

A STUDY ON COSUMER SATISFACTION TOWARDS THE SALES PROMOTION TECHNIQUES IN KANYAKUMARI DISTRICT

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ABSTRACT

Sales promotion techniques are essential for businesses to stimulate immediate consumer demand and drive sales in a competitive marketplace. In an environment where consumers are bombarded with options, promotions help a brand stand out and attract attention. For instance, limited-time discounts or flash sales create a sense of urgency, encouraging consumers to act quickly. Promotions also play a critical role in clearing inventory, introducing new products, and generating short-term revenue boosts. Without such strategies, businesses may struggle to maintain consumer interest and sustain growth. Additionally, sales promotion techniques are vital for fostering consumer loyalty and engagement. Programs such as loyalty rewards or referral incentives incentivize repeat purchases, turning one-time buyers into long-term patrons. These techniques also provide businesses with an opportunity to interact directly with their consumers, gaining valuable insights into consumer preferences and behavior. By tailoring promotions to meet specific consumer needs, businesses can enhance consumer satisfaction and build lasting relationships. The important objective of the study is analyzing the consumer satisfaction towards sales promotion techniques in Kanyakumari district. For the above purpose 50 consumers of FMCGs in Kanyakumari district are selected as samples by adopting convenient sampling method.

Key words: Sales promotion, Techniques and Satisfaction

INTRODUCTION

Sales promotion techniques are essential for businesses to stimulate immediate consumer demand and drive sales in a competitive marketplace. In an environment where consumers are bombarded with options, promotions help a brand stand out and attract attention. For instance, limited-time discounts or flash sales create a sense of urgency, encouraging consumers to act quickly. Promotions also play a critical role in clearing inventory, introducing new products, and generating short-term revenue boosts. Without such strategies, businesses may struggle to maintain consumer interest and sustain growth.

Additionally, sales promotion techniques are vital for fostering consumer loyalty and engagement. Programs such as loyalty rewards or referral incentives incentivize repeat purchases, turning one-time buyers into long-term patrons. These techniques also provide businesses with an opportunity to interact directly with their consumers, gaining valuable insights into consumer preferences and behavior. By tailoring promotions to meet specific consumer needs, businesses can enhance consumer satisfaction and build lasting relationships.

Sales promotions help businesses compete more effectively in the market by levelling the playing field. They enable smaller or newer companies to attract attention and gain market share, even when competing against established brands. Moreover, promotions like bundling or cross-promotions with other businesses can expand a company's reach to new audiences. In today's fast-paced and competitive landscape, leveraging sales promotion techniques is no longer a luxury but a necessity for sustained business success.

OBJECTIVE

To analyze the consumer satisfaction towards sales promotion techniques in Kanyakumari district.

METHODOLOGY

Area of study

The area of the study refers to Kanyakumari district.

Sources of data

The study is confined with both primary and secondary data. The primary data is collected through an interview schedule. The secondary data have been mainly collected from the books, journals, magazines, and also from the internet.

SAMPLING DESIGN

To study about the consumer satisfaction towards sales promotion techniques in Kanyakumari district 50 consumers of FMCGs in Kanyakumari district are selected as samples by adopting convenient sampling method.

STATISTICAL TOOLS USED

The collected data were analyzed with the help of various statistical measures such as *percentages and Chi-square test*.

ANALYSIS AND INTERPRETATION

Age – wise classification of the respondents

Age is an important factor which is considered to study the consumer satisfaction towards internet banking services. The following table reveals that the age-wise classification of the respondents.

Table: 1

Age-wise classification of respondents

Sl. No.	Age	No. of Respondents	Percentage
1	Below 25	9	18
2	26 – 45	34	68

3	Above 45	7	14
	Total	50	100

Source: Primary Data

The table 4.1 shows that 9 (18 percent) of the respondents comes under the age group of below 25 years. 34 (68 percent) of the respondents comes under the age group of 26 to 45 years and the remaining 7 (14 percent) of them comes under the age group of above 45 years.

Gender - wise classification of respondents

The gender is an important factor which considered for analyzing the consumer satisfaction. Table 2 shows that the gender-wise classification of the sample respondents.

Table: 2**Gender - wise classification of respondents**

Sl. No.	Gender	No. of Respondents	Percentage
1	Male	38	76
2	Female	12	24
	Total	50	100

Source: Primary Data

The above table shows that 38 (76 percent) of the respondents are male and the remaining 12 (24 percent) respondents are female.

Classification of respondents on the basis of Marital Status

The marital status is an important factor which considered for analyzing the consumer satisfaction towards sales promotion techniques. The following table shows that the marital status wise classification of the sample respondents.

Table: 3**Classification of respondents on the basis of Marital Status**

Sl. No.	Marital status	No. of Respondents	Percentage
1	Married	34	68
2	Unmarried	16	32
	Total	50	100

Source: Primary Data

From the above table we came to know that 34 (68 percent) of the respondents are married and the remaining 16 (32 percent) respondents are unmarried.

Classification of respondents on the basis of nature of the family

The nature of the family decides the buying behaviour and hence it is also considered for the study. The classification of the respondents on the basis of the nature of the family is given in the following Table.

Table: 4**Classification of respondents on the basis of nature of the family**

Sl. No.	Nature of the family	No. of Respondents	Percentage
1	Independent	9	18
2	Joint family	41	82

	Total	50	100
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Source: Primary Data

The above table shows that 9 (18 percent) of the respondents belongs to independent family and the remaining 41 (82 percent) respondents belongs to joint family.

Classification of respondents on the basis of Residential area

Another important factor considered for analyzing the consumer satisfaction is their residential area. the following table shows the classification of the sample respondents on the basis of their residential area.

Table: 5**Classification of respondents on the basis of residential area**

Sl. No.	Residential area	No. of Respondents	Percentage
1	Rural	36	72
2	Urban	14	28
	Total	50	100

Source: Primary Data

The above table infers that 36 (72 percent) of the respondents are residing in rural area and the remaining 14 (28 percent) respondents are residing in urban area.

Education - wise classification of the respondents

Education is an important factor which decides the occupation of a person. The following table shows the classification of respondents on the basis of education.

Table: 6**Education - wise classification of the respondents**

Sl. No.	Educational qualification	No. of respondents	Percentage
1	Up to HSC	7	14
2	UG	12	24
3	PG	9	18
4	Others	22	44
	Total	50	100

Source: Primary data

It is inferred from the above table 4.6 that 7 (14 percent) of the respondents having the qualification Up to HSC, 12(24 percent) of them having the qualification of UG, 9(18 percent) of the respondents having the educational qualification of PG and the remaining 22 (44 percent) of them having the qualification of other categories such as technical degree, diploma etc.

Classification of the respondents on the basis of occupation

The occupation is an important factor which decides the income of an individual. The following table clearly shows the classification of the respondents on the basis of occupation.

Table: 7**Classification of the respondents on the basis of occupation**

Sl. No.	Occupation	No. of respondents	Percentage
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1	Self-employed	9	18
2	Private employee	19	38
3	Govt. Employee	5	10
4	Others	17	34
	Total	50	100

Source: Primary Data

The above table reveals that 9(18 percent) of the respondents are self-employed, 19 (38 percent) of the respondents are private employees, 5(10 percent) of the respondents are Government employees and the remaining 17(34 percent) of the respondents comes under other categories such as home maker, students etc.

Monthly Income-wise classification of the respondents

The income of the respondents is another important factor considered for the study. The following table shows the monthly income of the respondents.

Table: 8**Monthly income of the respondents**

Sl. No.	Monthly income	No. of respondents	Percentage
1	Up to 25000	18	36
2	25001 – 50000	26	52
3	Above 50000	6	12
	Total	50	100

Source: Primary Data

It is inferred from the table 18 (36percent) of the respondents earning up to Rs.25,000 per month, 26 (52 percent) of them earning Rs.25,001-50,000 and the remaining 6 (12 percent) respondents are earning above Rs.50,000 per month.

Association between personal factors and level of satisfaction towards sales promotion techniques

An attempt has been made to analyze the personal factors and the level of satisfaction towards sales promotion techniques by using chi – square test.

Age and level of satisfaction

The association between the age of the respondents and the level of satisfaction towards sales promotion techniques is analyzed using chi-square test and presented in the below table.

Table: 9**Age and level of satisfaction**

Chi-square value	Degrees of freedom	Table value	Inference
11.33	6	12.59	Insignificant

Source: Computed Value

From the above analysis it is seen that the calculated value (11.33) of Chi-square is less than the table value (12.59), and hence the null hypothesis is accepted. Thus, the age of the respondent has no significant association with the level of satisfaction.

Gender and level of satisfaction

The association between the gender of the respondents and the level of satisfaction of consumers towards sales promotion techniques is analyzed using chi-square test and presented in the below table.

Table: 10
Gender and level of satisfaction

Chi-square value	Degrees of freedom	Table value	Inference
4.16	2	5.99	Insignificant

Source: Computed Value

From the above analysis it is seen that the calculated value (4.16) of Chi-square is less than the table value (5.99), and hence the null hypothesis is accepted. Thus, the gender of the respondent has no significant association with the level of satisfaction.

FINDINGS OF THE STUDY

The major findings of the study are:

- Majority 34(68 Percent) of the respondents comes under the age group 26 – 45 years.
- Most 38(76 Percent) of the respondents are Male.
- 34(68 percent) of the respondents are married.
- Majority 41(82 percent) of the respondents belongs to the joint family.
- Most 36(72 percent) of them residing in rural areas.
- 22(44 Percent) of the respondents having the educational qualification comes under other category such as technical degree, diploma etc.
- Most 19(38 Percent) of the respondents are private employees.
- Majority 26(52 Percent) of the respondents earning RS.25001–50000 per month.
- It is also found out that the age and the gender of the respondents has no significant association with the level of satisfaction towards the sales promotion techniques.

CONCLUSION

It is concluded above from the study that the various sales promotion techniques significantly influence consumer purchasing behavior and most of the consumers are satisfied with the promotion techniques in Kanyakumari District. Discounts, free samples, and loyalty programs are particularly effective in attracting and retaining consumers. Consumers perceive these techniques as value additions, enhancing their overall shopping experience.

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