



CONSUMERS' AWARENESS ON SALES PROMOTION OF WASHING SOAPS AND DETERGENTS IN PALANI TOWN

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Abstract

The three essential things for a man to live are food, clothing and shelter. Since clothing plays a vital role in a man's life, washing them becomes a daily task. In washing clothes, washing soaps and detergent powders play a key role. As cleaning has become an established custom among human beings. Soaps and powders have played a vital role in such cleaning process. For cleaning, the people can use either soaps or powder or both soaps and powder. So these products are daily used by the consumers. The productions of these products are also increased. The activities of sales promotion must be induced. In the channel of distribution the role of salesman is very important. The idea of sales promotion is to make the salesman's effort more effective. Therefore the study on Consumers' awareness on sales promotion of washing soaps and detergent in Palani town has been undertaken. The sample size of the study is 100 respondents and a questionnaire is prepared to collect the primary data .Convenient sampling method is adopted. The data collected has been analyzed using percentage analysis. The results have been obtained based on the tools applied in the study.

Key words: *Consumer, Awareness, Sales Promotion, Soaps and Detergents.*

INTRODUCTION

The three essential things for a man to live are food, clothing and shelter. Since clothing plays a vital role in a man's life, washing them becomes a daily task. In washing clothes, washing soaps and detergent powders play a key role. As cleaning has become an established custom among human beings. Soaps and powders have played a vital role in such cleaning process. The aim of production is sales. Sales promotion increases the sales. Sales promotion methods aim to capture the market and increase the sales volume. Now a day's Sales promotion is a necessary tool to boost sales. Sales promotion is one among the three pillars. Sales promotion is the connecting link between personal selling and advertising. Sales promotion is an important and specialized function of marketing.

STATEMENT OF THE PROBLEM

In our daily life, all the people are using washing soaps and powder irrespective of their age and income. Even though many substitutes are available in the market, people are interested in making their own choices. The purchase decision largely depends upon quality, quantity, price, availability and fragrance. When new brands are introduced in the market, some consumers switch over to the new products. Therefore the marketer must necessarily use additional promotional methods with advertising. The marketers offer various sales promotions like discounts, free quantity, free gifts etc to increase the sales. Hence attempt has been made to analysis behaviour patterns in terms of attitude, aptitude, awareness, decision making, brand loyalty and the like of sample consumers in Palani town.

REVIEW OF LITERATURE

Mohammad Mashfiq Haq's in his study state that Consumer promotion does yield positive results with the people, who have positive views about consumer promotions and who can be influenced by promotional efforts. The consumers believe that the price of the promoted brand is fair, even when no promotional activity is undertaken. Though there is a tendency in the detergent market to provide frequent promotional offers, yet the perceived quality should in no way go down as there is every chance that the brand loyalty is likely to go down.

Vyas Preeta.H. state that India, makes an attempt to understand the preferences of consumers for sales promotion schemes in the Fast moving consumer goods sector in India. The author finds that there is a wide spread use of sales promotion activities in FMCG sector in India in the post liberalizations era.

Kureshi sonal and Vyas preeta highlight that understanding the perception of consumers regarding sales promotion activities enhances their effectiveness. Widespread usage of sales promotion activities in Fast Moving Consumer Goods (FMCG) sector makes it imperative that manufacturers take into the account the consumer perceptions before planning such programs.



M.Namasivayam conducted a study on "Impact of advertisement and consumer preference on toilet soap" and focused that audio visual media of advertisement is the catching point to inspire the potential customer in selecting this brand of toilet soap.

Deepu S. Kumar, conducted a study on "The place and promotion strategies for new kaveri herbal soap". The project was carried out for developing the place and promotion strategies for new Kaveri Herbal soap to be introduced in the market by health care company. The market attitude towards introduction of a new soap was also brought under the scope of this study. The market study showed that if properly launched and with continuing market support and custom friendly market strategies, a soap of reasonable quality can find a niche in the crowded soap market.

SCOPE AND SIGNIFICANCE OF THE STUDY

The study has been undertaken from the point of view of the consumers residing in Palani town only. The present study deals with the consumer behaviour towards sales promotion of washing soaps and Detergents in Palani Town.

OBJECTIVES OF THE STUDY

The main objectives of the study are to study the consumers' awareness on sales promotion offers.

RESEARCH METHODOLOGY

For the purpose of the study Palani town in Dindigul District of Tamil Nadu was chosen. It was a convenient place to collect the sample. A sample of 100 respondents was taken from the universe. Sample unit was selected under the "Convenient sampling".

STATISTICAL TOOLS USED FOR ANALYSIS

The collection of data have been analysed by using percentage analysis. Pie chart, bar diagrams and cylindrical diagrams are used to represent the data in pictorial form.

LIMITATIONS OF THE STUDY

The study was conducted only in Palani town - hence the result arrived from the study may not extended to the other parts. The sample size is limited to 100 respondents only.

ANALYSIS AND INTREPRETATION

1. CLASSIFICATION OF RESPONDENTS ON THE BASIS OF AWARENESS ABOUT SALES PROMOTION

TABLE 1, CLASSIFICATION OF RESPONDENTS ON THE BASIS OF AWARENESS ABOUT SALES PROMOTION

S.No.	Awareness	No. of Respondents	Percentage
1	Yes	57	57%
2	No	43	43%
	Total	100	100%

Source: Primary Data

The table 1 shows that out of 100 respondents, 57 percent of the respondents are aware of Sales promotion and 43 per cent of the respondents are not aware of Sales promotion methods. It is concluded from the above analysis that majority of the respondents are **aware** of sales promotion (57%).

2. CLASSIFICATION OF RESPONDENTS ON THE BASIS OF AWARENESS ABOUT TYPES OF SALES PROMOTION

Table 2 shows the consumer awareness about types of sales promotion.



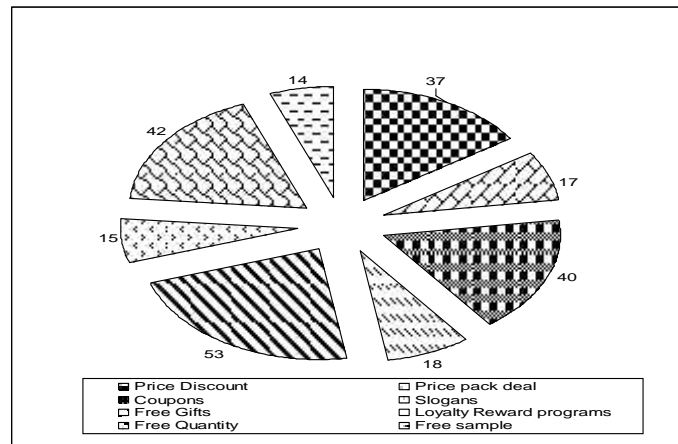
TABLE 2,CLASSIFICATION OF RESPONDENTS ON THE BASIS OF AWARENESS ABOUT TYPES OF SALES PROMOTION

S.No.	Types of Sales Promotion	No. of Respondents
1	Price Discount	37
2	Price pack deal	17
3.	Coupons	40
4.	Slogans	18
5.	Free Gifts	53
6	Loyalty Reward programs	15
7.	Free Quantity	42
8.	Free sample	14

Source: Primary Data

Table 2, shows that, out of 100 respondents, 53 percent of the respondents aware of free gifts and 42 respondents aware of Free quantity, 40 percent of the respondents aware of Coupons, 37 percent of the respondents aware of Price discount, 18 percent of the respondents aware of slogan, 17 percent of the respondents aware of price pack deal, 15 percent of the respondents aware of Loyalty reward program and 14 percent of the respondents aware of Free sample. Hence, majority of the respondents **aware** about **Free Gifts**.

**CHART 2
CLASSIFICATION OF RESPONDENTS ON THE BASIS OF AWARENESS ABOUT TYPES OF SALES PROMOTION**



3. CLASSIFICATION OF RESPONDENTS ON THE BASIS OF SOURCES CREATE AWARENESS ABOUT SALES PROMOTION OFFERS

There are different source create awareness about Sales Promotion offer of the product. Table 3 explains these sources.

TABLE 3, CLASSIFICATION OF RESPONDENTS ON THE BASIS OF SOURCES CREATE AWARENESS ABOUT SALES PROMOTION OFFERS

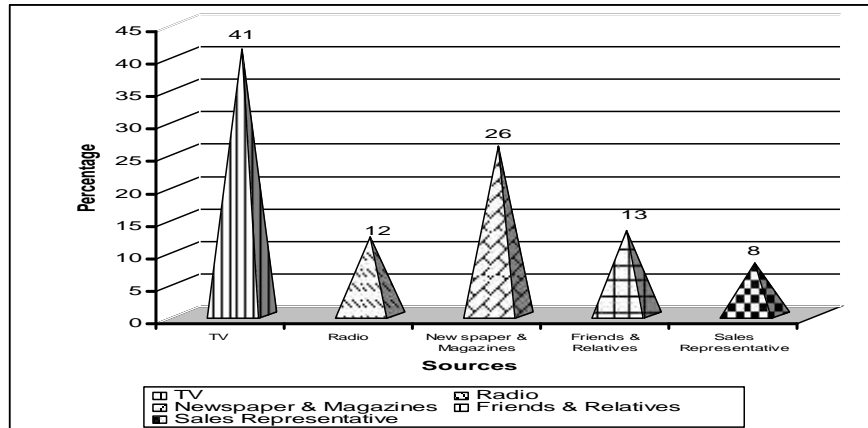
S.No.	Sources	No. of Respondents	Percentage
1	TV	41	41%
2	Radio	12	12%
3.	Newspaper & Magazines	26	26%
4.	Friends & Relatives	13	13%
5.	Sales Representative	8	8%
	Total	100	100%

Source: Primary Data



Table 3 shows that, out of 100 respondents, 41 per cent of the respondents came to know about the Sales promotion offer by TV, 12 per cent of the respondents came to know by Radio, 26 per cent of the respondents came to know by Newspaper & Magazines, 13 per cent of the respondents came to know by Friends and Relatives and 8 per cent of the respondents came to know about it through Sales Representative. It is concluded from the above analysis that majority of the respondents came to know about the sales promotion offers by **Television** (41%).

CHART 3,CLASSIFICATION OF RESPONDENTS ON THE BASIS OF SOURCES CREATE AWARENESS ABOUT SALES PROMOTION OFFERS



4. CLASSIFICATION OF RESPONDENTS ON THE BASIS OF SALES PROMOTION OFFERS RECEIVED WHILE BUYING

Table 4 shows the classification of respondents on the basis of sales promotion offers received while buying.

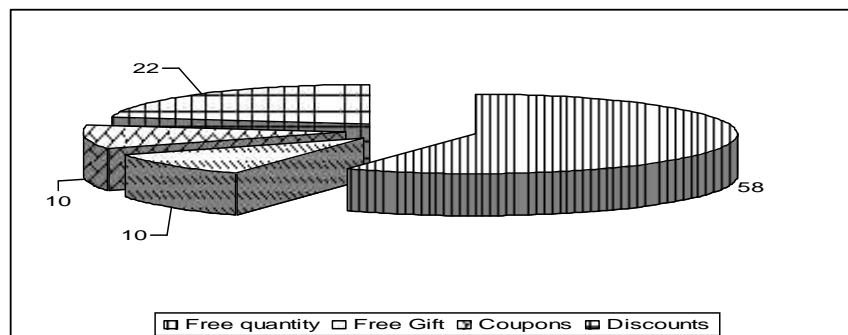
TABLE- 4,CLASSIFICATION OF RESPONDENTS ON THE BASIS OF SALES PROMOTION OFFERS RECEIVED WHILE BUYING

S.No.	Sales Promotion Offers Received	No. of Respondents	Percentage
1	Free quantity	58	58%
2	Free Gift	10	10%
3.	Coupons	10	10%
4.	Discounts	22	22%
	Total	100	100%

Source: Primary Data

Table 4 shows that it can be seen that, out of 100 respondents, 58 per cent of the respondents got free quantity while buying the washing soap and Detergent. 10 per cent got free gifts 10 per cent got coupons and 22 percent got discount while purchasing this product. It is concluded from the above analysis that majority of the respondents are received **free quantity** while buying washing soaps and detergents (58%).

CHART- 4, CLASSIFICATION OF RESPONDENTS ON THE BASIS OF SALES PROMOTION OFFERS RECEIVED WHILE BUYING





5. CLASSIFICATION OF RESPONDENTS ON THE BASIS OF OPINION ABOUT SALES PROMOTION

There are several sales promotions schemes used by manufacturer to increase the Sales of the products. The Researcher wants to find out the consumers opinion about whether the Sales promotion increase the sales of the product or not.

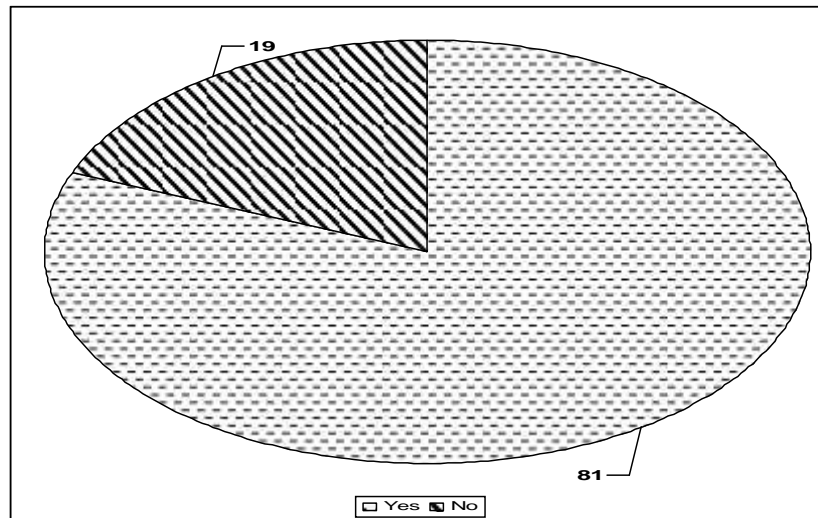
TABLE- 5,CLASSIFICATION OF RESPONDENTS ON THE BASIS OF OPINION ABOUT SALES PROMOTION

S.No.	Opinion	No. of Respondents	Percentage
1	Yes	81	81%
2	No	19	19%
Total		100	100%

Source: Primary Data

Table 5 shows that, out of 100 respondents,81 percent of the respondents thinks that Sales promotion increase the sales of the product and 19 per cent of the respondents thinks that it is inefficient. It is concluded from the above analysis that majority of the respondents thinks that **sales promotion measures increase the sales** of washing soaps and detergents (81%).

CHART 5,CLASSIFICATION OF RESPONDENTS ON THE BASIS OF OPINION ABOUT SALES PROMOTION



6. CLASSIFICATION OF RESPONDENTS ON THE BASIS OF OPINION ABOUT ADVERTISEMENT FOR SALES PROMOTION OFFERS

Table 6 shows the opinions of respondents about the importance of Advertisement for Sale Promotion offers.

TABLE 6

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF OPINION ABOUT ADVERTISEMENT FOR SALES PROMOTION OFFERS

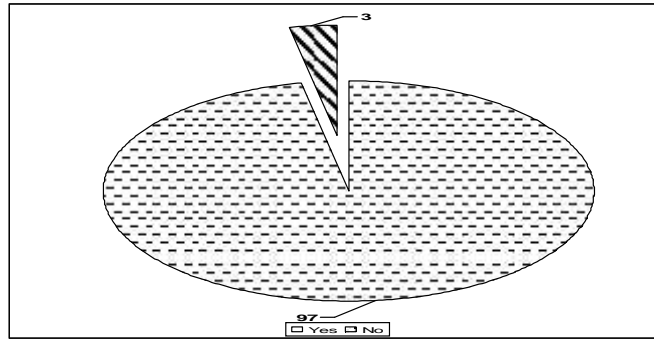
S.No.	Important of Advertisements	No. of Respondents	Percentage
1	Yes	97	97%
2	No	3	3%
Total		100	100%

Source: Primary Data

From the above Table 4.27, it can be seen that, out of 100 respondents, 97 per cent of the respondents felt that Advertisement is important for Sales Promotion offers and only 3 per cent of the respondents felt that advertisement is not necessary. It is concluded from the above analysis that majority of the respondents are felt that **Advertisement is important** for sales promotion offers (97%).



CHART 6,CLASSIFICATION OF RESPONDENTS ON THE BASIS OF OPINION ABOUT ADVERTISEMENT FOR SALES PROMOTION OFFERS



7. CLASSIFICATION OF RESPONDENTS ON THE BASIS OF MEDIA OF ADVERTISEMENT

There are so many ways by which the consumers become aware of the Sales Promotion offers .Table7 shows the media of Advertisement, through which the consumers are aware of Sales Promotion offers.

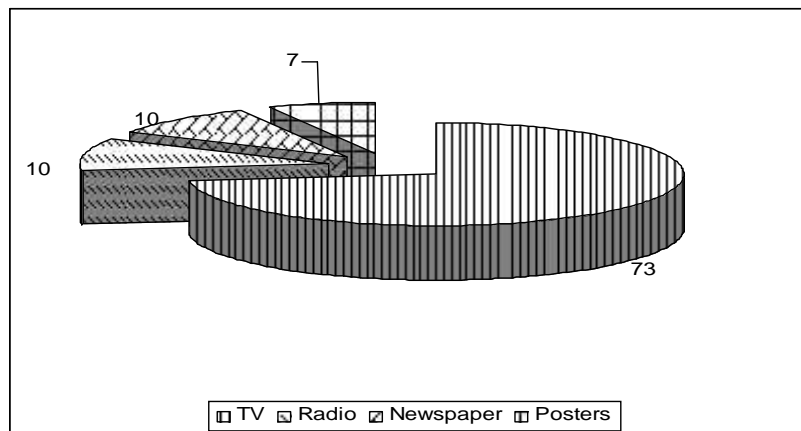
TABLE 7, CLASSIFICATION OF RESPONDENTS ON THE BASIS OF MEDIA OF ADVERTISEMENT

S.No.	Media	No. of Respondents	Percentage
1	TV	73	73%
2	Radio	10	10%
3	Newspaper	10	10%
4	Posters	7	7%
	Total	100	100%

Source: Primary Data

From the above Table 7, it is clear that 73 per cent of the respondents select TV as Media for Advertisement, 10 per cent of the respondents select Radio as media ,7 per cent of the respondents select posters as media and 10 per cent of the respondents select Newspaper as Media for advertisement. It is concluded from the above analysis that majority of the respondents are select **Television** as media for advertisement (73%).

CHART 7, CLASSIFICATION OF RESPONDENTS ON THE BASIS OF MEDIA OF ADVERTISEMENT



FINDINGS

- Out of 100 respondents 57 percent of the respondents are aware of sales promotion.
- Among various types of sales promotion most of the respondents are aware about Free Gifts.



- This analysis reveals that 41 percent of the respondents came to know about the sales promotion offers by Television.
- From this study it is identified that majority of the respondents received free quantity while buying washing soaps and detergents (58%).
- Most of the respondents think that sales promotion measures increase the sales of washing soaps and detergents (81%).
- Out of 100 respondents most of the respondents felt that advertisement is important for sales promotion offers (97%).
- 73 percent of the respondents select Television as media for advertisement.

SUGGESTIONS

The Manufacturers should add some more fragrance to the washing soaps and detergents. The manufacturers of washing soaps should change the colour of soaps and also change the shape of the soaps. To improve the sales of the washing soaps and detergents, the producer should give proper attention to sales promotion offers, advertisement and introduce more economical packages.

CONCLUSION

There are number of washing soaps and detergents brand available in the market. Whether it is a new company or existing company, its success in marketing is depends on to retain its customers with providing high quality washing soaps and detergents at reasonable price. If consumers are satisfied with its quality, they are ready to purchase it, even if it is high price. Sales promotion helps in differentiating one's product from others. But the marketers should know how, when and where to use sales promotion techniques.

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