CHAPTER XVIII

Promotion as a Productive effort

In the marketing sphere, promotion means the activities calculated to increase the sale of product communicating information between seller and buyer. That means, the marketing manager's job is to tell target customers that the right product is available at the right place at the right price. Promotion is an important part because it establishes a bridge of understanding between seller and buyer giving information in convincing way that the seller has the product the customers are looking for.

Personal selling is one of the important promotional techniques. In this, company's employee can come in contact with the potential customer; feeling the customers' pulse is not impossible for them so they can adapt the company's marketing mix to the needs and circumstances of each target market. Moreover, personal selling means face-to-face selling provides immediate feedback.

Mass selling, also, a promotional technique of which advertising is the main form. It tries to communicate with large numbers of customers at the same time. Media like magazines, newspapers, radio and TV signs, and direct mail are involved in mass selling. Publicity is another form of mass selling, contd..
it attract the attention to the firm and its offerings. Publicity may be more effective than advertising if the firm has some message to disseminate.

Sales promotion refers to those promotional activities that encourage consumer purchasing and dealer effectiveness, such as display, demonstration etc. In other words, sales promotion tries to complement the firm's personal selling and mass selling efforts in a manner calculated to increase the desire of distributors, dealers, salesman to sell the company's product or services and the desire of consumers to buy it. It intensifies and accelerates the movement of a product into the hands of ultimate users. Sales promotion which, include calendars, sample packages, matches, is used in marketing plans for both consumer and industrial goods.

Sales promotion techniques appear as stimuli and can participate purchases when consumer doesn't possess any strong belief about any product; if the brand is not a first choice from the prospect's point of view; if a more favoured brand is out-of-stock and price increase on the more favoured brand. Sales promotional devices that occur over a long time period may become a part of product offering. Some sales promotional techniques have direct force over the consumer. Some sales promotional techniques

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also provide incentives to middleman or intermediary rather than to ultimate purchasers. Obviously sales promotion do not neglect to provide incentives to retailer. These activities are designed to develop the channels for adequate distribution and display of the product, condition with concurrent consumer problem.

Some sales promotional techniques are aimed at inducing present non-users while the others are aimed at inducing present users to purchase the product that is advertised. Sampling is one of the devices of sales promotion, the main target of which is to convince present non-users. Sample can be given free or sold but the object is to trap nonusers. Whenever a sample is brought or bought by nonusers for the first time the product itself display its qualities and conveys message that it obtains. Here the promotion performs the work of “Communication”. Infact this ‘communication’ is done in its usual course of time (because too slow rate will bore an audience, whereas too fast rate may ‘confuse them’). Day by day some weaknesses about the sample product may arise into nonusers’ mind. In certain simple situation, the action response is quite automatic. And in certain complicated situation men have more freedom of choice and they choose the action in a given situation and come closest in order to meet their needs and goals.

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Consumer sales promotion include those activities directed towards the ultimate consumers for example price reduction, a special package, a premium, a gift etc. The object of consumer sales promotion is to get immediate sales response. All these can appear as immediate sales stimulus. Consumer doubts impede sales, so consumer education program is an important form of sales promotion and it is limited only by the creativity of the planner. In order to deal with this problem the planner publish booklets, arrange exhibition and shows, demonstration etc. This form of sales promotion has been tremendously fruitful even for the largest corporation to increase the sale of products because it confirms the (i) consumer that the statements which are made concerning price, value, service, and quality are truthful and exaggerated, (ii) it helps the product to gain acceptance of the consuming public, (iii) it answers consumers' inquiries regarding the company, its products, and services and their uses.

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