direction of designing the clutter breaking sales promotion schemes to managers. Also the importance of the role of mass media came out clearly in this research as word of mouth is preferred by other medium.
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• www.Ibef.org
• www.sportzpower.com/%3Fq%3Dcontent
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**Response Sheet**

**Note:** This is for an academic purpose and information provided will be kept strictly confidential.

Dear Respondent, Please read each statement and indicate the actual level of practice of purchasing FMCG products. Circle the number corresponding to your rating for each statement considering below mentioned scale.

1 = Strongly Agree  
2 = Agree  
3 = somewhat agree  
4 = neither agree nor disagree  
5 = somewhat disagree  
6 = Disagree  
7 = strongly disagree

<table>
<thead>
<tr>
<th>SI No</th>
<th>Items</th>
<th>Strongly agree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I do not consider sales promotion schemes while purchasing the products.</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>I purchase the products with sales promotion schemes.</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>I enjoy to try products with sales promotion schemes</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>I think little about sales promotion schemes.</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>I usually aware about the sales promotion schemes of the product I purchase.</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>I don’t usually bother to aware about sales promotion schemes.</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>7</td>
<td>I believe it is important to know the sales promotion schemes.</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>8</td>
<td>I have found that knowing about sales promotion schemes don’t make difference in purchase.</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>SI No</td>
<td>Items</td>
<td>Strongly agree</td>
<td>Strongly disagree</td>
</tr>
<tr>
<td>-------</td>
<td>----------------------------------------------------------------------</td>
<td>----------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>9</td>
<td>I am not really curious about sales promotion schemes.</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Generally, People are aware about sales promotion schemes of the popular products.</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Products with sales promotion schemes are good products.</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Company provides sales promotion schemes when it is not able to sell.</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>If I see people purchasing products with sales promotion schemes, I think they are rational.</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>I have often found that sales promotion schemes are available on not so good products</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Sales promotion schemes are designed considering customers need.</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>I think customer should not pay attention to sales promotion schemes while purchasing the products.</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Sales promotion schemes are beneficial to me.</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Sales promotion schemes mislead customers from purchasing the good products.</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Sales promotion schemes makes the product favourite</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>I usually see products are personalities without considering sales promotion schemes.</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Good products have more frequent sales promotions</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>I think sales promotion schemes create the image of the product</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>I think cash discount is the good option as a sales promotion scheme</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>SI No</td>
<td>Items</td>
<td>Strongly agree</td>
<td>Strongly disagree</td>
</tr>
<tr>
<td>-------</td>
<td>----------------------------------------------------------------------</td>
<td>----------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>24</td>
<td>I enjoy to avail cash discount on purchase</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>I believe cash discount is not a good option of sales promotion</td>
<td>1</td>
<td>2 3 4 5 6 7</td>
</tr>
<tr>
<td>26</td>
<td>I love to receive free gift compare to cash discount</td>
<td></td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>Free gift provided with purchase doesn’t have good quality</td>
<td></td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>There is no use of Free gift provided with purchase</td>
<td></td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>I value free gift the most</td>
<td></td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>I prefer to wait to take the advantage of the schemes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>I normally buy a brand which is on deal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>32</td>
<td>I never pay attention to schemes</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. Rank media do you prefer to know the sales promotion schemes information

- [ ] Television
- [ ] Newspaper
- [ ] Point of Purchase Material
- [ ] Hoardings
- [ ] Banners
- [ ] Pamphlet
- [ ] Wall Painting
- [ ] Internet

- [ ] If, others please specify: ____________________________

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2. Please mention your preference from below mentioned Sales Promotion Schemes.

1 = Most preferred
13 = Least Preferred

<table>
<thead>
<tr>
<th>Serial No</th>
<th>Brand Type</th>
<th>Awareness</th>
<th>Sales Promotion Types</th>
<th>Incentive Types</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>International</td>
<td>Point of Purchase Material</td>
<td>Value added</td>
<td>Delayed</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>National</td>
<td>Word of mouth Publicity</td>
<td>Value added</td>
<td>Immediate</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>International</td>
<td>Word of mouth Publicity</td>
<td>Price off</td>
<td>Immediate</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Local</td>
<td>Mass Media</td>
<td>Value added</td>
<td>Immediate</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Local</td>
<td>Word of mouth Publicity</td>
<td>Price off</td>
<td>Delayed</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>National</td>
<td>Point of Purchase Material</td>
<td>Price off</td>
<td>Immediate</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>National</td>
<td>Mass Media</td>
<td>Price off</td>
<td>Delayed</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Local</td>
<td>Point of Purchase Material</td>
<td>Price off</td>
<td>Immediate</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>International</td>
<td>Mass Media</td>
<td>Price off</td>
<td>Immediate</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>International</td>
<td>Mass Media</td>
<td>Price off</td>
<td>Delayed</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Local</td>
<td>Mass Media</td>
<td>Price off</td>
<td>Delayed</td>
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</tr>
<tr>
<td>12</td>
<td>Local</td>
<td>Point of Purchase Material</td>
<td>Price off</td>
<td>Delayed</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>National</td>
<td>Mass Media</td>
<td>Price off</td>
<td>Immediate</td>
<td></td>
</tr>
</tbody>
</table>
3. Demographic Information:

3.1 Name: ________________________________

3.2 Age: ______ Years.

3.3 Gender:

☐ Male ☐ Female

3.4 Employment Status:

☐ Self Employed ☐ Government Employed

☐ Not employed ☐ If, Others please specify:

______________________________

3.5 Educational Qualification:

☐ Below Primary ☐ Primary

☐ Higher Secondary ☐ Graduate

☐ Post Graduate: ☐ Above post graduate

3.6 Family Income:

☐ Below 1 lakh ☐ 1 lakh to 2 lakhs

☐ 2 to 3 lakhs ☐ 3 to 4 lakhs

☐ 4 to 5 lakhs ☐ Above 5 lakhs.

3.7 Family Size: ____________

3.8 Family Type:

☐ Joint Family

☐ Individual Family
3.9 Marital Status:

☐ Married

☐ Unmarried

☐ Divorced

3.10 Contact detail & Address:

___________________________

___________________________

___________________________

Thank You!
**Scale and Item Description:**

**Brand Loyalty:**

1. I do not consider sales promotion schemes while purchasing the products.
2. I purchase the products with sales promotion schemes.
3. I enjoy to try products with sales promotion schemes.
4. I think little about sales promotion schemes.

**Brand Awareness:**

1. I usually aware about the sales promotion schemes of the product I purchase.
2. I don’t usually bother to aware about sales promotion schemes.
3. I believe it is important to know the sales promotion schemes.
4. I have found that knowing about sales promotion schemes don’t make difference in purchase.
5. I am not really curious about sales promotion schemes.
6. Generally, People are aware about sales promotion schemes of the popular products.

**Perceived Quality:**

1. Products with sales promotion schemes are good products.
2. Company provides sales promotion schemes when it is not able to sell.
3. If I see people purchasing products with sales promotion schemes, I think they are rational.
4. I have often found that sales promotion schemes are available on not so good products.
5. Sales promotion schemes are designed considering customers need.
6. I think customer should not pay attention to sales promotion schemes while purchasing the products.
7. Sales promotion schemes are beneficial to me.

8. Sales promotion schemes mislead customers from purchasing the good products.

**Brand Association:**

1. Sales promotion schemes makes the product favourite
2. I usually see products are personalities without considering sales promotion schemes.
3. Good products have more frequent sales promotions
4. I think sales promotion schemes create the image of the product

**Cash discount:**

1. I think cash discount is the good option as a scheme
2. I enjoy to avail cash discount on purchase
3. I believe cash discount is not a good option of scheme

**Free Gift:**

1. I love to receive free gift compare to cash discount
2. Free gift provided with purchase doesn’t have good quality
3. There is no use of Free gift provided with purchase
4. I value free gift the most

**Deal Proneness:**

1. I prefer to wait to take the advantage of the schemes
2. I normally buy a brand which is on deal
3. I never pay attention to schemes.