



RELATIONSHIP BETWEEN SALES PROMOTION MIX AND CUSTOMER SATISFACTION WITH REFERENCE TO SELECTED BRANDED COSMETIC PRODUCT

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ABSTRACT

Now these days sales promotion mix has become significant and vital issue for each and every business entity towards fulfillment of customer need and expectation in order to create satisfy customer base. In this research study we have discussed about the relationship between sales promotion mix and customer satisfaction with reference to selected branded cosmetic product, for this purpose we have select and identify three important elements of promotional mix such as Advertising, Sales Promotion and publicity and describe relationship with customer satisfaction one by one. In this study both primary as well as secondary data has been used. The result and findings of the study clearly indicated that among three elements of promotional mix two elements such as Advertising and sales promotional has significantly and positively related with customer satisfaction, whereas publicity has no any impact on customer satisfaction, Conclusion and suggestion given on the basis of result and findings.

INTRODUCTION

Statement of the problem

In this global competitive world sales promotion has become compulsion and vital issue to each and every business units in order to create the satisfy customer base, it is the process of marketing communication to influence customer choice towards the product and service. In another word Sales promotions and customer satisfaction are important for both customer as well as business organization. There are lots of sales promotions schemes who directly or indirectly effect the customer satisfaction such as advertising, publicity, sales promotion, personal selling, publicity, offer, incentive etc. sales promotion can be defined as combination of different kinds of promotional tools used by the business in order to sales the product and service, in other word it is the specific efforts which has great impact on the volume of sales. . Whereas customer satisfaction is the fulfillment of customer expectation, on the other hand customer satisfaction used in marketing in order to identify how product and service meets with customer expectation. The term cosmetic product frequently used by each and every people of the society in different manner and today's customer has great experience of various producer sales the cosmetic product. This research study deals how the sales promotion scheme influences purchasing experience as well as the level of customer satisfaction.

Meaning and Definition

Sales promotion: Those marketing activities other than personal selling, advertising, and publicity that stimulate consumer purchasing and dealer effectiveness, such as display, shows, demonstrations, expositions, and various other non-current selling efforts, not in ordinary routine.”

“Philip Kotler”

Customer Satisfaction: The terms customer satisfaction and perception of quality are labels we use to summarize a set of observable actions related to the product or service”

“Hayes”

REVIEW OF LITERATURE

So many research studies have been conducted based on the sales promotion and customer satisfaction different authors describe impact of sales promotion on customer satisfaction in different ways. We have studies more literature and used some literature to prove this significant relationship in this research study.

Ubeja, S (2014) ^[08]: In this study author investigate the effect of sales promotion on the level of customer satisfaction among those customers who subscribe to purchase from the shopping mall of Indore city. Study found that sales promotion mix provide meaning full ways to identify and understand various customer segment and make them satisfy as per their expectation. This study also found there is positive and significant relationship between sales promotion and customer satisfaction.

Omotayo, O (2011) ^[07]: This research study describes and determines the relationship between sales promotion and customer satisfaction among the customer of telecommunication industries of Nigeria. This paper found that sales promotion directly and indirectly influences the loyalty of customer. This study concluded that with the increments of sales promotion expenditure loyalty of customer also get increased

Mendez, M et al (2015): This research study describe the impact of monetary and non monetary promotion on brand loyalty, in this research researcher found that both monetary as well as non monetary promotion play significant role and assist organization of enhance the brand loyalty.

Esfahani, A N et al (2012) ^[06]: This research study aims to studying the impact of sales promotion psychographic variables deal-proneness consumer. This study found that psychographic variables such as price, innovativeness, variety, loyalty etc. all are influenced by latest and effective tools of promotion.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the

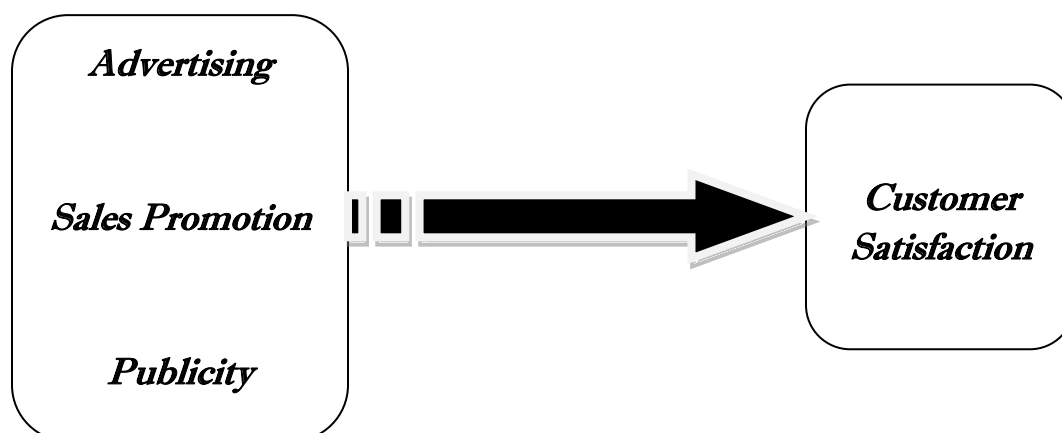
logic behind them. It is necessary for the researcher to know not only the research methods/techniques but also the methodology.

Methodology

- **Population of the study:** - Population of the study represent by those customer who directly or indirectly used and purchased the cosmetic product of selected branded company.
- **Sample of the study and units:** - Sample of this study simply based on the primary as well as secondary data, which has been obtained from 100 people through direct discussion. Sample of the study taken from various place people whose are in our personal contact.
- **Instruments:-** simple t-test has been used to prove the finding

Framework of the study

Sales Promotion Mix



Hypothesis

The hypothesis of the study is as under

H₀1:- There is no significant difference between advertising and customer satisfaction

H₀2:- There is no significant difference between Sales Promotion and customer satisfaction

H₀₃- There is no significant difference between Publicity and customer satisfaction

Objective of the study

The objective of the study is as under

- To study the various sales promotion mix such as Advertising, sales promotion and Publicity
- To study the customer satisfaction towards cosmetic product of selected brand
- To describe relationship between various sales promotion mix and customer satisfaction separately
- To identify which sales promotion has great impact on the level of customer satisfaction.

Limitations of the study

Limitations of the study based on the following difficulties

- Findings of the study based on the selected and few promotional mix
- Information gained only from selected people
- Not availability of sufficient data

RESEARCH FINDINGS AND DISCUSSION

In research findings we have discuss the result of hypothesis

S.No	Hypothesis	r	t	Significant	Result
1	H₀₁	0.65	1.94	0.05	Accepted
2	H₀₂	0.56	1.41	0.05	Accepted
3	H₀₃	0.79	3.63	0.05	Rejected

{Degree of Freedom =2, Table value 2.920 (one tail test)}

Interpretation

Above table clearly shows the result of findings, for hypothesis first **t** value is **1.94** which is less than table value, for hypothesis **t** value is **1.41** which is also less than table value and for hypothesis **t** value is **3.63** which is more higher than table value hence the result of hypothesis is

H₀₁: Accepted

H₀2: Accepted

H₀3: Rejected

CONCLUSION AND SUGGESTION

As we know that. Sales promotion mix plays an important role towards meeting with customer expectation and makes them satisfy. This research study describes the relationship between sales promotion mix and customers satisfaction. Findings of the study shows in table and clearly indicated that few sales promotion mix has great impact on the level of customer satisfaction such as Advertising and Sales promotion. On the basis of table result and we can conclude and suggest in the following ways.

- Findings of the study clearly indicated that our first hypothesis there is no significant difference between advertising and customer satisfaction is **accepted**. Which suggested that advertising has great impact on customer choice and make them satisfy? Therefore each and every producer and servicer provider should focused on advertising, because advertising and paid presentation and transforming of Idea, Goods and Service among the customer. For effective advertising business entity should focus on print ads, radio, television, direct mail, brochures, signs, in-store displays, posters, mobile apps etc
- Findings of the study clearly indicated that our Second hypothesis there is no significant difference between sales promotion and customer satisfaction is **accepted**. On the basis of finding we can suggest that sales promotion has great role towards the satisfaction of customer, Hence each and every business units or entity should focus on sales promotion technique to meets with customer expectation. Sales promotion can be media or non-media communication with customer so marketer should focus on Coupons, Contests, and Product Sample etc. which can attract the customer.
- Findings of the study clearly indicated that our Third hypothesis there is no significant difference between Publicity and customer satisfaction is **rejected**, which is not good for cosmetic product producer and service provider, because publicity is a public relation which assist marketer to transform information about product or service through third part in indirect way. Marketer should try to identify why publicity has no great role towards customer satisfaction and also should focus on newspaper and magazine article, media representation, charitable contributions etc. for making better and durable customer relation.

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