

**“A STUDY ON THE EFFECT OF SALES
PROMOTIONAL ACTIVITIES OF POPULAR
INDUSTRIES ON DEALERS”**

Dissertation submitted to

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Submitted by

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BHARATA MATA COLLEGE, THRIKKAKARA, KOCHI

(Affiliated to Mahatma Gandhi University)

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BONAFIDE CERTIFICATE

This is to certify that this dissertation entitled “**A STUDY ON THE EFFECT OF SALES PROMOTIONAL ACTIVITIES OF POPULAR INDUSTRIES ON DEALERS**”, has been prepared by **Aadhilsha T S, George Seby Malamel**, under my supervision and guidance in partial fulfilment of the requirement for the Degree of Bachelor of Commerce of Mahatma Gandhi University. This is also to certify that this report has not been submitted to any other institute or university for the award of any degree.

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We, **Aadhilsha T S, George Seby Malamel**, B. Com Final year students, Department of commerce (Computer Application), Bharata Mata College Thrikkakara, hereby declare that the Dissertation submitted for the award of Bachelor's Degree is our original work. We further declare that the said work has not previously been submitted to any other University or Academic Body.

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GEORGE SEBY MALAMEL

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CHAPTER - 1
INTRODUCTION

1.1 INTRODUCTION

Popular industries were founded by visionary businessman Sri P.P Joseph in 1968 as a small-scale wax candle unit. But today Popular Industries (Popular Candles) have grown to become the proud manufacturer of quality candles. Popular brand candles became the most recognizable name in Kerala households as a result of continuous efforts and innovations. As a leading manufacturer of candles in Kerala, Popular Industries are deeply committed to advanced technologies in the field so that they can cater to the changing consumer needs in the field. Presently they manufacture many more varieties of candles that suit ordinary household to celebrations.

A deals creation is an incitement that's offered to a dealer by the company. Deals creation is an circular form of marketing creation intended to stimulate quick action. It's those promotional conditioning other than particular selling, advertising and hype that stimulate consumer purchasing and dealers effectiveness similar as displays, shows and exhibitions, demonstration, tickets, contests, samples, decoration, trade allowances, point of copping displays, price cent-off pack and dealer allowance and other given routine selling sweats that are generally of short term conditioning. Deals creation impulses are generally of short duration and the end is to move deals of a particular product or brand above the being position. Deals creation is intended to prop both consumers pull and dealer push. Manufacturers use a number of ways to secure the co-operation of dealers. These conditioning, which increase the interest and enthusiasm of dealers. It's the dealers who are important persons for the fast movement of products. Following are the dealer deals creation bias buying allowance, wares allowance, price deal, push plutocrat or decoration, collaborative advertising, dealer deals contests, dealer's listed creation, dealer's gift, point- of- purchase. Deals creation includes several dispatches conditioning that essay to give added value or impulses to dealers to stimulate immediate deals. Trade elevations frequently come in the form of abatements. It's made up of conditioning, both outdoors and outside conditioning, to enhance company deals. Outside deals creation conditioning include advertising, hype, public relations conditioning, and special deals events. Inside deals creation conditioning include window displays, product and promotional material display and promotional programs similar as decoration awards and contests.

1.2 STATEMENT OF THE PROBLEM

This study is undertaken to know how the sales promotional activities of POPULAR INDUSTRIES affect its dealers. The dealers highly influence the sales of the company. Therefore the company should motivate their dealers through their sales promotion. Thus, the study helps to analyse the effectiveness of sales promotion on dealers.

1.3 NEED AND SIGNIFICANCE OF THE STUDY

Sales promotion is an important aspect of the promotional activities. It affects both consumers and dealers. The study of this problem reveals how effectively sales promotion has affected the dealers. Sales promotional activities plays an important role as it motivates the dealers to achieve their personal as well as organisational objectives. The dealers establish a relation with both the company and the customers. Therefore the study of effect of sales promotional activities on dealers is essential.

1.4 OBJECTIVES OF THE STUDY

1. To study the effect of sales promotional activities of POPULAR INDUSTRIES.
2. To understand how the sales promotion affect the dealers.
3. To know whether the dealers are satisfied with the sales promotional activities.
4. To know how dealers satisfaction affect the profit margin of the company.

1.5 SCOPE OF THE STUDY

The study is conducted to know how dealers are affected by the sales promotional activities of the company. The positive effect on dealers helps in increasing the sales of the company in turn increases the profit. Thus, the study has a wide scope in future as it can affect the survival of the company.

1.6 METHODOLOGY OF THE STUDY

Exploration methodology is a term that principally means the wisdom of how exploration is done scientifically. It's a way to totally and logically break a problem, help us understand the process not just the product of exploration, and analyses styles in addition to the information attained. It deals with a range of ways to make the most out of working crucial exploration problems.

1.6.1 DATA COLLECTION METHOD

1.6.1.1 Primary data

Primary data is the first-hand collection of data. The data for this particular study was collected by the researcher in the form of questionnaire.

1.6.1.2 Secondary data

Secondary data consists of information that already exists. The secondary data collected for this study is from various websites, books, magazines etc.

1.6.2 SAMPLE SIZE

The size of sample used in this study is 75 dealers.

1.6.3 TOOLS FOR DATA ANALYSIS

For proper analysis of data percentage analysis, graphs and ranking were used for filtering information and preparing chart for deducting inference.

1) Percentage Analysis

The data that is obtained from questionnaire is analysed through percentage analysis. The results are shown on the percentage basis.

2) Ranking Method

Ranking of the data is also done accordingly. It is done by taking the percentage as base. And

ranks are given to the results.

3) Graphs

Graphical representations are used to show the results in sample form. Graphs are prepared on the basis of the data that is received from percentage analysis. Graphs include pie chart and bar graphs.

1.7 LIMITATION OF THE STUDY

- The study is done only to a limited area.
- The time allotted for the study was limited.
- Some of the repliers weren't ready to give the details.

1.8 CHAPTERIZATION

CHAPTER 1

The first chapter deals with the introduction to the topic” A STUDY ON THE EFFECT OF SALES PROMOTIONAL ACTIVITIES OF POPULAR INDUSTRIES ON DEALERS” scope of the study, statement of the problem, objectives, Research methodology, limitations.

CHAPTER 2

The second chapter deals with the review of literature done by other researchers on sales promotion.

CHAPTER 3

The third chapter deals with the theoretical framework, it deals with some general theories, industry and company profile, merchandise, characteristics, objectives, advantages and disadvantages Etc. about on this topic.

CHAPTER 4

The fourth chapter deals with the analysis and interpretation.

CHAPTER 5

The fifth chapter deals with findings and suggestions.

CHAPTER - 2
REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

The discrepancy between actual performance and expectations and satisfaction. The company aims to gain market share. The ultimate purpose of a corporation should be to maximise satisfaction, just as it should be to maximise profits or shareholder wealth. Perfect dealer satisfaction or service is one that satisfies the combined need. The entire organisation is involved in the systemized service of satisfaction. The company's sales marketing initiatives increase dealer satisfaction.

According to American Marketing Association," Marketing is the process of planning and executing the generality, pricing, creation and distribution of ideas, goods and services to produce exchanges that satisfy individual and organizational pretensions."

Measures dealer service across a number of nations, including Australia, Canada, China, France, Germany, India, Indonesia, Japan, Malaysia, Mexico, New Zealand, the Philippines, South Africa, Taiwan, Thailand, and the UK in the study" Lexus, Mini take home dealer satisfaction 2012".

VV Subha Rao (2017) India has honoured the significance of S&T with the Science Policy Resolution of 1958 and the Technology Policy Statement of 1983. She's concentrating on the development of indigenous technology together with the effective immersion and adaption of applicable imported technology. To this end numerous duty impulses have been given to private sector assiduity, and other aids to the public sector, to set up R&D units. India has achieved tone- reliance in several areas and near tone- adequacy in numerous other through the promotional measures taken by the government and the active part played by assiduity.

Nikolaos Georgantzis, Christian Boris Brunner (2016) The term promotional trouble refers to all strategies aimed at broadening an enterprises request compass through the establishment if a larger and further pious consumer base. Advertising, public relations, deals creation, particular selling as well as price related strategies affecting a establishment's deals eventuality are addressed. Both positive and normative approaches are compactly reviewed, agitating the theoretical and empirical issues studied in the being literature.

Allen, C. Pharm Med (2016) Reviewing promotional accoutrements for pharmaceutical products is important to help ensure their high quality and allow donors to be well- informed about benefits and pitfalls. This composition provides an overview of control mechanisms that can impact the overall quality of the product combined with practical advice, grounded on particular US and transnational experience. US case reports are used to illustrate exemplifications of promotional violations, and the consequences of government enforcement.

Dr.Sc. Almira Curri-Mehmeti (2015) Public relations give occasion to the association to present its image and personality to its own" public" druggies, sympathizers, guarantors, benefactors, original community and other public. It's about transferring the communication to the public, but that's a two- way road. You must communicate with your public, but at the same time you must give occasion to the public to communicate easier with you. The real public relations include dialog-you should hear to the others, to see effects through their perspective. This elaborate is made with the purpose to be useful for every association, not for the sensational creation of its achievements, but to come more critical towards its work. Seeing the association in the way that the other see it, you can come better and sure that you're giving to your druggies the stylish service possible.

Terence A. Shimp, J. Craig Andrews (2014) Request- leading Advertising. Promotion and other aspects of integrated marketing communication, 9th Edition discusses all aspects of marketing dispatches, from time- fete styles to the newest developments in the field. Delivering the fundamentals, you need, the textbook focuses on advertising and creation, including planning, branding, media buying, deals, public relations, and much further. Arising motifs get special attention in this edition, similar as the enormous fashionability of social media outlets, online and digital practices, viral dispatches, and particular selling, along with all of their goods on traditional marketing.

John Sinclair (2013) Outside of North America and Europe, Latin America is the world region with the longest history and closest engagement with the globalization of the advertising assiduity. US- grounded advertising agencies were opening up services in named Latin American centrals as early as the 1920, and Mexicans and Brazilians had their own thriving agencies before World War II. The establishment and growth of radio on a marketable base in

the major countries of the region were decisive in laying the base for the posterior commercialization of TV, not only as the decoration advertising medium, but also as a political and artistic institution which remains uniquely Latin

Ken Kasar (2012) Advertising and deals creation is a comprehensive preface to the principles and practices of advertising. The course explores the social, ethical, and legal issues of advertising, literal influences, strategies, and media decision processes as well as integrated marketing dispatches. You'll gain knowledge of ways used in current advertising, including print, broadcast, and digital. The textbook provides an overview of how communication tools can be used to reach target cult and increase consumer knowledge.

Pick and Broderick (2011) Stressed that the significance of deals creation to encourage the trade and consumers, but barred reference of huge quantities of deals creation conducted by deals creation. Deals creation is defined as a largely elastic term embracing a host of marketing tactics. There was a abecedarian distinction between profitable – incitement deals creation and communication action deals creation. Crosier and Bureau description depended on the profitable incitement element of deals creation.

Hackley (2010) refocused that deals creation as a vast range of novelty particulars that can carry promotional dispatches or visual representation of the brand. Deals creation also appertained to in- store elevations similar as 10 reduction, repairable tickets, plutocrat-reverse offer and tone- standing decoration. Deals creation can convert people to try the brand.

Kotler and Keller (2009) They've delved the goods of deals elevations as a deals tool in a largely competitive request. Deals promotional includes communication conditioning furnishing redundant value to the guests wholesaler and retailers. Deals elevations stimulate deals product trial and tend to work best when applied to those particulars whose features can be judged at the point of purchase. When the ideal is to move retailers to influence consumers to elect it over challengers, deals creation serves as an effective tool.

Frank Kuper (2008) Advertising and deals creation employs applicable advertisements, exhibits, and photos to capture your interest and through its jotting style. gives a solid understanding of advertising along with the challenges facing the creation, advertising, and marketing diligence moment. Prepare for the high energy excitement of advertising moment

with the important, leading content in its accompanying supplements, and author- driven literacy and tutoring support.

Li, Sun and Wang (2007) Free Sample have positive relationship towards consumer buying gesture. Technology creation" buy one get one free" is one of the types of perk packages in which consumers are offered the fresh product at the normal price, but it was set up in an advanced package. Consumer would be fluently induced to buy products that don't bear fresh freights and advanced perceived by consumers value. In addition, this fashion would be salutary for promoting retailers sale speed relative to price elevations.

It concludes that promotional conditioning will help and to convert prospective consumers to buy products or services that we offer. Deals creation describes impulses and prizes to make guests buy goods company directly. As a result, this is to bear response snappily compared what be seen on announcement.

CHAPTER - 3
THEORETICAL FRAMEWORK

3. THEORETICAL FRAMEWORK

3.1 INDUSTRY PROFILE AND COMPANY PROFILE

3.1.1 INDUSTRY PROFILE

Candles have been used for light and to illuminate man's festes for further than 5000 times, yet little is known about their origin. It's frequently written that the first candles were developed by the Ancient Egyptians, who used rush lights or firebugs made by soaking the apothegmatic core of doormats in melted beast fat. At present the major rudiments of a candle are wax, wicks, scent and colourings. Candles have come a long way since their original use. The Egyptians were using wicked candles in 3000B.C., but the ancient Romans are generally credited with developing the wicked candle before that time by dipping rolled papyrus constantly in melted tallow or beeswax.

Utmost early Western societies reckoned primarily on candles rendered from beast fat (tallow). A major enhancement came in the middle periods, when beeswax candles were extensively used for church observances, but because they are precious.

Colonial times offered America's first contribution to candle making, when they discovered that boiling the greyish-green berries of bayberry bushes produced a sweet-smelling wax that burned cleanly. The growth of the whaling industry in the late 18 century brought the first major change in candle making since the Middle Ages.

Utmost of the major developments impacting contemporary candle making passed during the 19th century. In the 1820s, French druggist Michel Eugene Chevrueley discovered how to prize stearic acid from beast adipose acids. This led to the development of stearin wax, which was hard, durable and burned fairly. Stearin candles remain popular in Europe moment.

Candles enjoyed renewed fissionability during the first half of the 20th century, when the growth of U.S. oil painting and meatpacking diligence brought an increase in the derivations that had come the introductory constituents of candles- paraffin and stearic acid. Candles have come a long way since their original use. Although no longer man's major source of light, they

continue to grow in fissionability and use. moment, candles emblemize festivity, mark love, soothe the senses, define form, and accentuate home sceneries.

3.1.2 COMPANY PROFILE

Popular industries was founded by visionary businessman Sri P.P Joseph in 1960 as a small scale wax candle unit. But today Popular Industries (Popular Candles) have grown to become the proud manufacturer of quality candles. Popular brand candles became the most recognizable name in Kerala households as a result of continuous efforts and innovations.

As a leading manufacturer of candles in Kerala, Popular Industries are deeply committed to advanced technologies in the field so that they can cater to the changing consumer needs in the field. Presently they manufacture many more varieties of candles that suit ordinary household to celebrations. The wicks are used in such a way as it emits only little smoke.

Popular Industries, the candle manufacturing factory was started on a fine Christmas mass morning of 1968. This industry is functioning in Edappally. Marottichodu. The candles manufactured in the industry is marketed all over India especially three states Kerala, Tamil Nadu and Karnataka. They also deal in abroad as they export their products outside India. Purely refined paraffin wax manufactured in the best oil refineries in India as well as imported from China and Egypt.

Popular industries keep the best quality control at reasonable prices, a good percentage of internal requirements of candles in India is created from the company. The company have demand and approval in foreign countries also. Popular Industries is now a partnership firm with four partners Mrs. Sherly Joseph, Mrs. Sheeba Babu, Mrs. Jee Joy and Mrs. Lini Baiju. They started the business with Rs.5 lakh and with 20 employees. But now the company has 130 employees including ladies. The finance manager is Mrs. Siji Antony, production manager Mr. Sukumaran Nair, human resource manager Mr. Ousephachan P Joseph, Sales manager Mrs. Remya, marketing manager Mr. Abhi A M. Popular Industries test their products in the lab before exporting and the lab technician is Mrs. Shibina Sreejith

The company is functioning in four plants in the same unit. Popular Industries have appointed district wise distributors all over Kerala. The Government departmental markets directly place

orders and the goods are transported to their go-down or shop with their transportation facilities. It has more than 70% market share in the state. Its only established competitor is Prakash Candles.

3.1.3 MERCHANDISE

The range of products provided by Popular Industries is as follows:

● CUP CANDLES

These are made in aluminium cups with a steady wick in centre. These are mainly used for festivals like Christmas, Diwali etc. As the melted wax does not flow out and as it is kept in aluminium cups, this candle gives light for many hours. This candle is also used as floating candle. The weight of this candle is 14 gm.

● UTILITY CANDLES

Utility candles are produced for day to day use. There are varieties of these candles available in packets containing 6 candles to 32 candles. These are produced from pure wax which gives bright light for hours.

● PARTY CANDLES

This variety of candle is used mainly for dinner party tables arranged in different and desired methods. This model is produced as per the order of the customers.

● TORCH CANDLES

These are cylindrical in shape and are available in seven attractive colours. The small metal top fixed on the candle gets warm by the flame. and helps to burn in an equal level and also prevent flow of melted wax. The metal part can be pressed by hand according to the melting and burning of candle.

● PERFUMED CANDLES

Perfumed candles are available in different pleasing fragrances. Most scented candles contain a combination of natural and synthetic fragrances. These fragrance materials are extracted from essential oils or from synthetic aroma chemicals.

● DIGITAL CANDLES

These candles are made in the form of 0 to 9 separate digits, big sizes and different colours. These candles are used mainly for special occasions, celebrations etc.

There are many other varieties of candles such as pillar candles, thulabhara candles, spiral candles, special candles, cup and tea light candles, decorative candles, festival candles, floating candles and gel candles. All these candles have their own sub categories and are available in different shapes.

3.1.4 OBJECTIVES

The objectives of the company are:

- To supply candles at reasonable rates.
- To improve productivity by reducing wastage.
- To make use of the innovative methods for manufacturing candles.
- To provide quality candles to customers and satisfy the needs of all classes of customers.
- To solve all the customer grievances in a fast manner.

3.1.5 MISSION

The mission of the company is:

- To explore all opportunities and to enhance its stakeholder's value through ethical practices.
- To adopt, assimilate and integrate the technologies from global giants.
- To promote human values and employee satisfaction.

- To satisfy the needs of various classes of customers.

3.1.6 AWARDS

Popular Industries have been conferred with many awards and accreditations for their dedication and hard work in the field. They received Award of Excellence for dedicated service to the founder Sri P.P Joseph, by Kerala State and many other awards.

3.2 SALES PROMOTION

3.2.1 DEFINITION

The term 'sales promotion' has been defined as under:

1. Philip Kotler: "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."
2. Robert C. and Scott A.: "Sales promotion consists of a diverse collection of incentive tools, mostly short-term, designed to stimulate quicker and/or greater purchase of particular products/services by consumers or traders."

3.2.2 CHARACTERISTICS

Characteristics of sales promotion are listed below:

1. It is a part of market promotion. It involves all the promotional efforts other than advertising, personal selling, and publicity.
2. The primary purpose is to induce customer for immediate buying or dealer effectiveness or both.
3. It is optional. Many companies do not practice it.
4. It is directed for multiple objectives, like to maintain sales during off season, to increase sales, to face competition, to clear stocks, to improve image, to promote new products, etc.
5. It consists of offering, wide variety of tools/incentives.
6. Sales promotion efforts consist of special selling efforts for the specific time period in forms of short-term incentives and schemes undertaken at consumer level, dealer level or at salesmen level.

7. It involves the non-recurrent selling efforts. They are not a part of daily activities. They are not undertaken repeatedly.
8. Sales promotion incentives are imitative. Competitors can easily imitate them.
9. Sales promotion is expensive. It may affect adversely the profitability of company.
10. Excessive use of sale promotion may affect sales and reputation of company adversely.
11. It supports personal selling and advertising efforts. It is like a bridge between advertising and personal selling. It can increase effectiveness of other promotional efforts.
12. It includes impersonal incentives. They are offered openly to all.

3.2.3 OBJECTIVES

The basic objective of sales promotion is to maintain, increase, or regulate sales. There may be some other related objectives to carry out sales promotional efforts. In nutshell, it can be said that sales promotion is aimed at satisfying customers, encouraging salesmen and middlemen, and achieving sales targets.

We can enlist objectives as under:

1. To introduce new products.
2. To keep consumers satisfied.
3. To attract new customers.
4. To clear stocks of products. To sell out old stocks rapidly.
5. To induce consumers to try and buy certain products
6. To induce present customers to buy more quantity and/or times.
7. To strengthen competitive position.
8. To offset price competition.
9. To speed up sales of slow-moving products.

10. To induce consumers to switch from competitors' brands.
11. To maintain or increase sales during off-seasons.
12. To inspire middlemen to keep more inventories/stocks.
13. To encourage middlemen to put more efforts in attracting customers.
14. To support personal selling. To motivate salesmen to work more.
15. To increase effectiveness of advertising.
16. To reduce the degree of dissatisfaction of customers.
17. To increase familiarity and popularity of product, brand or company name.

3.2.4 ESSENTIAL ELEMENTS

Why do sales promotions succeed?

Your sales promotion campaign should have these six crucial components in order to successfully pique your consumers' interest:

1. Choose the appropriate target market The challenge with every marketing strategy is identifying the target demographic that will ultimately become a devoted consumer. Many marketers cast a broad net in an effort to attract clients utilising percentages. In order to convert certain prospects, their plan is to contact enough potential customers. Only a small portion of those clients will stick around.

This strategy is ineffective since few prospects and leads turn into actual customers, which does not always result in a return on the initial expenditure. Instead, by identifying a target market in advance, firms may make better use of their limited marketing resources. The same is true of marketing initiatives for sales.

2. Create quantifiable objectives

Consider what the most crucial goal of your promotion needs to be.

- Do you want to bring in new consumers, or are you more interested in keeping your current ones?

- Do you prefer that your consumers make more frequent purchases or that they spend more money on each one?
- Do you try to boost sales during off-peak seasons or hours of the day?
- Do you want to attract back any previous clients who have moved their company elsewhere?

Determine precisely what you hope to achieve with your sales promotion, and then add a particular figure to the objective that is both challenging and feasible. By doing so, you'll be able to track your progress or failure and pinpoint specific factors that

3. Restrict accessibility

According to behavioural psychologists, people regard goods they perceive as being scarcer more highly. In a famous 1975 study, participants were asked to rate the perceived worth of identical cookies kept in two similar jars. The two jars were identical save from the fact that one contained 10 cookies and the other only two. Despite the fact that the cookies and the jars seemed to be identical, participants gave the jar with two cookies a higher value.

Another product of popular culture is "fear of missing out," or FOMO. This is fear of passing up a thrilling occasion or rewarding encounter that others are aware of.

Utilise these behaviour triggers by promoting time-limited offers. Although a sales promotion like a gift with purchase may seem like an alluring incentive to spur sales, consumers might not respond unless the promotion is only offered for a brief period of time or in limited supply. They could be more willing to commit if they are faced with the prospect of losing out on the promotion if they don't move promptly.

4. Make sure to publicise any promos you have.

The goal of your sales promotion is to get customers to notice the good or service that your business offers. But what about making the promotion itself more noticeable? Your intended audience must be aware of and comprehend a campaign for it to be successful.

Just as with any other good or service, promote your promos. You may effectively inform potential consumers about your sales promotion using in-store signage, your website, blogs,

social media accounts, email marketing campaigns, text messaging, mobile applications, media releases, brochures, print advertising, and online and print advertising.

Visibility is essential. Just remember to include in the marketing expenses associated with publicising your promotion. Otherwise, you risk spending more on advertising than your improved sales would allow you to recoup. Pay attention to marketing tactics that have produced a return on investment (ROI). For instance, email marketing often returns \$38 for every \$1 invested, which is a very strong ROI.

5. Provide actual value

When it comes down to it, the client is only concerned about value when dealing with your business. All the targeted advertising and limited-time deals in the world won't help your sales campaign succeed if it doesn't provide customers with genuine value.

Consider what type of offer would be most appealing to your prospective clients, and then assess your ability to provide it. That sales campaign is great. If you can't afford it, cut back until you find a solution that will satisfy both your target market and your organization's need for cost-effectiveness.

6. Examine your outcomes

Measure your performance before coming up with ideas for your next significant sales promotion. Plan a campaign post-mortem to assess how sales performed relative to your objectives. Make sure you're looking at this throughout the appropriate phase of your sales cycle.

Make sure that the customer experience is at the core of every sales promotion you create as customers' expectations of brands rise and other businesses vie for their dollars. Break through organisational divisions and look beyond the typical marketing limits. Making sure your promos have a real-time, personalised element is always a wise move.

3.2.5 ADVANTAGES OF SALES PROMOTION

Listed below are a few benefits of sales promotion:

- **Assists in distinction:** One of a sales promotion's most crucial components is distinction. It won't be recognised if it isn't unique. Even if you could be marketing to the same demographic, you can still make your campaign more interesting to them by emphasising aspects that aren't included in or not supplied with the products they're presently purchasing.
- **Provides a channel for communication:** Every business needs a strategy for promoting sales. You must give your consumers options for communication, whether you sell goods or services. Additionally, it may raise customer happiness, engagement, and retention rates, which can all boost a company's return on investment.
- **Encourages word-of-mouth:** Word-of-mouth is the most significant aspect of sales marketing. In especially when it comes to anything like a product or service, most individuals believe the promises and recommendations made by people they know. Sales promotion may be used by businesses to create their brand identity in addition to its many other advantages, such as improving sales volume and client loyalty. As a result, this style of marketing is frequently more economical than alternative ones.
- **Perfect for cross-selling and upselling:** The ability to create cross-selling and up-selling chances is one of the most crucial tools that marketers have. By doing this, businesses may increase their sales without putting in a lot of extra effort. Additionally, they may designate discounts for consumers who already possess particular items as well as promotions and rewards for those who purchase things.
- **Creates a cause to buy:** Giving consumers a reason to purchase is another benefit of sales promotion. It piques the recipient's curiosity, making them feel as though there is a valid justification for buying the goods. AIDA (Attention, Interest, Desire, and Action) or the PAS model (pain-agitate-solution) are two techniques that may be used to accomplish this.
- **Encourages targeted marketing:** Everyone is searching for the one marketing solution that will work for them. The instrument that will enable them to increase sales or get better outcomes with less work is the solution that the majority of people are looking for. Unfortunately, there

isn't a "one size fits all" method, so every business must develop its own special strategy that works best for its particular market and product.

- **Chance of increased income:** The greatest strategy to boost your revenue is to organise a sales campaign. Provide discounts, coupons, and other enticements to entice customers to purchase more goods. In order to use this marketing tool to reach as many people as possible, it is crucial that you develop a promotional plan.
- **Gives your consumers information:** The biggest benefit of employing online sales promotion is that you can give your customers a source of information. Posting images, videos, and product descriptions on social media platforms like YouTube, Instagram, Twitter, Facebook, and others is simple. By doing this, you'll be able to attract more users to your website and improve its search engine visibility. These features aid in both consumer attraction and brand promotion for you.

3.2.6 DISADVANTAGES OF SALES PROMOTION

Listed below are a few drawbacks of sales promotion:

- **Increased price sensitivity:** One typical drawback of this method is that customers become more price sensitive and will hunt for ways to cut costs, even if it doesn't harm their quality of life.
- **Sales promotions may have a detrimental effect on the calibre of the brand image of the organisation.** For instance, people may spread rumours among friends and co-workers about a bargain on an unhealthy food, such as potato chips or soup. Customers can believe that the firm is selling low-quality goods if the product is discounted significantly.
- **Short-term plan:** Increasing sales is not a sustainable strategy. Although it should be employed to guarantee instant success, it shouldn't be the exclusive emphasis of your marketing plan. Companies that significantly rely on sales promotion are actually more likely to face a decline in profitability. The company's long-term challenges, such as customer relations, product pricing, innovation, etc., are not addressed by sales promotion since it is too short-term in nature.

- A sales promotion may not be able to alter a customer's perspective: One of the biggest errors that businesses do is to believe that offering a promotion will affect a consumer's perception of their goods. Your product, or even the company, may fail if people don't trust in it. For instance, it was discovered that the well-known Samsung Note series of smartphones had a risk of fire and explosion. For a while, this hurt the company's reputation.
- Sales advertising can't make a lousy product better: Problems with a product cannot be solved by sales marketing.
- A badly trained sales team cannot be made up for by sales promotion: There are several reasons why sales promotion is not the best option for all firms. It cannot, for example, make up for a badly trained sales crew. Selling with promotions might really backfire if a company's salespeople aren't well trained for their positions.
- additional stock may accumulate: Sales promotions may have a negative impact on your business since they may result in additional stock remaining on the market for an excessive amount of time or in illegal sales of your goods by other businesses.

CHAPTER - 4
DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

To complete the study properly, it is necessary to analyse the data collected to test the hypothesis and answer the research questions. The data is interpreted in a descriptive form. The chapter comprises the analysis, presentation, and interpretation of the findings from this study. The analysis and interpretation of data are carried out in two faces. The first part, which is based on the result of the questionnaire, deals with a quantitative analysis of data. The second, which is based on the result of the interview and focus group discussion is a qualitative interpretation. The capture data from the quantitative and qualitative research is presented, analysed, described, and interpreted in a systematic.

In this chapter, an analysis is made by the researcher to analyse " A STUDY ON THE EFFECT OF SALES PROMOTIONAL ACTIVITIES OF POPULAR INDUSTRIES ON DEALERS". The data required for the study was collected from respondents through questionnaires. The total number of samples was 75 respondents. Various statistical tools are required to analyse the collected primary data. Thus, the information required through the questionnaire is analysed and presented in the form of charts and tables.

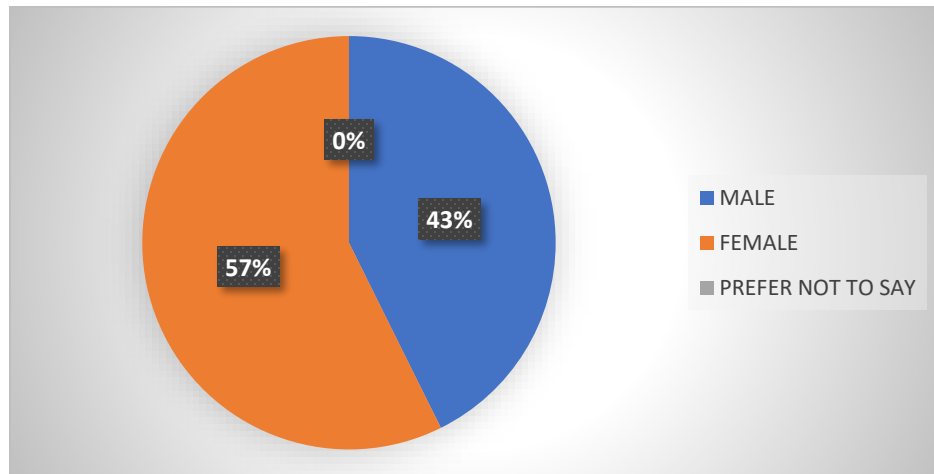
4.1 GENDER WISE CLASSIFICATION

TABLE 4.1

GENDER	FREQUENCY	PERCENTAGE
MALE	32	42.7
FEMALE	43	57.3
PREFER NOT TO SAY	0	0
TOTAL	75	100

Source: Primary data

FIGURES 4.1



INTERPRETATION:

From the table above it is clear that majority of the respondents are Female (57%) and the remaining 43% of the respondents are Male.

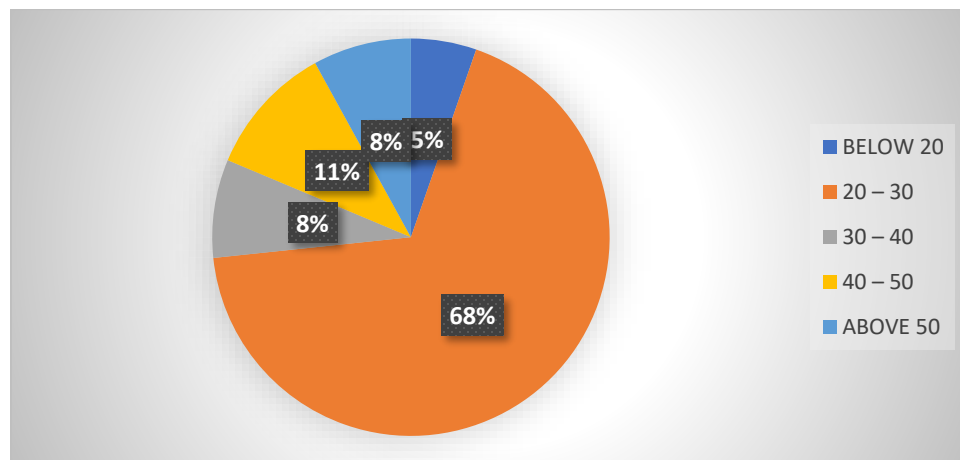
4.2 AGE WISE CLASSIFICATION

TABLE 4.2

AGE	FREQUENCY	PERCENTAGE
BELOW 20	4	5.3
20 – 30	51	68
30 – 40	6	8
40 – 50	8	10.7
ABOVE 50	6	8
TOTAL	75	100

Source: Primary data

FIGURES 4.2



INTERPRETATION:

From the above graphical analysis 68% of the respondents fall in between the age group 20-30. 5% of the respondents belong to below 20, 8% of the respondents belong to 30-40 and 11% of respondents fall in between 40-50 and 8% of respondents fall in between above 50 age group.

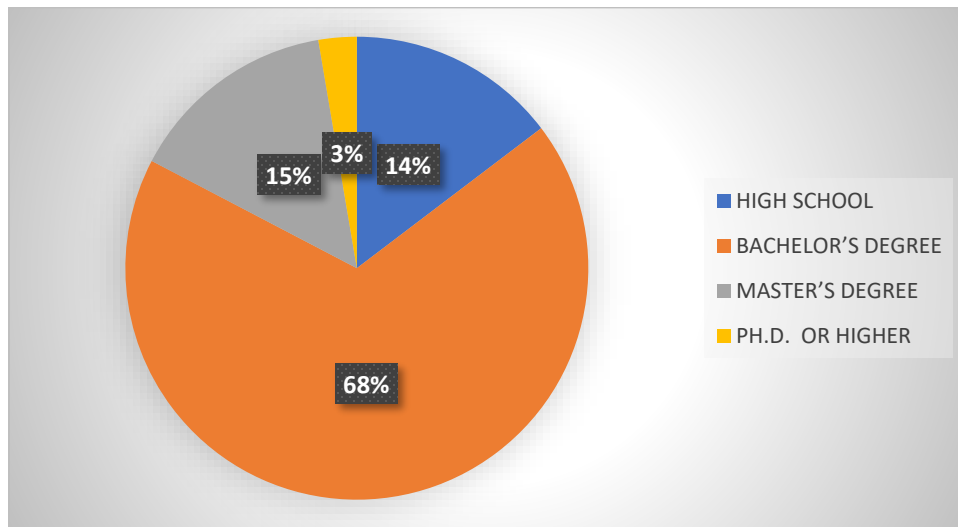
4.3 EDUCATIONAL QUALIFICATION WISE CLASSIFICATION

TABLE 4.3

EDUCATIONAL QUALIFICATION	FREQUENCY	PERCENTAGE
HIGH SCHOOL	11	14.7
BACHELOR'S DEGREE	51	68
MASTER'S DEGREE	11	14.7
PH.D. OR HIGHER	2	2.7
TOTAL	75	100

Source: Primary data

FIGURES 4.3



INTERPRETATION:

From the above graphical analysis 68% of the respondents are doing Bachelor's Degree. 15% of the respondents are doing Master's Degree, 14% of the respondents are in High School and 3% of respondents are doing Ph.D. or Higher.

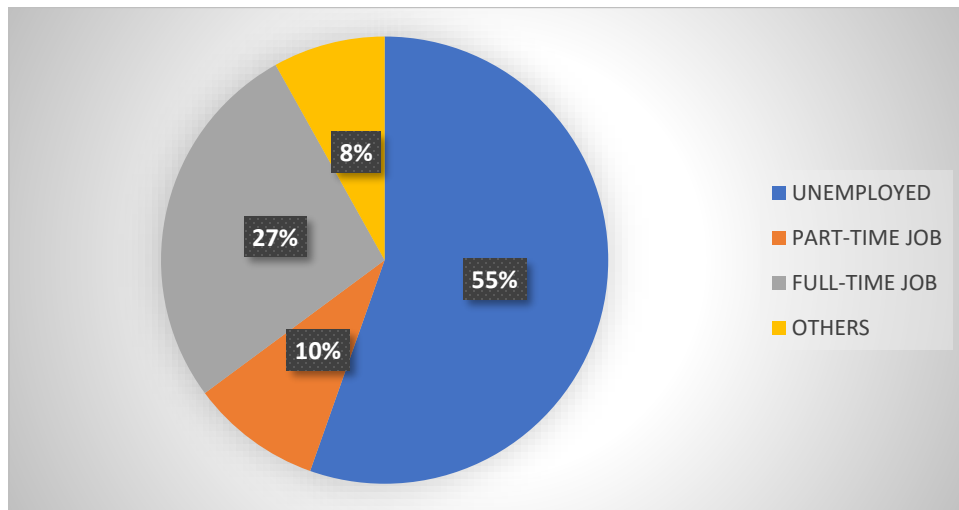
4.4 EMPLOYMENT STATUS WISE CLASSIFICATION

TABLE 4.4

EMPLOYMENT STATUS	FREQUENCY	PERCENTAGE
UNEMPLOYED	41	55.4
PART-TIME JOB	7	9.5
FULL-TIME JOB	20	27
OTHERS	6	8.1
TOTAL	74	100

Source: Primary data

FIGURES 4.4



INTERPRETATION:

From the above graphical analysis 55% of the respondents are doing Unemployed. 27% of the respondents belong to Full-time jobs, 10% of the respondents belong to Part-time jobs and 8% of the respondents belong to Others.

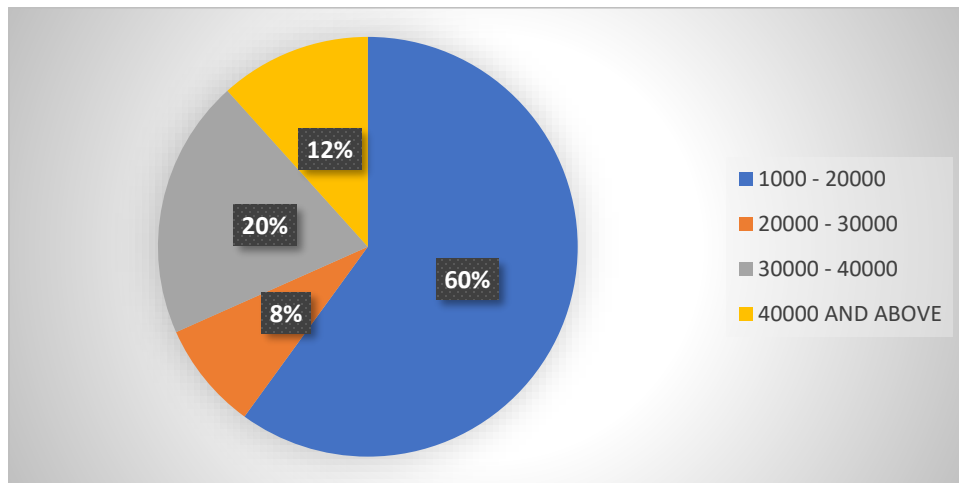
4.5 INCOME LEVEL WISE CLASSIFICATION

TABLE 4.5

INCOME LEVEL	FREQUENCY	PERCENTAGE
1000 - 20000	36	60
20000 - 30000	5	8.3
30000 - 40000	12	20
40000 AND ABOVE	7	11.7
TOTAL	60	100

Source: Primary data

FIGURES 4.5



INTERPRETATION:

From the above graphical analysis 60% of the respondents fall in between 1000 - 20000. 20% of the respondents belong to 30000 - 40000, 12% of the respondents belong to 40000 and above and 8% of respondents fall in between 20000 – 30000.

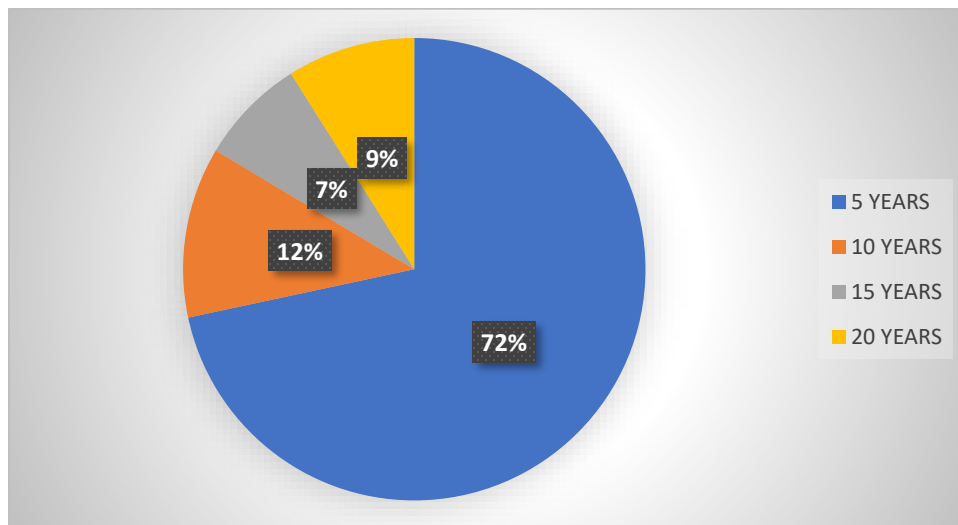
4.6 HOW MANY YEARS YOU HAVE BEEN DEALING WITH POPULAR INDUSTRIES

TABLE 4.6

OPTIONS	FREQUENCY	PERCENTAGE
5 YEARS	48	71.6
10 YEARS	8	11.9
15 YEARS	5	7.5
20 YEARS	6	9
TOTAL	67	100

Source: Primary data

FIGURES 4.5



INTERPRETATION:

From the above graphical analysis 72% of the respondents belongs to 5 years. 12% of the respondents belong to 10 years, 19% of the respondents belong to 20 years and 7% of the respondents belong to 15 years.

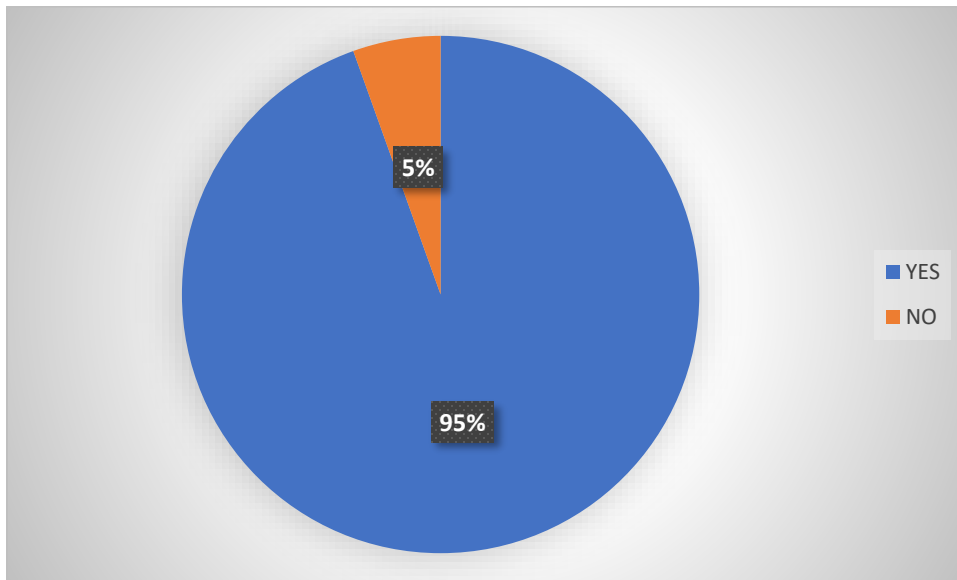
4.7 DOES THE BRAND NAME INFLUENCE THE DEALERS

TABLE 4.7

OPTIONS	FREQUENCY	PERCENTAGE
YES	69	94.5
NO	4	5.5
TOTAL	73	100

Source: Primary data

FIGURES 4.7



INTERPRETATION:

From the table above it is clear that majority of the respondents had given YES (95%) and the remaining 5% of the respondents had given NO.

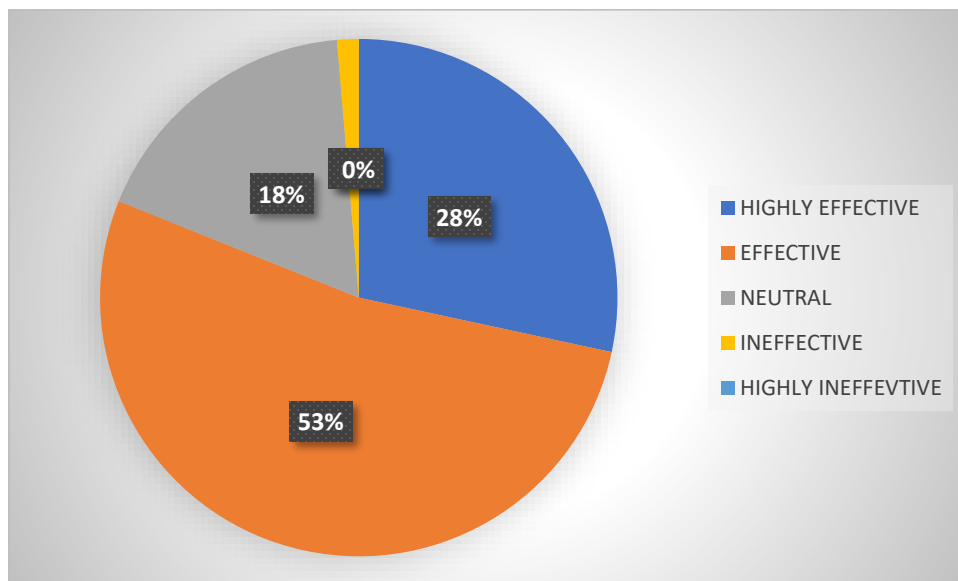
4.8 WHAT IS YOUR OPINION ABOUT THE SALES PROMOTION STRATEGY ADOPTED BY POPULAR INDUSTRIES

TABLE 4.8

OPTIONS	FREQUENCY	PERCENTAGE
HIGHLY EFFECTIVE	21	28.4
EFFECTIVE	39	52.7
NEUTRAL	13	17.6
INEFFECTIVE	1	1.4
HIGHLY INEFFEVTIVE	0	0
TOTAL	74	100

Source: Primary data

FIGURES 4.8



INTERPRETATION:

From the above graphical analysis 53% of the respondents had given its Effective. 28% of the respondents had given its Highly Effective, 18% of the respondents had given its Neutral and 1% of the respondents had given its Ineffective.

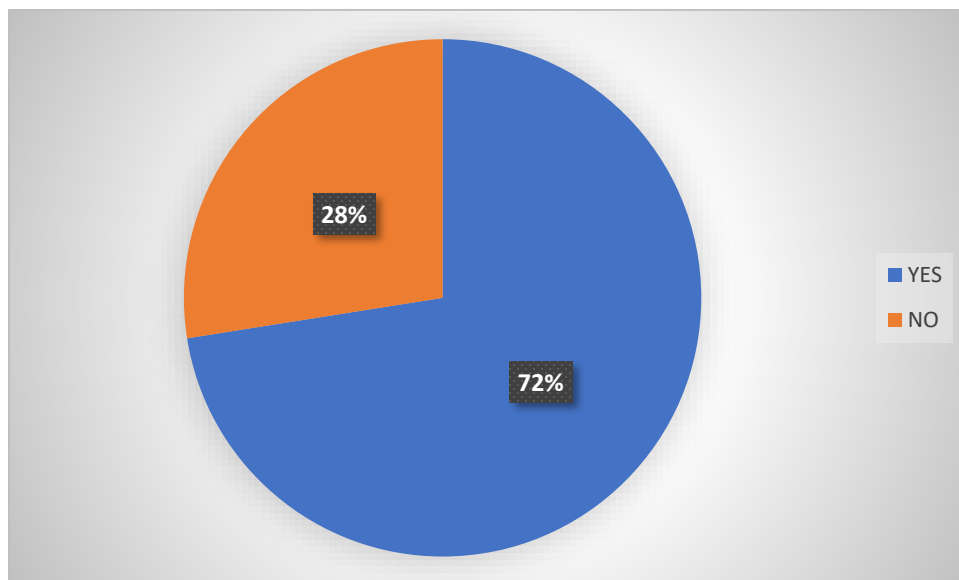
4.9 DO THE COMPANY GIVE ANY INCENTIVE SCHEMES

TABLE 4.9

OPTIONS	FREQUENCY	PERCENTAGE
YES	50	72.5
NO	19	27.5
TOTAL	69	10

Source: Primary data

FIGURES 4.9



INTERPRETATION:

From the table above it is clear that majority of the respondents had given YES (72%) and the remaining 28% of the respondents had given NO.

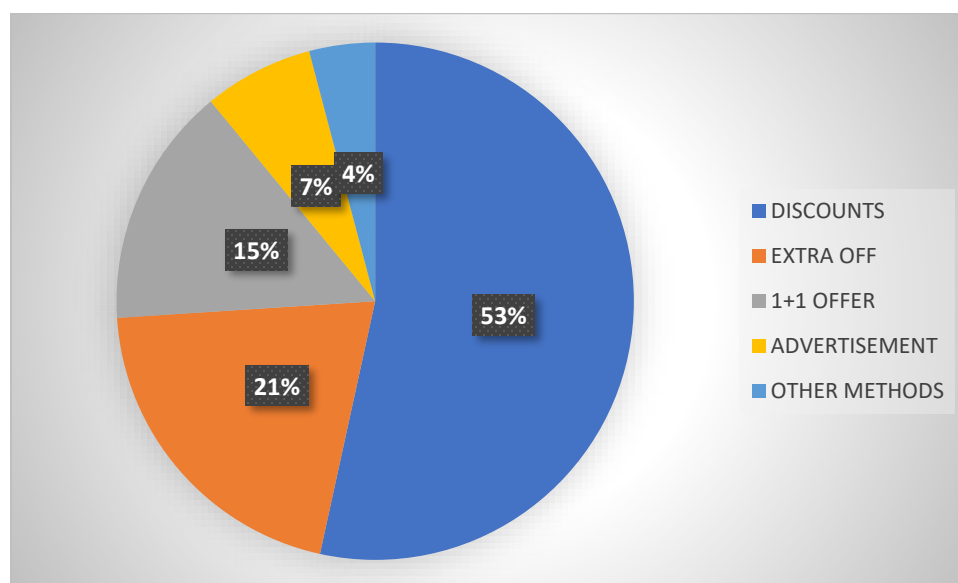
4.10 WHICH TYPE OF SALES PROMOTIONAL ACTIVITY ATTRACTS MORE

TABLE 4.10

OPTIONS	FREQUENCY	PERCENTAGE
DISCOUNTS	39	53.4
EXTRA OFF	15	20.5
1+1 OFFER	11	15.12
ADVERTISEMENT	5	6.8
OTHER METHODS	3	4.1
TOTAL	73	100

Source: Primary data

FIGURES 4.10



INTERPRETATION:

From the above graphical analysis 53% of the respondents had opted Discounts. 21% of the respondents had opted Extra off, 15% of the respondents had opted 1+1 Offer, 7% of the respondents had opted Advertisement and 4% of the respondents had opted Other Methods.

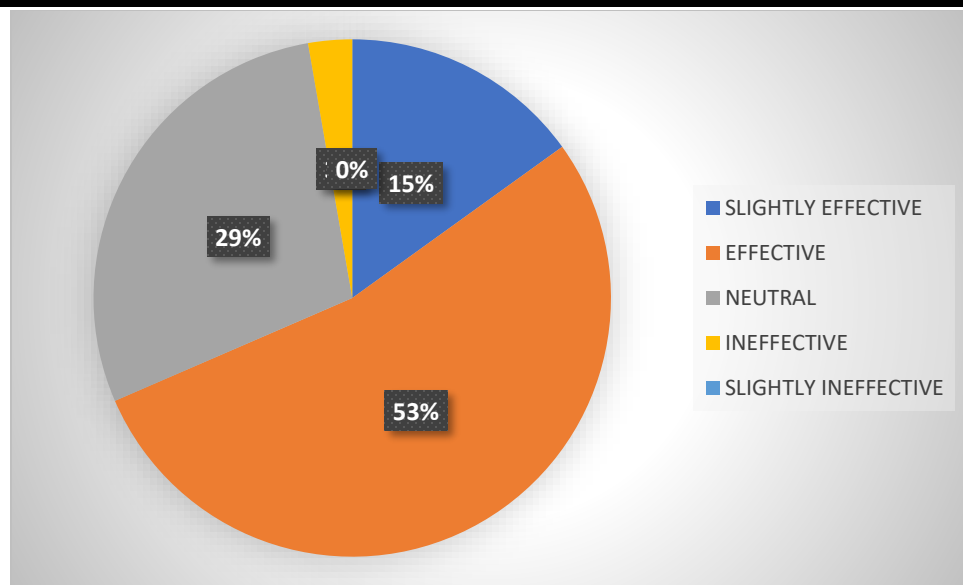
4.11 WHAT IS YOUR OPINION ABOUT THE ADVERTISEMENT OF THE COMPANY

TABLE 4.11

OPTIONS	FREQUENCY	PERCENTAGE
SLIGHTLY EFFECTIVE	11	15.1
EFFECTIVE	39	53.4
NEUTRAL	21	28.8
INEFFECTIVE	2	2.7
SLIGHTLY INEFFECTIVE	0	0
TOTAL	73	100

Source: Primary data

FIGURES 4.11



INTERPRETATION:

From the above graphical analysis 53% of the respondents had opted Effective. 29% of the respondents had opted Neutral, 15% of the respondents had opted Slightly Effective, 3% of the respondents had opted Ineffective.

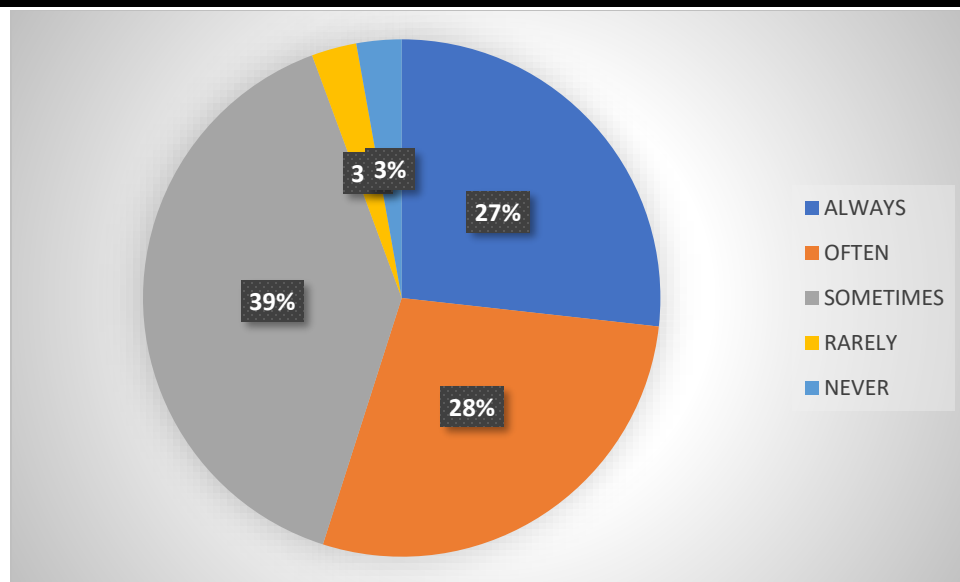
4.12 DOES THE BENEFITS OF SALES PROMOTION REACH OF YOU PROPERLY

TABLE 4.12

OPTIONS	FREQUENCY	PERCENTAGE
ALWAYS	19	26.8
OFTEN	20	28.2
SOMETIMES	28	39.4
RARELY	2	2.8
NEVER	2	2.8
TOTAL	71	100

Source: Primary data

FIGURES 4.12



INTERPRETATION:

From the above graphical analysis 39% of the respondents had opted Sometimes. 28% of the respondents had opted Often, 27% of the respondents had opted Always, 3% of the respondents had opted Rarely and 3% of the respondents had opted Never.

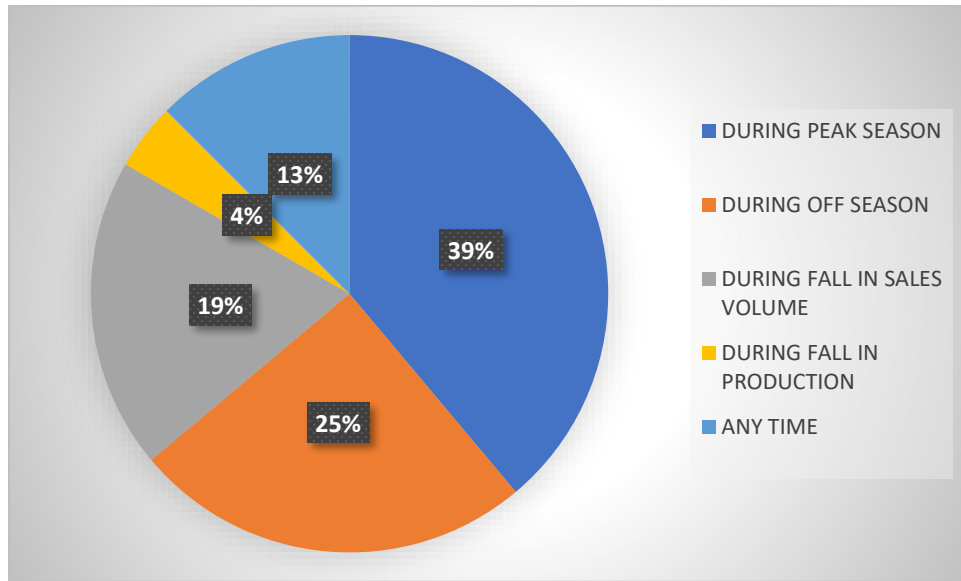
4.13 WHAT TIME DO YOU THINK THE COMPANY BRING SCHEMES FOR PROMOTION

TABLE 4.13

OPTIONS	FREQUENCY	PERCENTAGE
DURING PEAK SEASON	28	38.9
DURING OFF SEASON	18	25
DURING FALL IN SALES VOLUME	14	19.4
DURING FALL IN PRODUCTION	3	4.2
ANY TIME	9	12.5
TOTAL	72	100

Source: Primary data

FIGURES 4.13



INTERPRETATION:

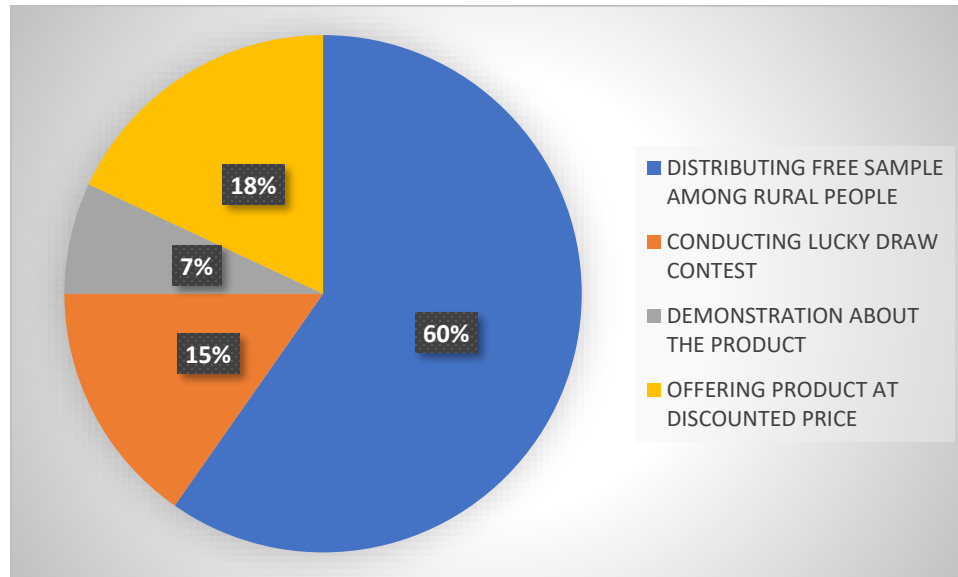
From the above graphical analysis 39% of the respondents had opted During Peak Season. 25% of the respondents had opted During Off Season, 19% of the respondents had opted During Fall In Sales Volume, 13% of the respondents had opted During Any Time and 4% of the respondents had opted Fall In Production.

4.14 WHICH SALES PROMOTION ACTIVITY PRACTICED BY THE COMPANY IN RURAL AREAS IS EFFECTIVE

TABLE 4.14

OPTIONS	FREQUENCY	PERCENTAGE
DISTRIBUTING FREE SAMPLE AMONG RURAL PEOPLE	43	59.7
CONDUCTING LUCKY DRAW CONTEST	11	15.3
DEMONSTRATION ABOUT THE PRODUCT	5	6.9
OFFERING PRODUCT AT DISCOUNTED PRICE	13	18.1
TOTAL	72	100

FIGURES 4.14



INTERPRETATION:

From the above graphical analysis 60% of the respondents had opted Distributing free samples among rural people. 18% of the respondents had opted Offering products at discounted price, 15% of the respondents had opted Conducting lucky draw contes, 7% of the respondents had opted Demonstration about the product.

4.15 ARE YOU SATISFIED WITH THE SALES PROMOTIONAL ACTIVITIES OF THE COMPANY

TABLE 4.15

OPTIONS	FREQUENCY	PERCENTAGE
Highly satisfied	19	27.1
Satisfied	34	48.6
Neutral	15	21.4
Dissatisfied	1	1.4
Highly dissatisfied	1	1.4

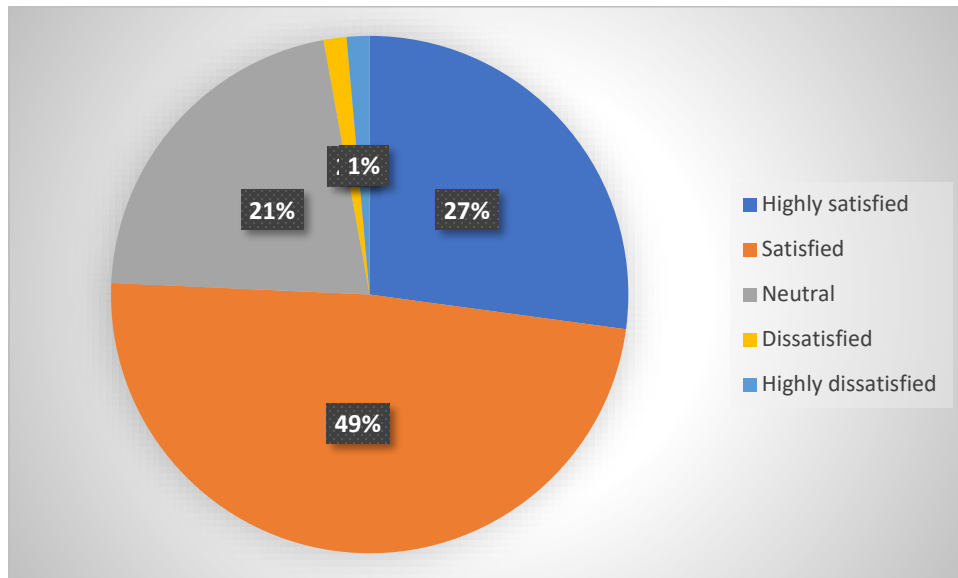
TOTAL

70

100

Source: Primary data

FIGURES 4.15



INTERPRETATION:

From the above graphical analysis 49% of the respondents had opted Satisfied. 27% of the respondents had opted Highly Satisfied, 21% of the respondents had opted Neutral, 1% of the respondents had opted Dissatisfied and 1% of the respondents had opted Highly Dissatisfied.

4.16 IS THERE ANY INCREASE IN SALES DUE TO SALES PROMOTION

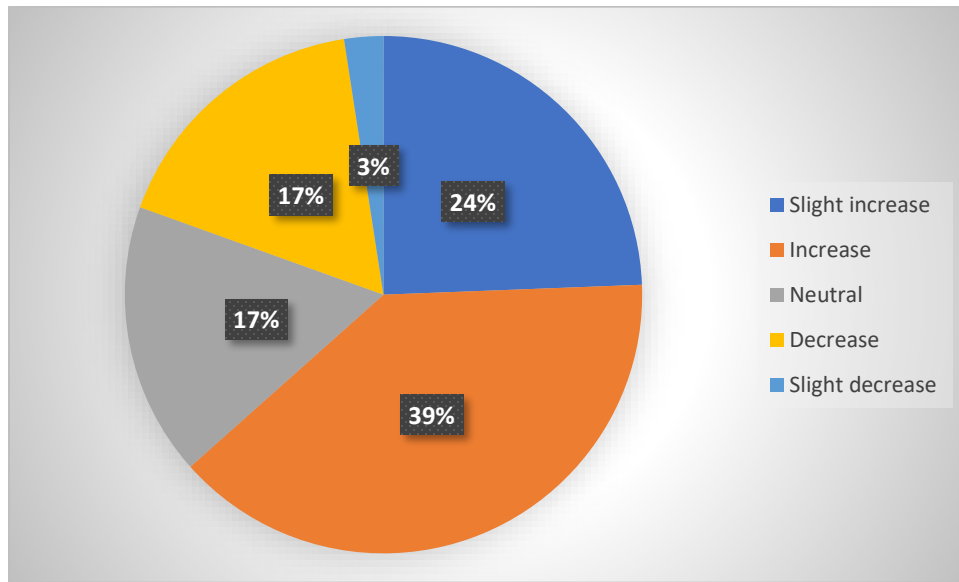
TABLE 4.16

OPTIONS	FREQUENCY	PERCENTAGE
Slight increase	20	29
Increase	32	46.4
Neutral	14	20.3
Decrease	14	20.3

Slight decrease	2	2.9
TOTAL	69	100

Source: Primary data

FIGURES 4.16



INTERPRETATION:

From the above graphical analysis 39% of the respondents had opted Increase. 24% of the respondents had opted Slight increase, 17% of the respondents had opted Neutral, 17% of the respondents had opted Decrease and 3% of the respondents had opted Slight decrease.

4.17 WHOM DO YOU THINK IS THE TOUGHEST COMPETITOR OF POPULAR INDUSTRIES

TABLE 4.17

OPTIONS	FREQUENCY	PERCENTAGE
Mother candles	27	39.1

Star candles	24	34.8
Holy candle works	14	20.3
Top light candles	4	5.8
total	69	100

Source: Primary data

TABLE 4.17.1

Options	Frequency	Mean	Rank
Mother candles	27	0.39	1
Star candles	24	0.34	2
Holy candle works	14	0.20	3
Top light candles	4	0.05	4
TOTAL	69		

INTERPRETATION:

From the table above it is clear that most of the respondent prefer mother candles as the toughest competitor. So, we rank this as 1. 24 respondents prefer star candles, 14 respondents prefer holy candle works and 4 respondent prefer top light candles. So, we ranked these 2,3,4 respectively.

4.18 IS THERE ANY SUGGESTION FROM YOUR PART FOR INCREASING THE SALES

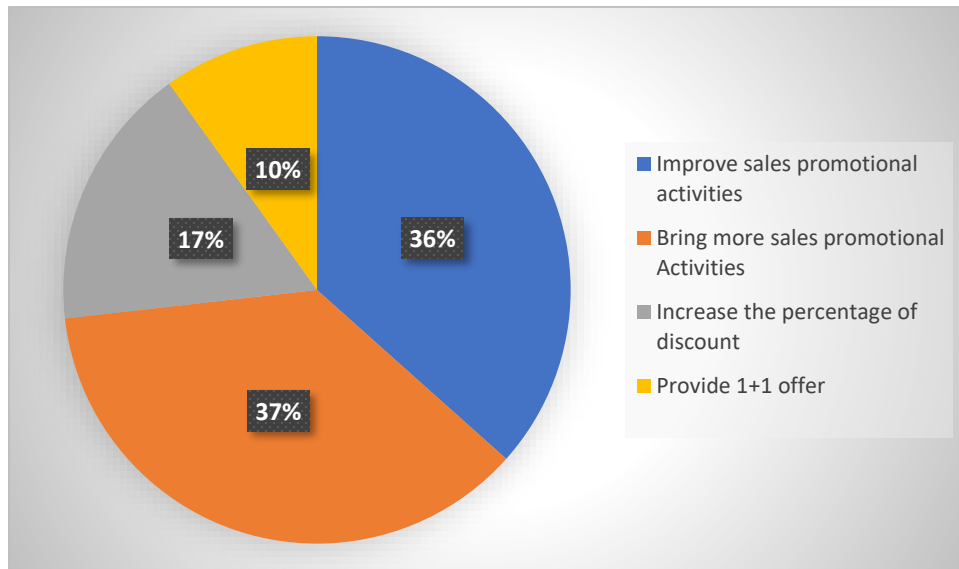
TABLE 4.18

OPTIONS	FREQUENCY	FREQUENCY
Improve sales promotional activities	26	36.6

Bring more sales promotional activities	26	36.6
Increase the percentage of discount	12	16.9
Provide 1+1 offer	7	9.9
total	71	100

Source: Primary data

FIGURES 4.18



INTERPRETATION:

From the above graphical analysis 37% of the respondents had opted Bring More Sales Promotional Activities, 36% of the respondents had opted Improve Sales Promotional Activities, 17% of the respondents had opted Increase The Percentage Of Discount and 10% of the respondents had opted Provide 1+1 Offer.

4.19 HOW DO YOU RANK THE PRODUCTS OF THE COMPANY

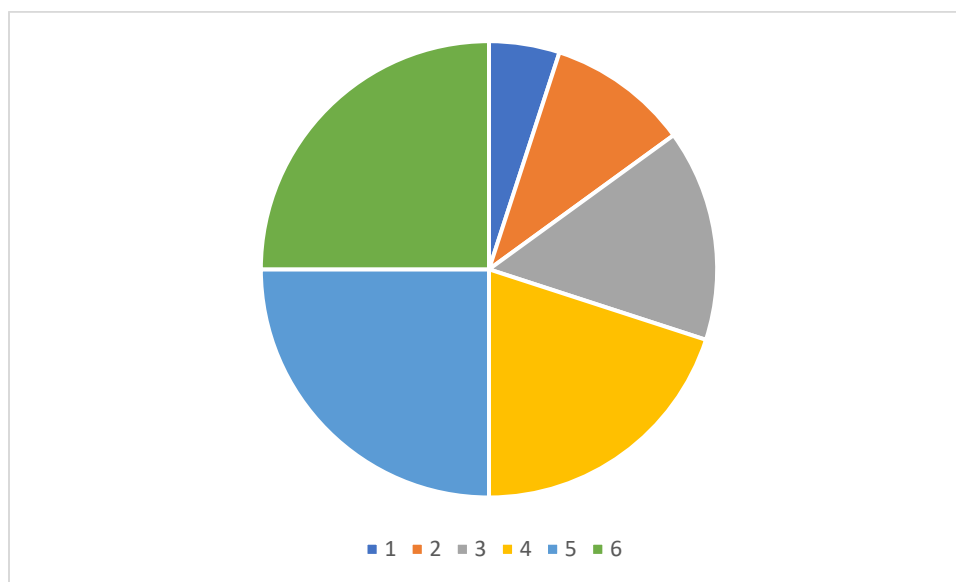
4.19.1 RANK OF CUP CANDLES

TABLE 4.19.1

RANK	FREQUENCY	PERCENTAGE
1	20	30
2	26	39
3	4	6
4	8	12
5	4	6
5	5	7
TOTAL	67	100

Source: Primary data

FIGURES 4.19.1



INTERPRETATION:

From the above graphical analysis 30% of the respondents had given Rank 1, 39% of the respondents had given Rank 2, 6% of the respondents had given Rank 3, 12% of the respondents had given Rank 4, 6% of the respondents had given Rank 5 and 7% of the respondents had given Rank 6.

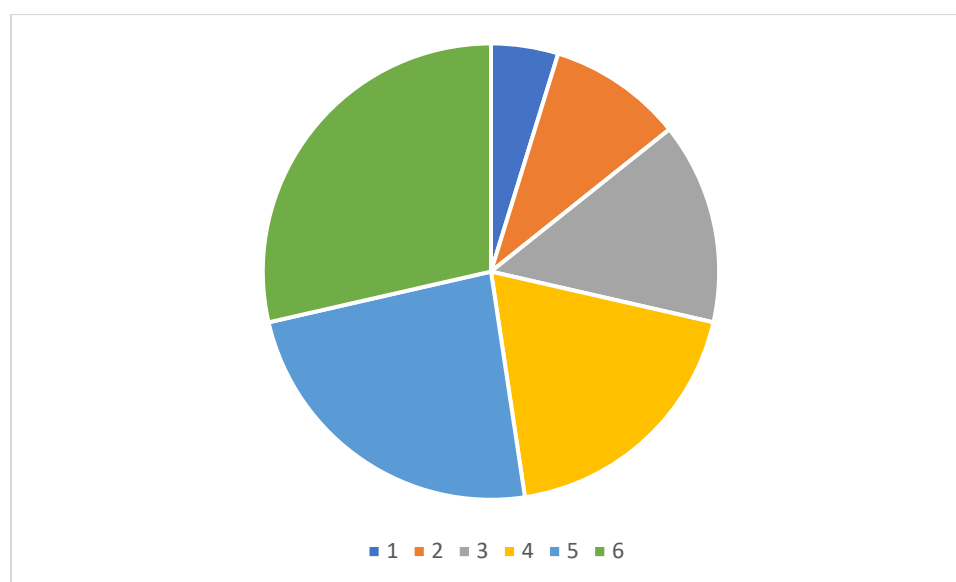
4.19.2 RANK OF UTILITY CANDLES

TABLE 4.19.2

RANK	FREQUENCY	PERCENTAGE
1	12	19
2	20	32
3	13	21
4	8	11
5	6	10
6	4	7
TOTAL	63	100

Source: Primary data

FIGURES 4.19.2



INTERPRETATION:

From the above graphical analysis 19% of the respondents had given Rank 1, 32% of the respondents had given Rank 2, 21% of the respondents had given Rank 3, 11% of the respondents had given Rank 4 and 10% of the respondents had given Rank 5, 7% of the respondents had given Rank 6.

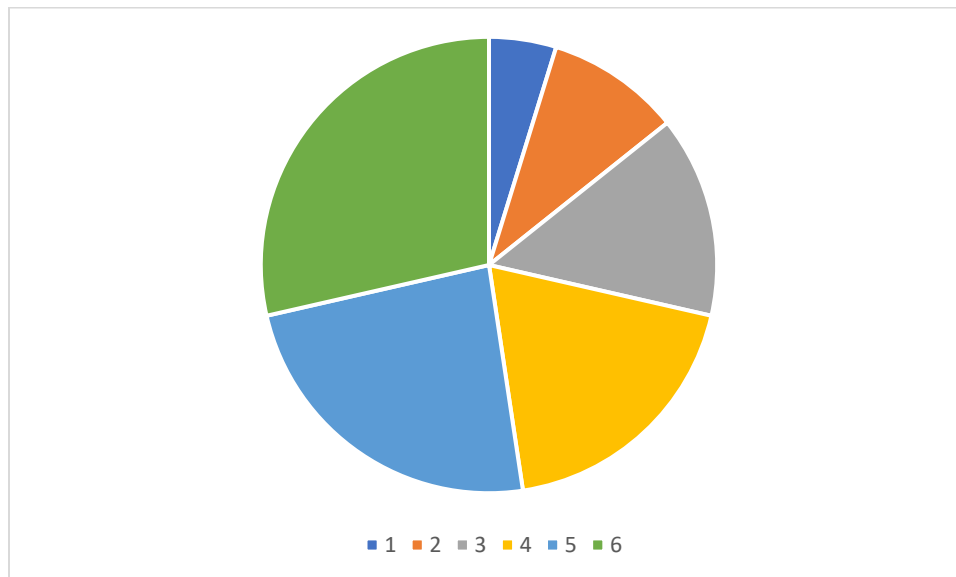
4.19.3 RANK OF PARTY CANDLES

TABLE 4.19.3

RANK	FREQUENCY	PERCENTAGE
1	6	10
2	8	13
3	26	41
4	11	17
5	7	11
6	5	8
TOTAL	63	100

Source: Primary data

FIGURES 4.19.3



INTERPRETATION:

From the above graphical analysis 10% of the respondents had given Rank 1, 13% of the respondents had given Rank 2, 41% of the respondents had given Rank 3, 17% of the respondents had given Rank 4 and 11% of the respondents had given Rank 5, 8% of the respondents had given Rank 6.

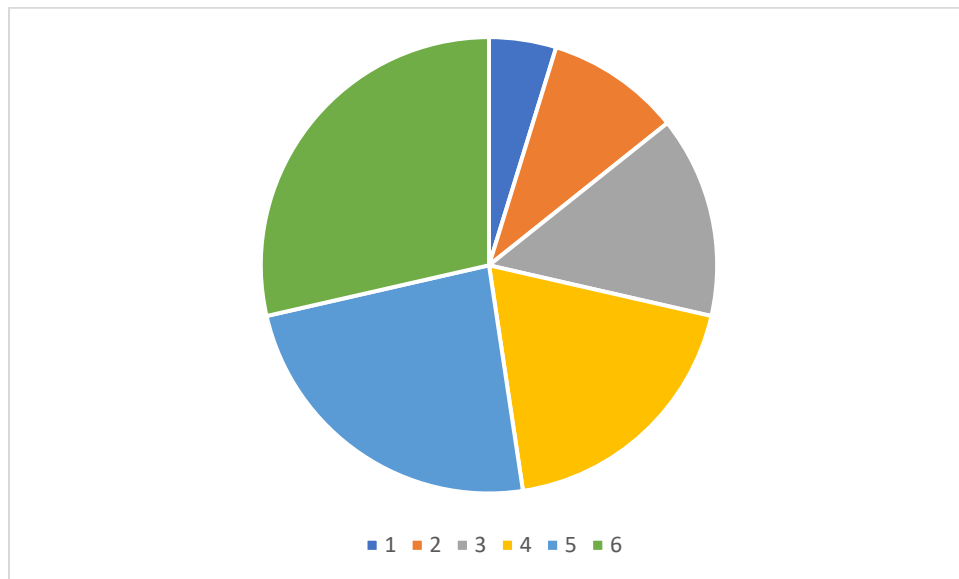
4.19.4 RANK OF TORCH CANDLES

TABLE 4.19.4

RANK	FREQUENCY	PERCENTAGE
1	6	9
2	14	22
3	14	22
4	19	30
5	6	9
6	5	8
TOTAL	64	100

Source: Primary data

FIGURES 4.19.4



INTERPRETATION:

From the above graphical analysis 19% of the respondents had given Rank 1, 22% of the respondents had given Rank 2, 22% of the respondents had given Rank 3, 30% of the respondents had given Rank 4 and 9% of the respondents had given Rank 5, 8% of the respondents had given Rank 6.

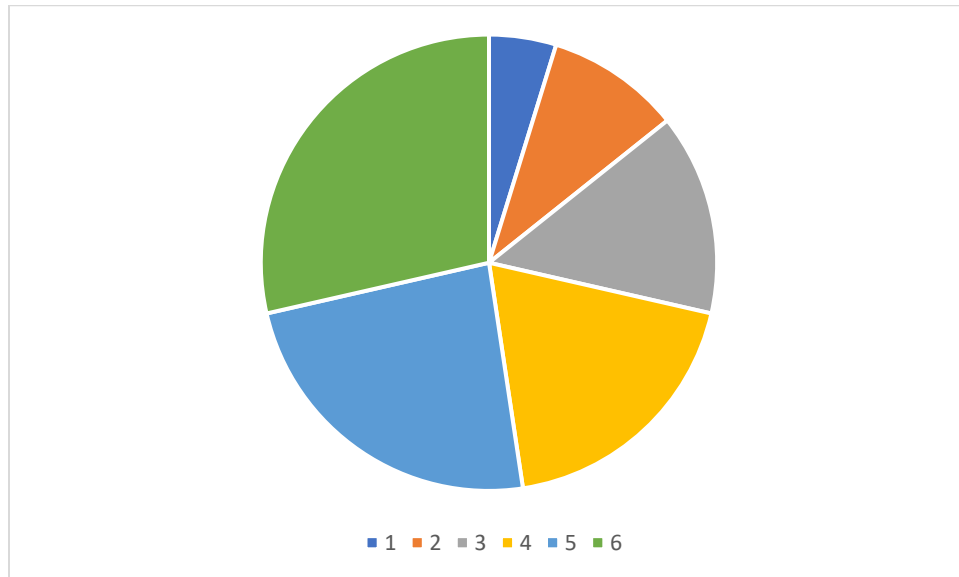
4.19.5 RANK OF PERFUMED CANDLES

TABLE 4.19.5

RANK	FREQUENCY	PERCENTAGE
1	6	9
2	21	33
3	13	20
4	9	14
5	10	15
6	6	9
TOTAL	65	100

Source: Primary data

FIGURES 4.19.5



INTERPRETATION:

From the above graphical analysis 9% of the respondents had given Rank 1, 33% of the respondents had given Rank 2, 20% of the respondents had given Rank 3, 14%

of the respondents had given Rank 4 and 15% of the respondents had given Rank 5, 9% of the respondents had given Rank 6.

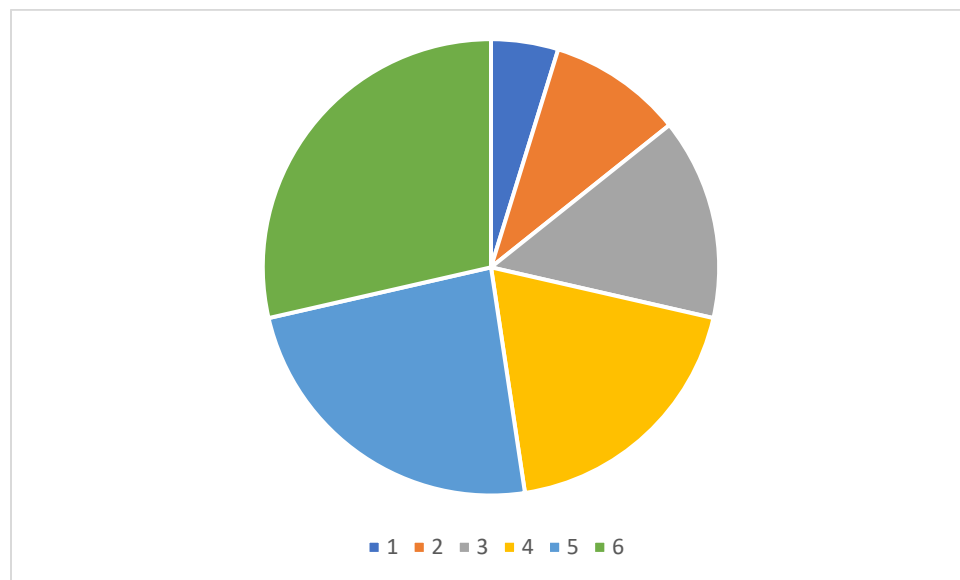
4.19.6 RANK OF DIGITAL CANDLES

TABLE 4.19.6

RANK	FREQUENCY	PERCENTAGE
1	8	13
2	18	29
3	9	14
4	11	17
5	3	5
6	14	22
TOTAL	63	100

Source: Primary data

FIGURES 4.19.6



INTERPRETATION:

From the above graphical analysis 13% of the respondents had given Rank 1, 29% of the respondents had given Rank 2, 14% of the respondents had given Rank 3, 17% of the respondents had given Rank 4 and 5% of the respondents had given Rank 5, 22% of the respondents had given Rank 6.

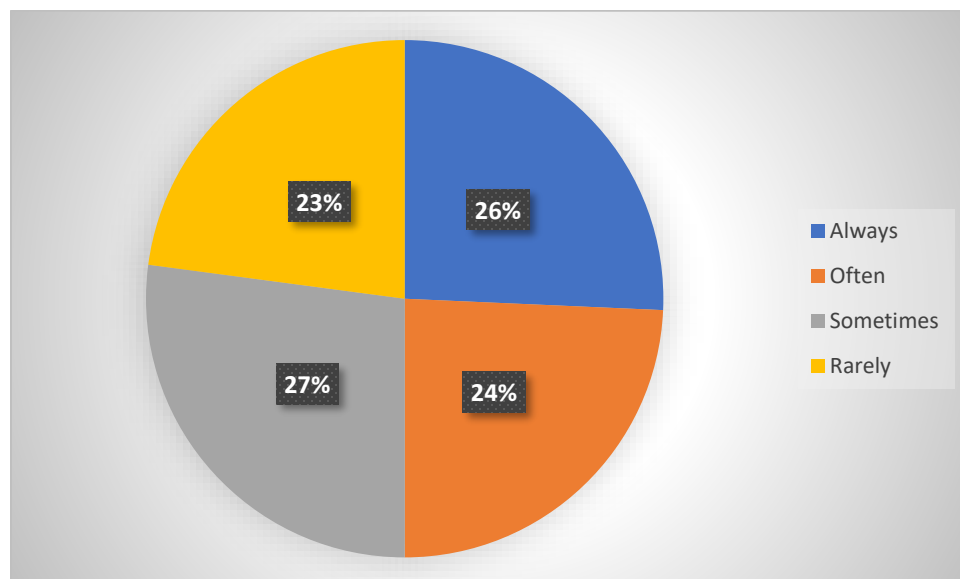
4.20 DO YOU FREQUENTLY VISIT POPULAR INDUSTRIES

TABLE 4.20

OPTIONS	FREQUENCY	PERCENTAGE
Always	18	25.7
Often	17	24.3
Sometimes	19	27.1
Rarely	16	22.9
TOTAL	70	100

Source: Primary data

FIGURES 4.20



INTERPRETATION:

From the above graphical analysis 27% of the respondents had opted Sometimes. 26% of the respondents had opted Always, 24% of the respondents had opted Often and 23% of the respondents had opted Rarely.

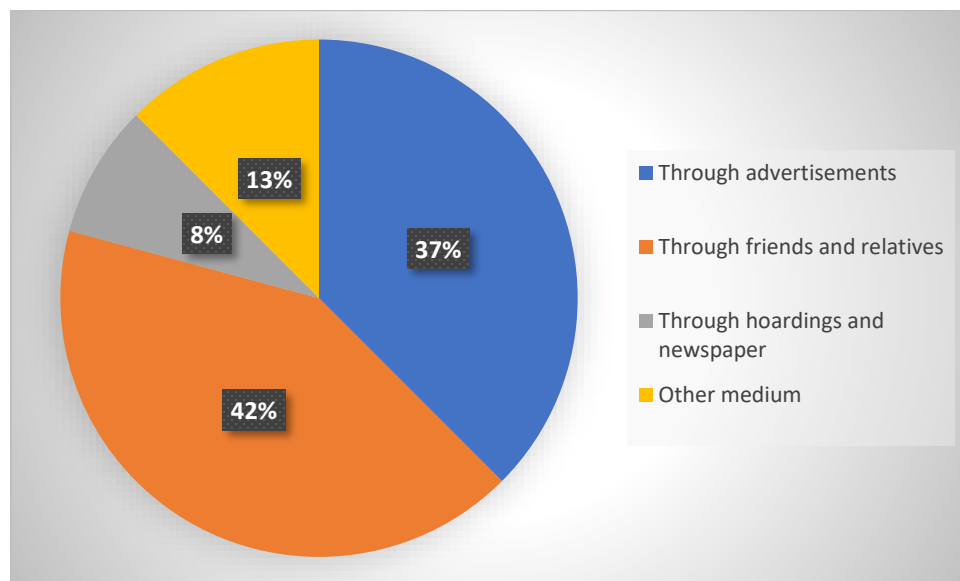
4.21 HOW DO YOU COME TO KNOW ABOUT POPULAR INDUSTRIES

TABLE 4.21

OPTIONS	FREQUENCY	PERCENTAGE
Through advertisements	27	37.5
Through friends and relatives	30	41.7
Through hoardings and newspaper	6	8.3
Other medium	9	12.5
TOTAL	72	100

Source: Primary data

FIGURES 4.21



INTERPRETATION:

From the above graphical analysis 42% of the respondents had opted Through Friends and Relatives. 37% of the respondents had opted Through Advertisements, 13% of the respondents had opted Other Medium and 8% of the respondents had opted Through Hoardings and Newspaper.

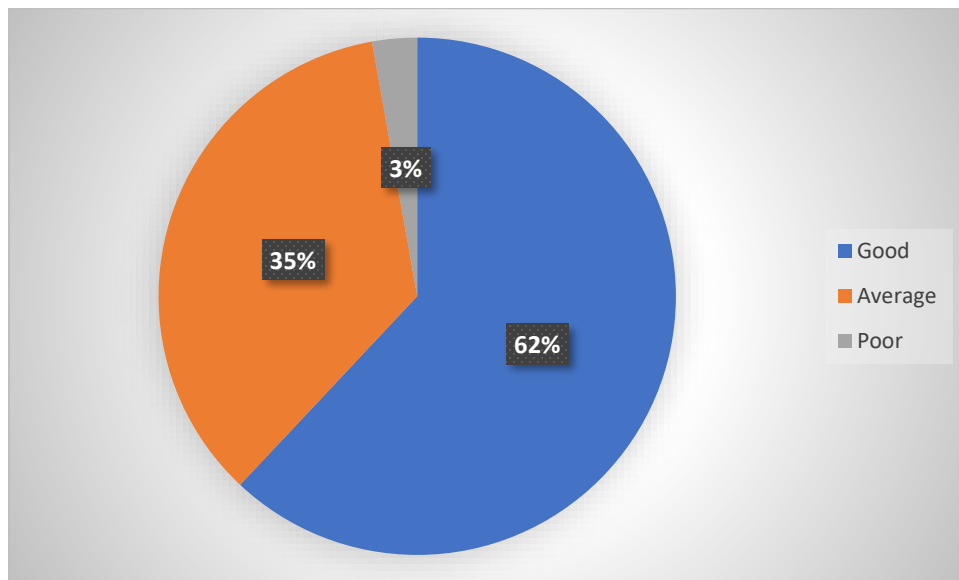
4.22 HOW DO YOU RATE THE PRESENTATION OF PRODUCTS IN POPULAR INDUSTRIES

TABLE 4.22

OPTIONS	FREQUENCY	PERCENTAGE
Good	44	62
Average	25	35.2
Poor	2	2.8
TOTAL	71	100

Source: Primary data

FIGURES 4.22



INTERPRETATION:

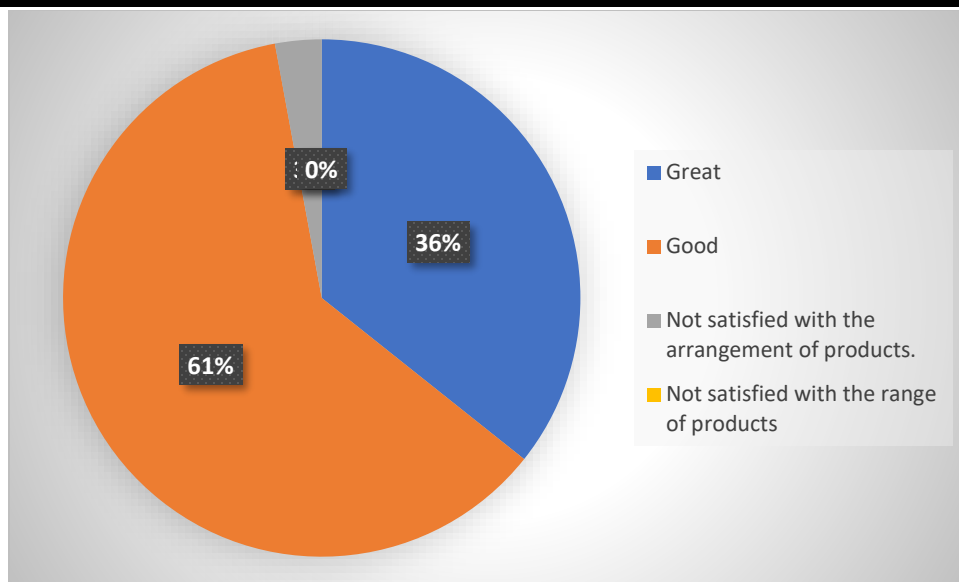
From the above graphical analysis 62% of the respondents had opted Good. 35% of the respondents had opted Average and 3% of the respondents had opted Poor.

4.23 HOW DO YOU FEEL WHILE SHOPPING IN POPULAR INDUSTRIES**TABLE 4.23**

OPTIONS	FREQUENCY	PERCENTAGE
Great	25	35.7
Good	43	61.4
Not satisfied with the arrangement of products.	2	2.9
Not satisfied with the range of products	0	0
TOTAL	70	100

Source: Primary data

FIGURES 4.23



INTERPRETATION:

From the above graphical analysis 61% of the respondents had opted Good. 36% of the respondents had opted Great and 3% of the respondents had opted Not Satisfied with the range of products.

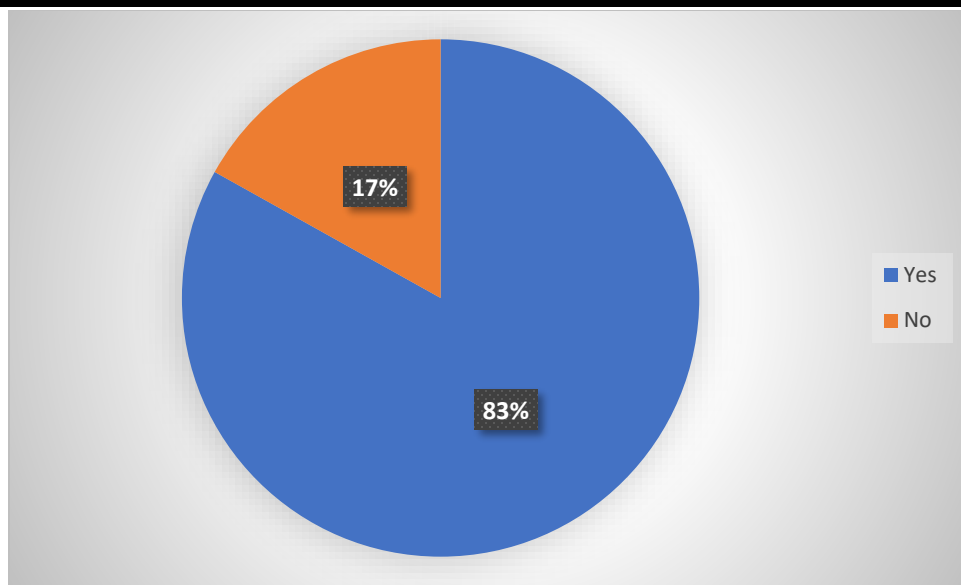
4.24 DOES THE DISPLAYS AND PROMOTIONAL OFFERS INFORMED IN THE STORE ATTRACTS YOU

TABLE 4.24

OPTIONS	FREQUENCY	PERCENTAGE
Yes	59	83.1
No	12	16.9
TOTAL	71	100

Source: Primary data

FIGURES 4.24



INTERPRETATION:

From the table above it is clear that majority of the respondents had given YES (83%) and the remaining 17% of the respondents had given NO.

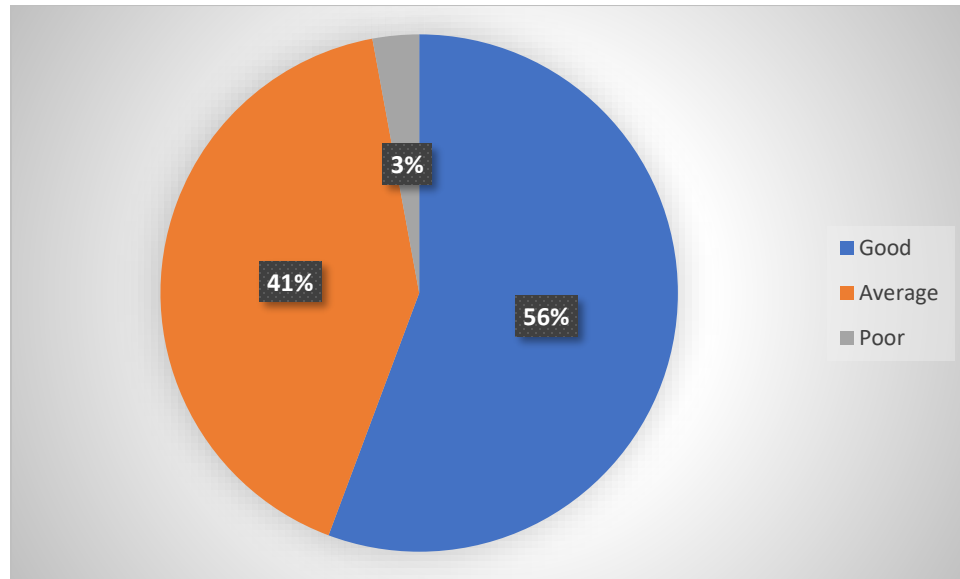
4.25 YOUR OVERALL SHOPPING EXPERIENCE DUE TO THE OFFERS AND DISCOUNTS IN POPULAR INDUSTRIES

TABLE 4.25

OPTIONS	FREQUENCY	PERCENTAGE
Good	39	55.7
Average	29	41.4
Poor	2	2.9
TOTAL	70	100

Source: Primary data

FIGURES 4.25



INTERPRETATION:

From the above graphical analysis 56% of the respondents had opted Good. 41% of the respondents had opted Average and 3% of the respondents had opted Poor.

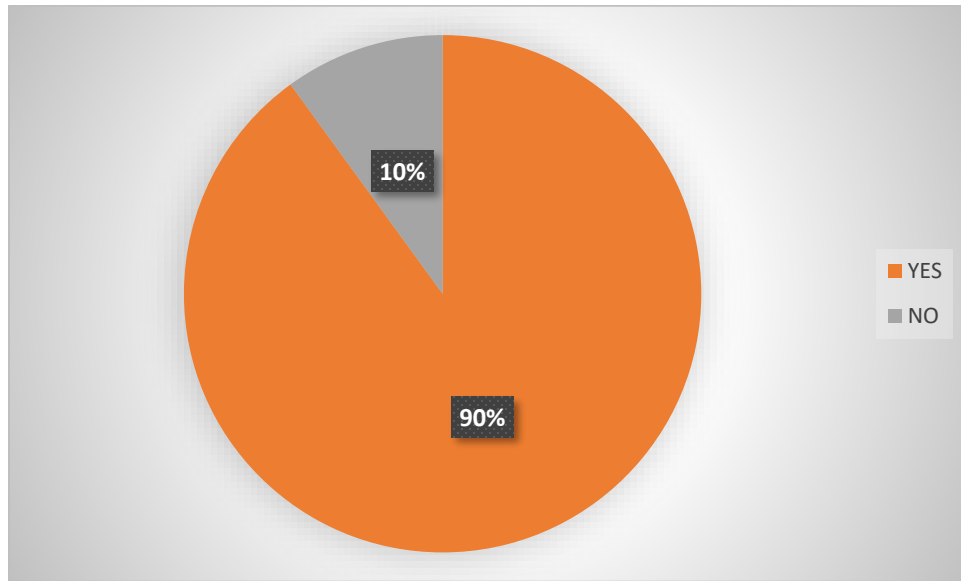
4.26 DOES THE SALES PROMOTIONAL ACTIVITIES OF POPULAR INDUSTRIES MAKE YOU VISIT POPULAR INDUSTRIES AGAIN

TABLE 4.26

OPTIONS	FREQUENCY	PERCENTAGE
Yes	62	89.9
No	7	10.1
TOTAL	69	100

Source: Primary data

FIGURES 4.26



INTERPRETATION:

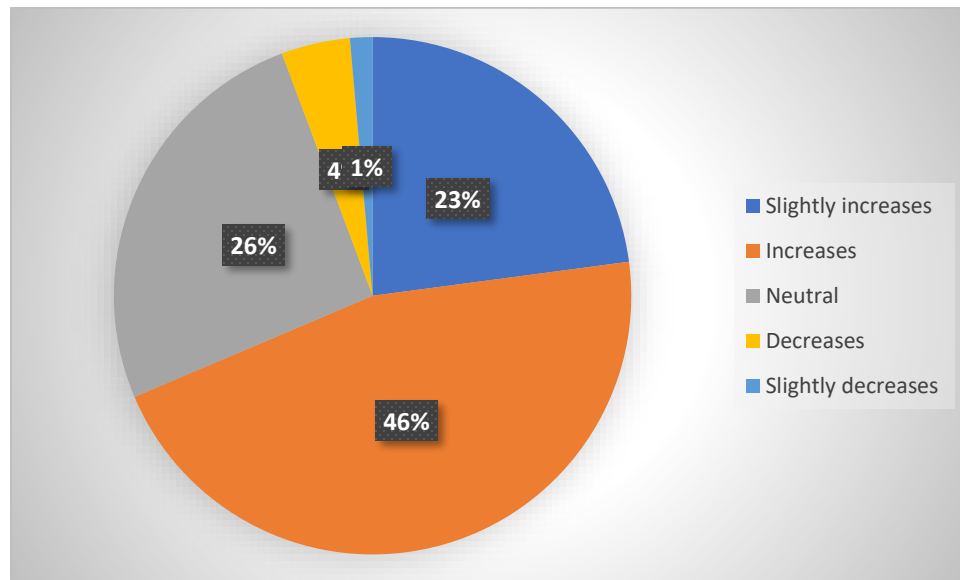
From the table above it is clear that majority of the respondents had given YES (90%) and the remaining 10% of the respondents had given NO.

4.27 DO THE SALES PROMOTION OF THE COMPANY INCREASES THE PRODUCT DEMAND

TABLE 4.27

OPTIONS	FREQUENCY	PERCENTAGE
Slightly increases	16	22.9
Increases	32	45.7
Neutral	18	25.7
Decreases	3	4.3
Slightly decreases	1	1.4
TOTAL	70	100

FIGURES 4.27



INTERPRETATION:

From the above graphical analysis 46% of the respondents had opted Increases. 26% of the respondents had opted Neutral, 23% of the respondents had opted Slightly Increases, 4% of the respondents had opted Decreases and 1% of the respondents had opted Slightly Decreases.

4.28 HOW IMPORTANT YOU THINKS OF THE FOLLOWING FACTORS WHEN YOU ARE SHOPPING

4.28.1 PRICE

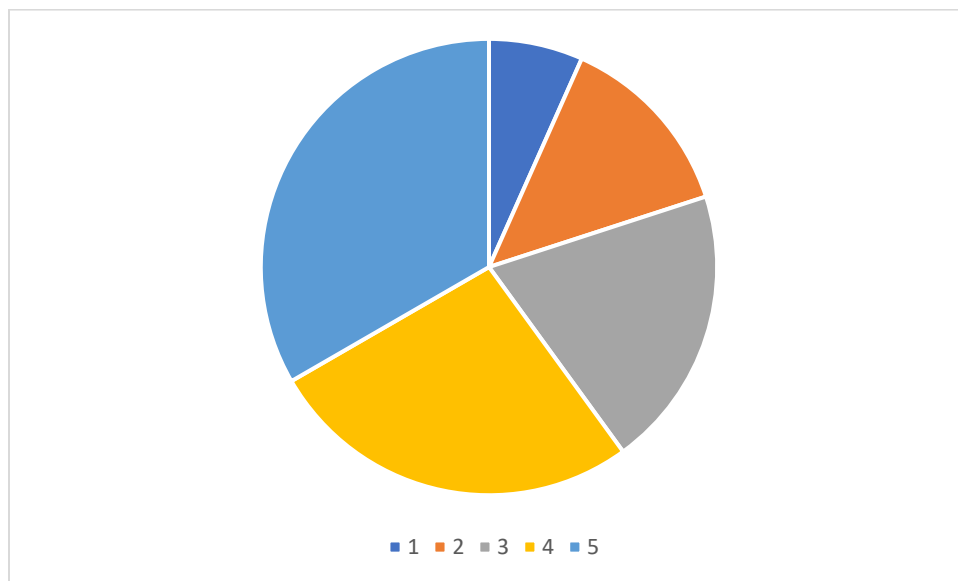
TABLE 4.28.1

RANK	FREQUENCY	PERCENTAGE
1	19	28
2	12	18

3	6	8
4	12	18
5	19	28
TOTAL	68	100

Source: Primary data

FIGURES 4.28.1



INTERPRETATION:

From the above graphical analysis 28% of the respondents had given Rank 1, 18% of the respondents had given Rank 2, 8% of the respondents had given Rank 3, 18% of the respondents had given Rank 4 and 28% of the respondents had given Rank 5.

4.28.2 QUALITY

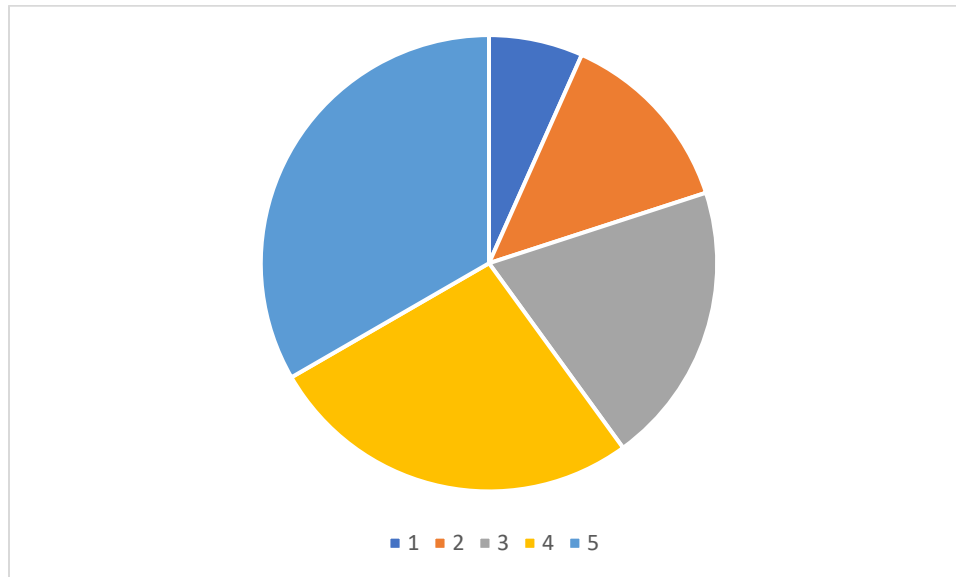
TABLE 4.28.2

RANK	FREQUENCY	PERCENTAGE
1	4	6
2	16	25
3	11	17

4	17	26
5	17	26
TOTAL	65	100

Source: Primary data

FIGURES 4.28.2



INTERPRETATION:

From the above graphical analysis 6% of the respondents had given Rank 1, 25% of the respondents had given Rank 2, 17% of the respondents had given Rank 3, 26% of the respondents had given Rank 4 and 26% of the respondents had given Rank 5.

4.28.3 GIFTS

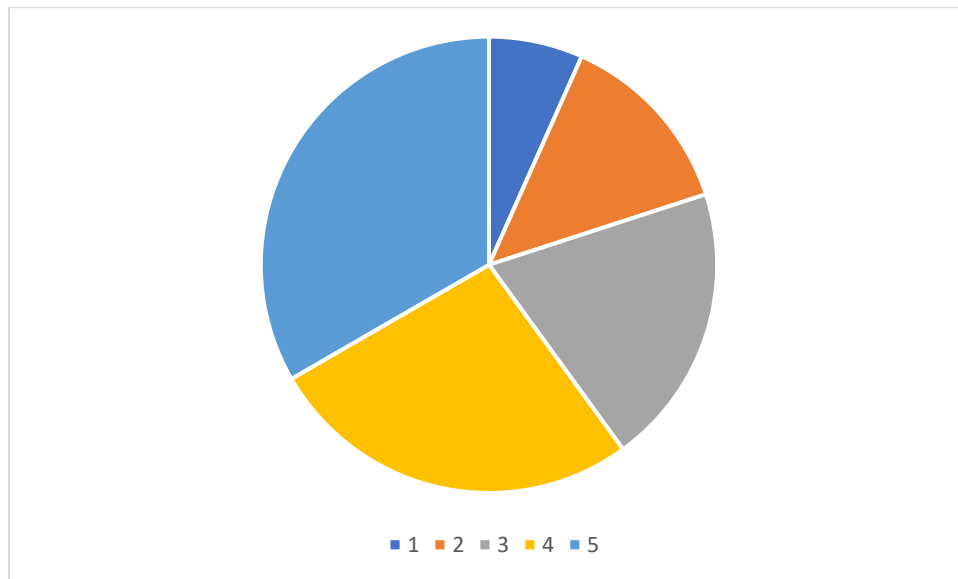
TABLE 4.28.3

RANK	FREQUENCY	PERCENTAGE
1	12	18
2	16	25

3	19	29
4	14	22
5	4	6
TOTAL	65	100

Source: Primary data

FIGURES 4.28.3



INTERPRETATION:

From the above graphical analysis 18% of the respondents had given Rank 1, 25% of the respondents had given Rank 2, 29% of the respondents had given Rank 3, 22% of the respondents had given Rank 4 and 6% of the respondents had given Rank 5.

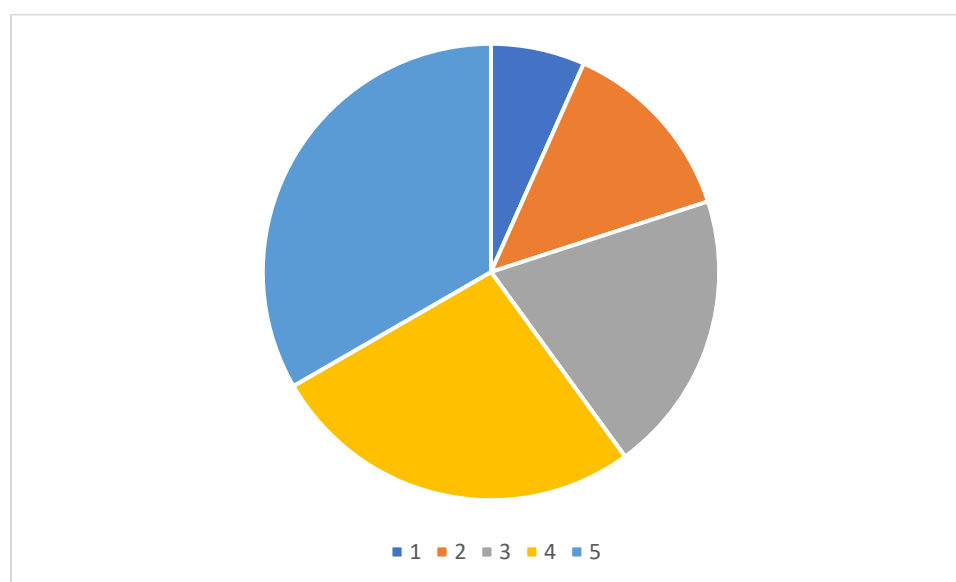
4.28.4 EXTRA VOLUME

TABLE 4.28.4

RANK	FREQUENCY	PERCENTAGE
1	3	5
2	9	14
3	27	41
4	20	31
5	6	9
TOTAL	65	100

Source: Primary data

FIGURES 4.28.4



INTERPRETATION:

From the above graphical analysis 5% of the respondents had given Rank 1, 14% of the respondents had given Rank 2, 41% of the respondents had given Rank 3, 31% of the respondents had given Rank 4 and 9% of the respondents had given Rank 5.

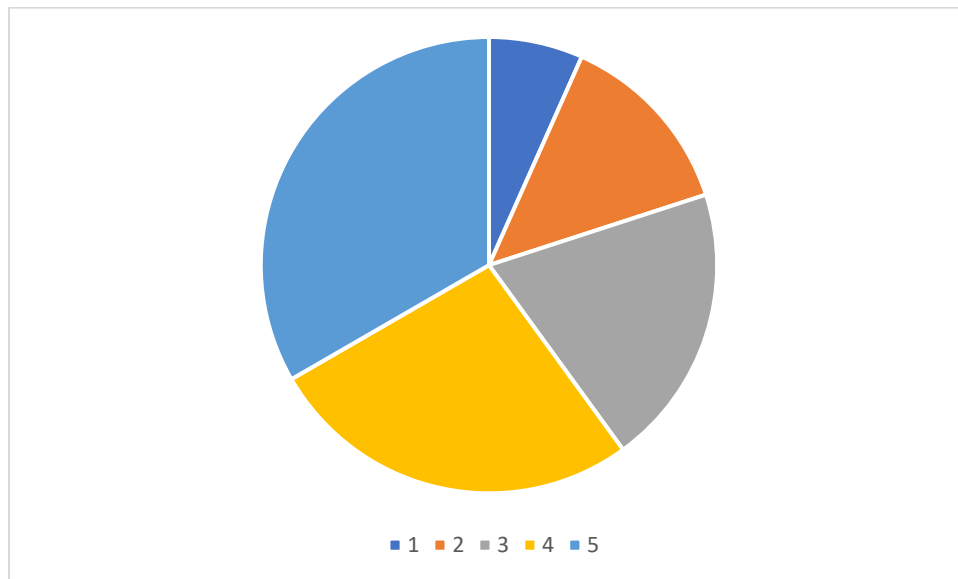
4.28.5 OFFERS

TABLE 4.28.5

RANK	FREQUENCY	PERCENTAGE
1	7	11
2	16	26
3	13	21
4	13	21
5	13	21
TOTAL	62	100

Source: Primary data

FIGURES 4.28.5



INTERPRETATION:

From the above graphical analysis 11% of the respondents had given Rank 1, 26% of the respondents had given Rank 2, 21% of the respondents had given Rank 3, 21% of the respondents had given Rank 4 and 21% of the respondents had given Rank 5.

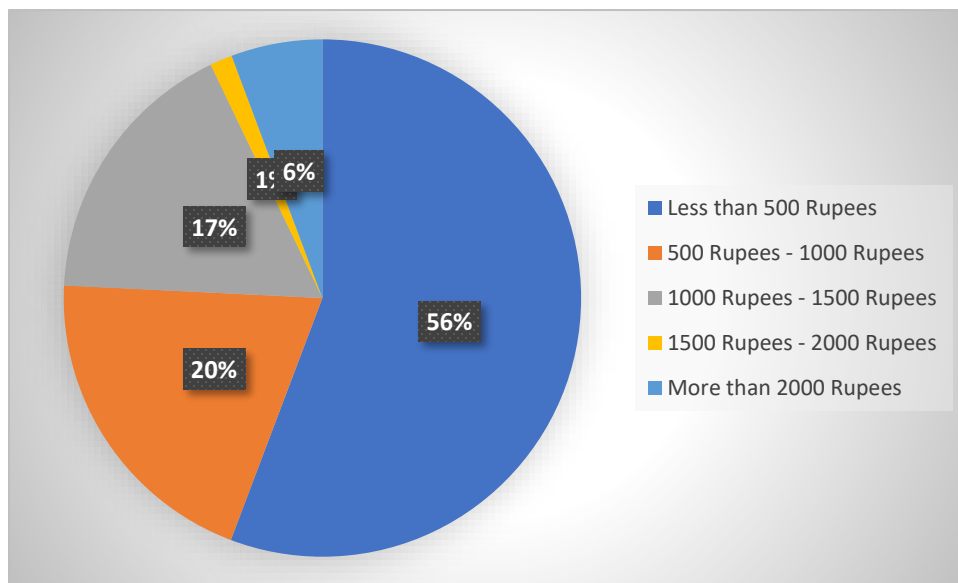
4.29 ON AVERAGE HOW MUCH DO YOU SPEND EACH TIME WHEN YOU SHOP IN POPULAR INDUSTRIES

TABLE 4.29

OPTIONS	FREQUENCY	PERCENTAGE
Less than 500 Rupees	39	55.7
500 Rupees - 1000 Rupees	14	20
1000 Rupees - 1500 Rupees	12	17.1
1500 Rupees - 2000 Rupees	1	1.4
More than 2000 Rupees	4	5.7
TOTAL	70	100

Source: Primary data

FIGURES 4.29



INTERPRETATION:

From the above graphical analysis 56% of the respondents had opted Less than 500 Rupees, 20% of the respondents had opted 500-1000 Rupees, 17% of the respondents had opted 1000-1500 Rupees, 6% of the respondents had opted More than 2000 Rupees and 1% of the respondents had opted 1500-2000 Rupees.

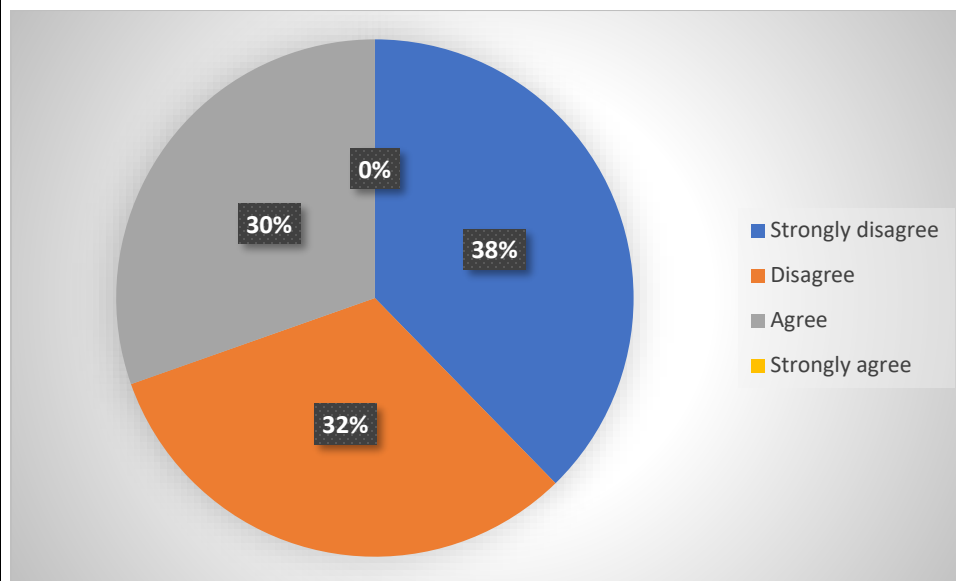
4.30 DO YOU AGREE THAT SALES PROMOTIONS WOULD CHEAPEN THE IMAGE OF THE PRODUCTS THAT ARE ON SALES

TABLE 4.30

OPTIONS	FREQUENCY	PERCENTAGE
Strongly disagree	26	37.7
Disagree	22	31.9
Agree	21	30.4
Strongly agree	0	0
TOTAL	69	100

Source: Primary data

FIGURES 4.30



INTERPRETATION:

From the above graphical analysis 38% of the respondents had opted Strongly Disagree, 32% of the respondents had opted Disagree and 30% of the respondents had opted Agree.

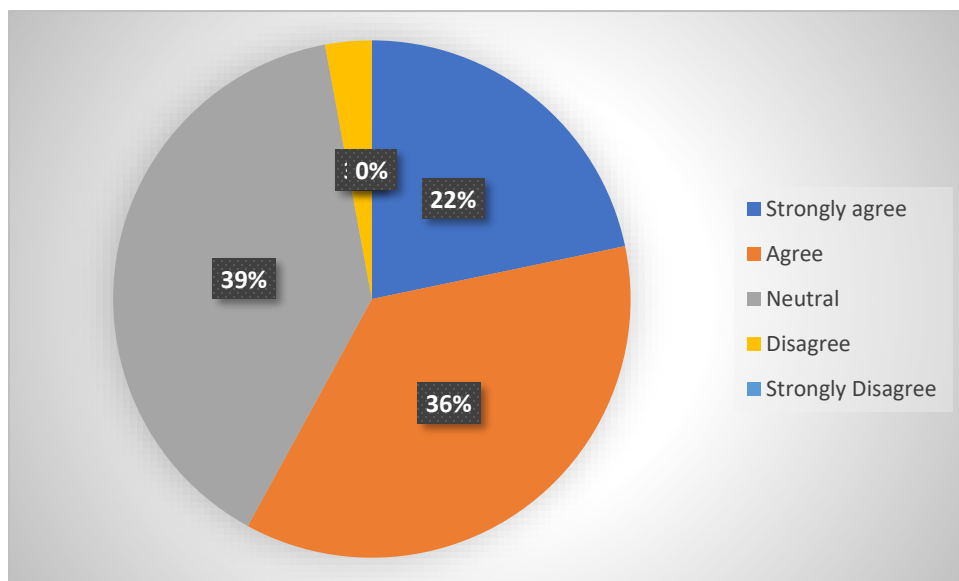
4.31 DO YOU AGREE THAT SALES PROMOTIONAL ACTIVITIES OF POPULAR INDUSTRIES WOULD SAVE YOUR MONEY

TABLE 4.31

OPTIONS	FREQUENCY	PERCENTAGE
Strongly agree	15	21.7
Agree	25	36.2
Neutral	27	39.1
Disagree	2	2.9
Strongly Disagree	0	0
TOTAL	69	100

Source: Primary data

FIGURES 4.31



INTERPRETATION:

From the above graphical analysis 39% of the respondents had opted Neutral, 36% of the respondents had opted Agree, 22% of the respondents had opted Strongly Agree and 3% of the respondents had opted Disagree.

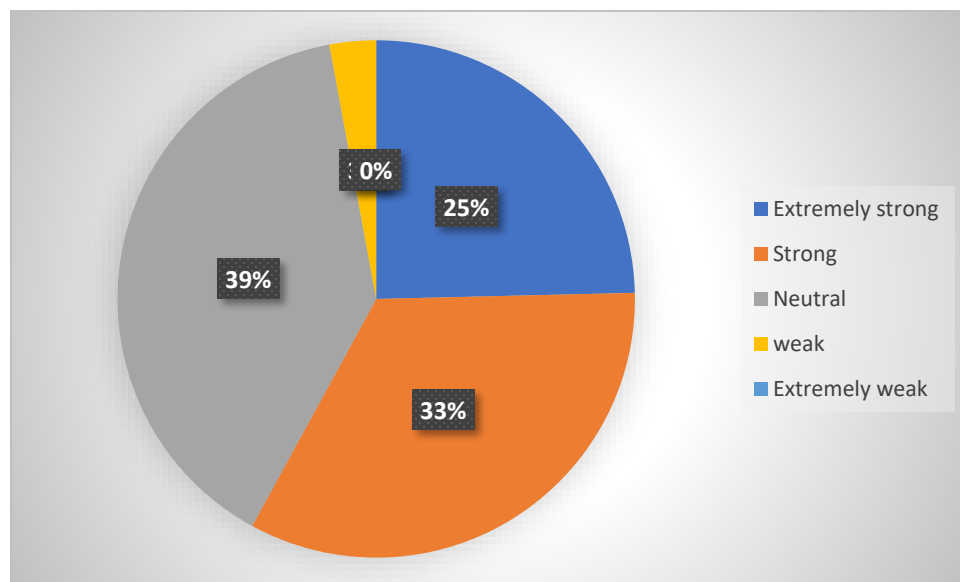
4.32 DO YOU THINK THAT THE POPULAR INDUSTRIES EXERCISES STRONG SALES PROMOTIONS

TABLE 4.32

OPTIONS	FREQUENCY	PERCENTAGE
Extremely strong	17	24.6
Strong	23	33.3
Neutral	27	39.1
weak	2	2.9
Extremely weak	0	0
TOTAL	69	100

Source: Primary data

FIGURES 4.32



INTERPRETATION:

From the above graphical analysis 39% of the respondents had opted Neutral, 33% of the respondents had opted Strong, 25% of the respondents had opted Extremely Strong and 3% of the respondents had opted Weak.

4.33 HOW DO YOU EVALUATE POPULAR INDUSTRIES HAVE DONE IN FOLLOWING TYPES OF PROMOTIONS

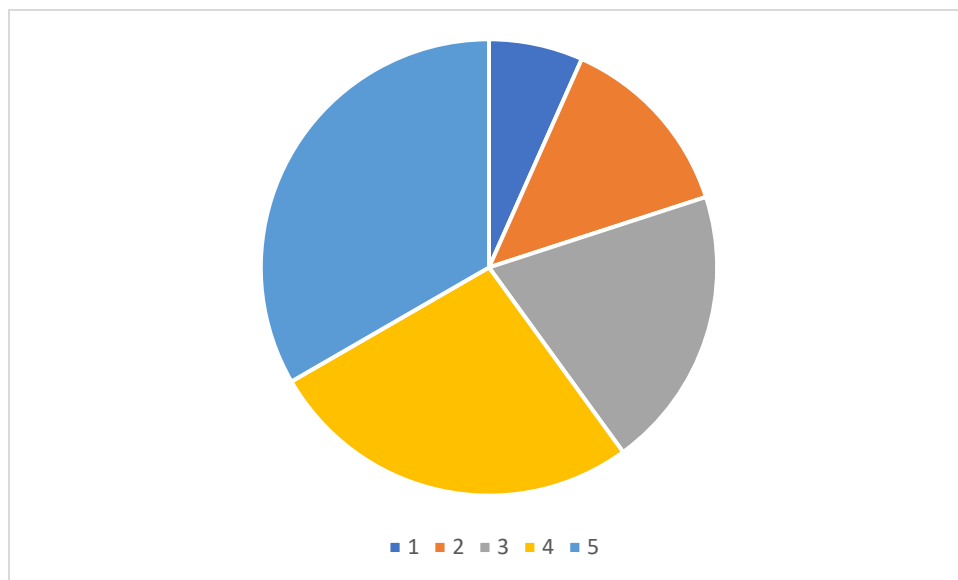
4.33.1 COUPONS

TABLE 4.33.1

RANK	FREQUENCY	PERCENTAGE
1	19	28
2	10	15
3	18	27
4	13	19
5	7	11
TOTAL	67	100

Source: Primary data

FIGURES 4.33.1



INTERPRETATION:

From the above graphical analysis 28% of the respondents had given Rank 1, 15% of the respondents had given Rank 2, 27% of the respondents had given Rank 3, 19% of the respondents had given Rank 4 and 11% of the respondents had given Rank 5.

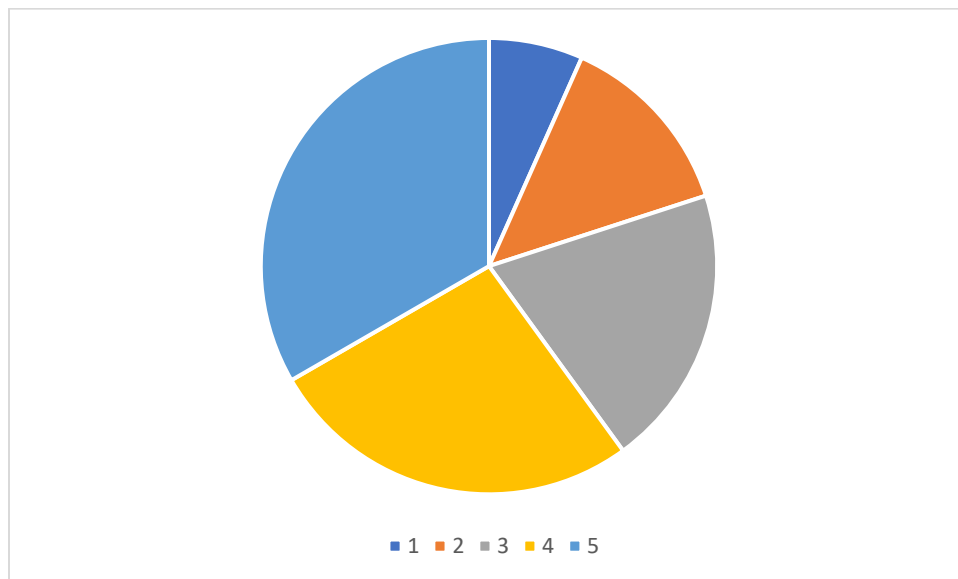
4.33.2 BONUS PACKS

TABLE 4.33.2

RANK	FREQUENCY	PERCENTAGE
1	4	6
2	18	29
3	18	29
4	16	25
5	7	11
TOTAL	63	100

Source: Primary data

FIGURES 4.33.2



INTERPRETATION:

From the above graphical analysis 6% of the respondents had given Rank 1, 29% of the respondents had given Rank 2, 29% of the respondents had given Rank 3, 25% of the respondents had given Rank 4 and 11% of the respondents had given Rank 5.

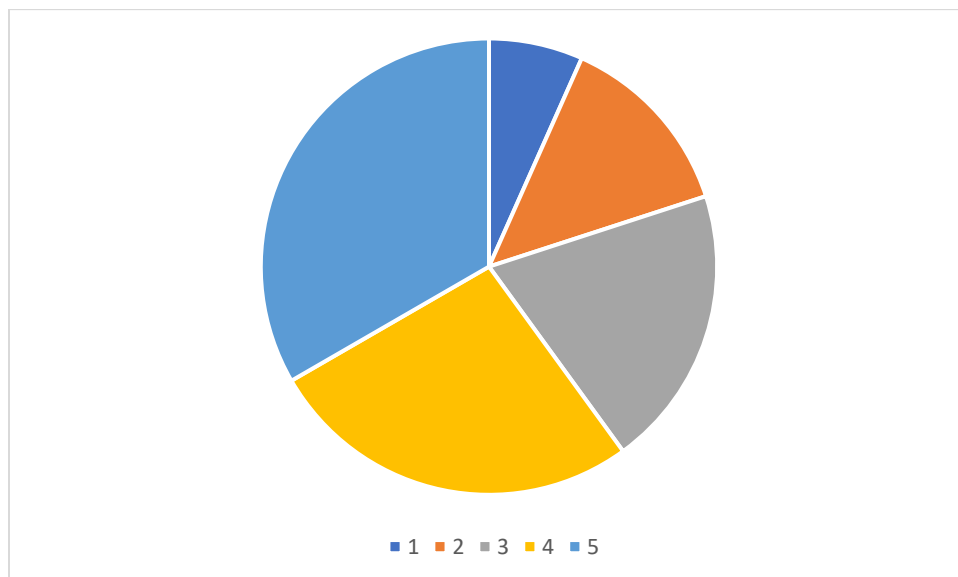
4.33.3 PRICE CUT

TABLE 4.33.3

RANK	FREQUENCY	PERCENTAGE
1	4	6
2	8	13
3	24	39
4	19	31
5	7	11
TOTAL	62	100

Source: Primary data

FIGURES 4.33.3



INTERPRETATION:

From the above graphical analysis 6% of the respondents had given Rank 1, 13% of the respondents had given Rank 2, 39% of the respondents had given Rank 3, 31% of the respondents had given Rank 4 and 11% of the respondents had given Rank 5.

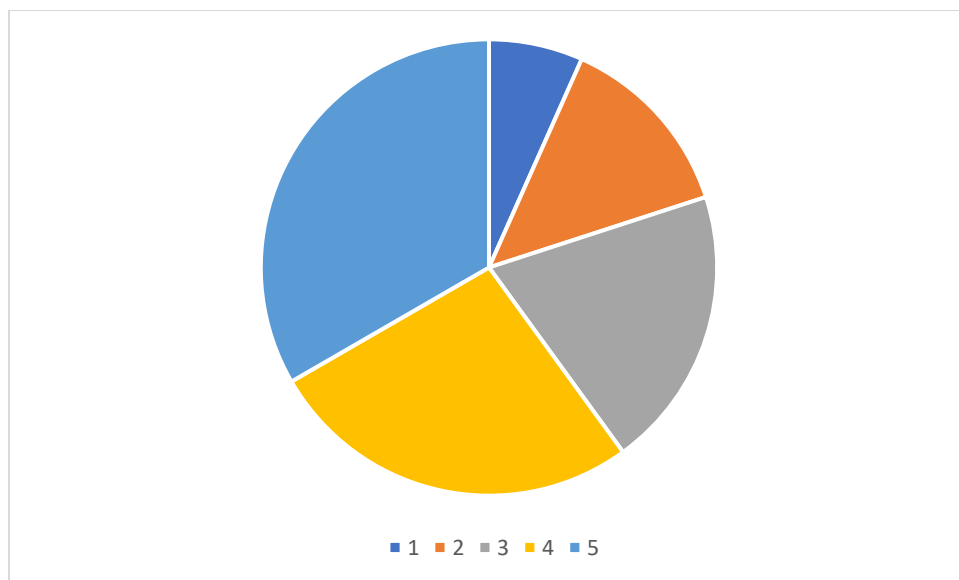
4.33.4 SAMPLE

TABLE 4.33.4

RANK	FREQUENCY	PERCENTAGE
1	7	11
2	16	25
3	12	19
4	19	30
5	9	15
TOTAL	63	100

Source: Primary data

FIGURES 4.33.4



INTERPRETATION:

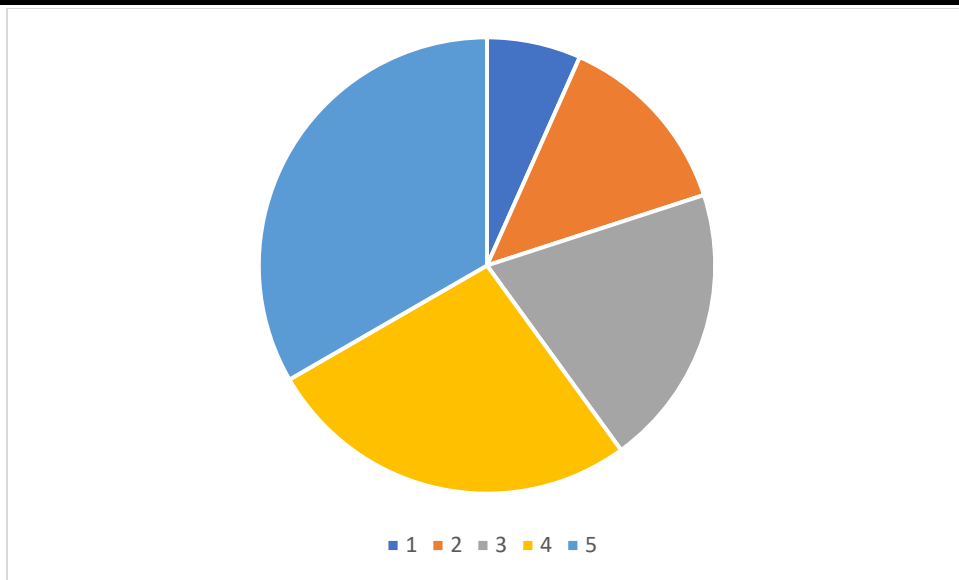
From the above graphical analysis 11% of the respondents had given Rank 1, 25% of the respondents had given Rank 2, 19% of the respondents had given Rank 3, 30% of the respondents had given Rank 4 and 15% of the respondents had given Rank 5.

4.33.5 FREE GIFTS**TABLE 4.33.5**

RANK	FREQUENCY	PERCENTAGE
1	9	15
2	14	22
3	13	20
4	13	20
5	15	23
TOTAL	64	100

Source: Primary data

FIGURES 4.33.5



INTERPRETATION:

From the above graphical analysis 15% of the respondents had given Rank 1, 22% of the respondents had given Rank 2, 20% of the respondents had given Rank 3, 20% of the respondents had given Rank 4 and 23% of the respondents had given Rank 5.

4.34 TO WHAT EXTENT YOU AGREE THE FOLLOWING STATEMENTS

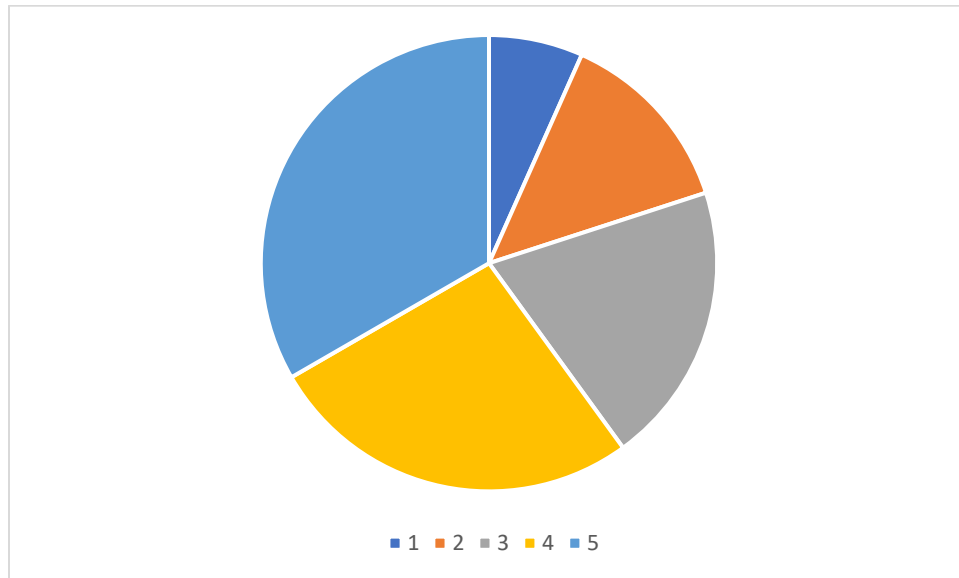
4.34.1 I USUALLY SHOP IN POPULAR INDUSTRIES

TABLE 4.34.1

RANK	FREQUENCY	PERCENTAGE
1	18	28
2	12	19
3	11	17
4	14	22
5	9	14
TOTAL	64	100

Source: Primary data

FIGURES 4.34.1



INTERPRETATION:

From the above graphical analysis 28% of the respondents had given Rank 1, 19% of the respondents had given Rank 2, 17% of the respondents had given Rank 3, 22% of the respondents had given Rank 4 and 14% of the respondents had given Rank 5.

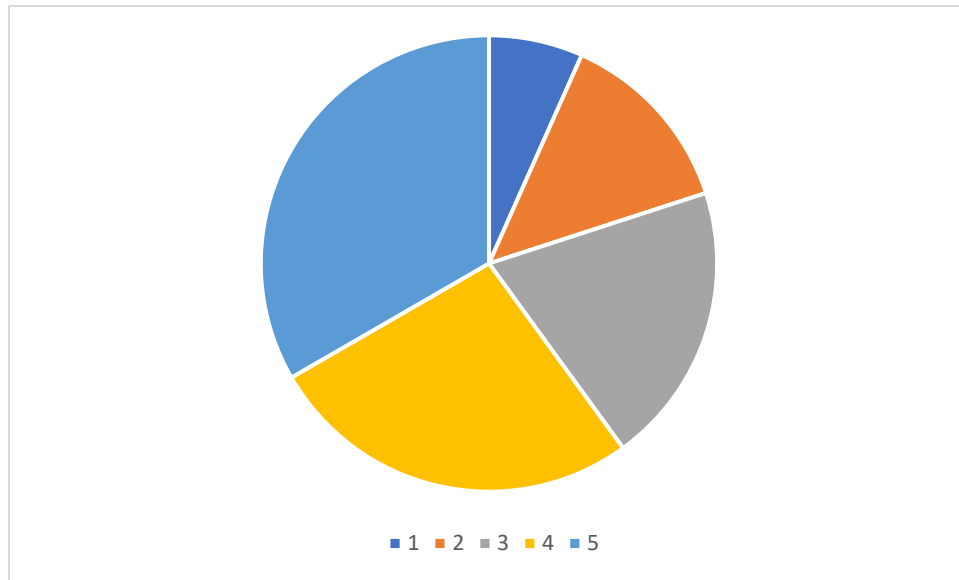
4.34.2 I FEEL POSITIVE SHOPPING IN POPULAR INDUSTRIES

TABLE 4.34.2

RANK	FREQUENCY	PERCENTAGE
1	4	6
2	20	30
3	13	20
4	17	26
5	12	18
TOTAL	66	100

Source: Primary data

FIGURES 4.34.2



INTERPRETATION:

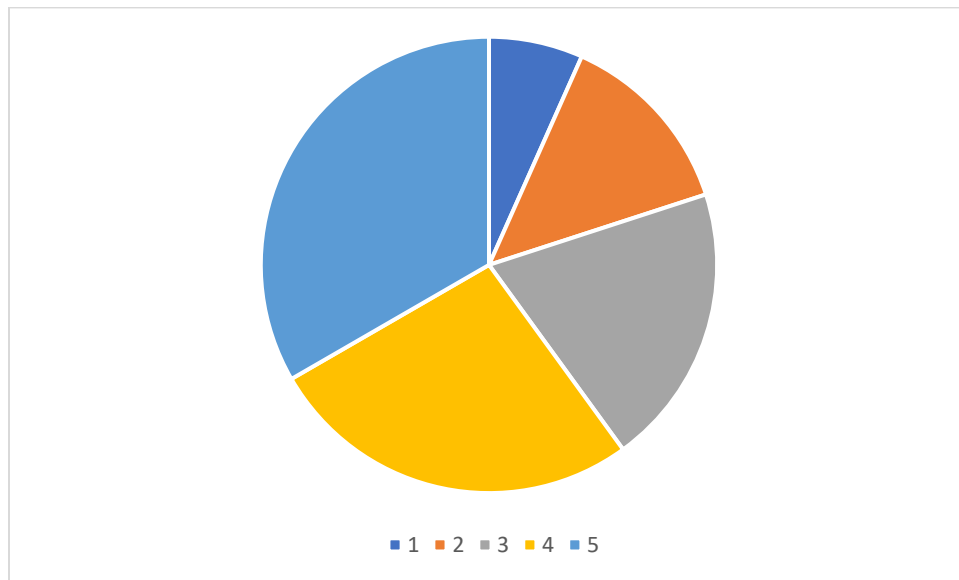
From the above graphical analysis 6% of the respondents had given Rank 1, 30% of the respondents had given Rank 2, 20% of the respondents had given Rank 3, 26% of the respondents had given Rank 4 and 18% of the respondents had given Rank 5.

4.34.3 I BELIEVE IT'S GOOD CHOICE TO SHOP IN POPULAR INDUSTRIES

TABLE 4.34.3

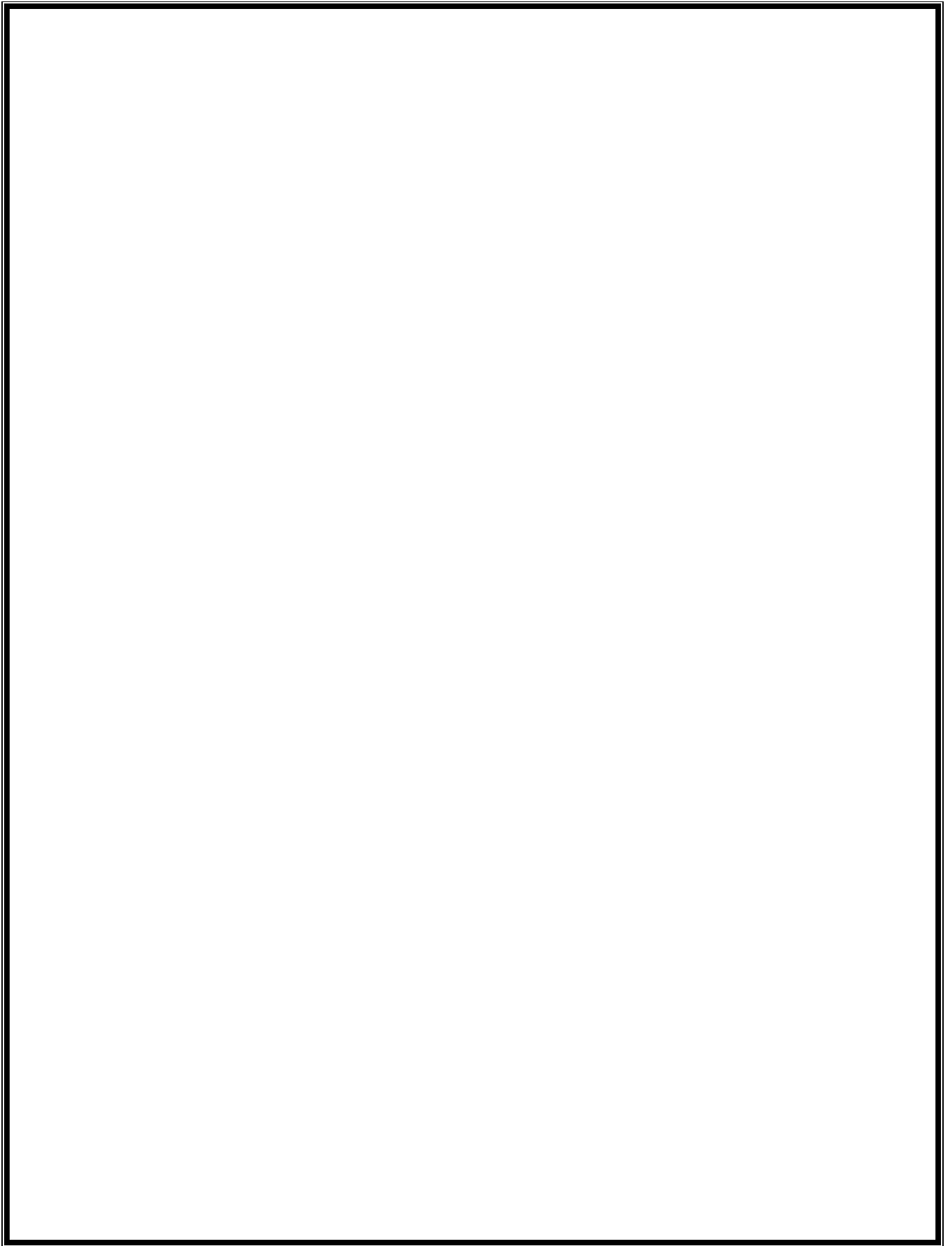
RANK	FREQUENCY	PERCENTAGE
1	8	13
2	15	24
3	17	27
4	11	17
5	12	19
TOTAL	63	100

FIGURES 4.34.3



INTERPRETATION:

From the above graphical analysis 13% of the respondents had given Rank 1, 24% of the respondents had given Rank 2, 27% of the respondents had given Rank 3, 17% of the respondents had given Rank 4 and 19% of the respondents had given Rank 5.



CHAPTER - 5
FINDINGS, SUGGESTIONS AND CONCLUSION

5. FINDINGS, SUGGESTION AND CONCLUSION

5.1 FINDINGS

1. The respondents are 57% Female and the remaining 43% of the respondents are Male. Therefore, majority of the customers who visit Popular Industry are Female.
2. The Age of customers who visit Popular Industries are 68% of the respondents fall in between the age group 20-30. 5% of the respondents belong to below 20, 8% of the respondents belong to 30-40 and 11% of respondents fall in between 40-50 and 8% of respondents fall in between above 50 age group. Therefore, majority of the customers who visit Popular Industry are of 20-30 Age group.
3. The Educational Qualification of customers who visit Popular Industries are 68% of the respondents are doing Bachelor's Degree. 15% of the respondents are doing Master's Degree, 14% of the respondents are in High School and 3% of respondents are doing Ph.D. or Higher. Therefore, majority of the customers who visit Popular Industry are doing Bachelor's Degree.
4. The Employment Status of customers who visit Popular Industries are 55% of the respondents are doing Unemployed. 27% of the respondents belong to Full-time jobs, 10% of the respondents belong to Part-time jobs and 8% of the respondents belong to Others. Therefore, majority of the customers who visit Popular Industry are Unemployed.
5. The Income Level of customers who visit Popular Industries are 60% of the respondents fall in between 1000 - 20000. 20% of the respondents belong to 30000 - 40000, 12% of the respondents belong to 40000 and above and 8% of respondents fall in between 20000 – 30000. Therefore, majority of the customers who visit Popular Industry are having a Income between 1000- 20000.
6. The years the customers have been dealing with Popular Industries are 72% of the respondents belongs to 5 years. 12% of the respondents belong to 10 years, 19% of the respondents belong to 20 years and 7% of the respondents belong to 15 years. Therefore, majority of the customers are visiting Popular Industry for the past 5 years.
7. For the question does the brand name influence the dealer's the majority of the respondents had given YES (95%) and the remaining 45% of the respondents had given NO. Therefore, majority of the customers who visit Popular Industry gets influenced with their brand name.

8. From the data we collected 53% of the respondents had given its Effective. 28% of the respondents had given its Highly Effective, 18% of the respondents had given its Neutral and 1% of the respondents had given its Ineffective. Majority of the respondents have the opinion that the sales promotional strategies of the company is effective.

9. For the question do the company give any incentive schemes majority of the respondents had given YES (72%) and the remaining 28% of the respondents had given NO. Excluding 28% respondent all the others say that they are provided with incentive schemes.

10. From the data we collected 53% of the respondents had opted Discounts. 21% of the respondents had opted Extra off, 15% of the respondents had opted 1+1 Offer, 7% of the respondents had opted Advertisement and 4% of the respondents had opted Other Methods. Majority of the respondents have the opinion that the type of sales promotional activity that attracts the customers more is Discount.

11. From the data we collected 53% of the respondents had opted Effective. 29% of the respondents had opted Neutral, 15% of the respondents had opted Slightly Effective, 3% of the respondents had opted Ineffective. Majority of the respondents have the opinion that the impact of the advertisements of the company are effective.

12. From the data we collected 39% of the respondents had opted Sometimes. 28% of the respondents had opted Often, 27% of the respondents had opted Always, 3% of the respondents had opted Rarely and 3% of the respondents had opted Never. Majority of the respondents have the opinion that the sales promotional reaches the customers sometimes only.

13. From the data we collected 39% of the respondents had opted During Peak Season. 25% of the respondents had opted During Off Season, 19% of the respondents had opted During Fall In Sales Volume, 13% of the respondents had opted During Any Time and 4% of the respondents had opted Fall In Production. Majority of the respondents have the opinion that the time the company bring scheme for promotion on peak season.

14. From the data we collected 60% of the respondents had opted Distributing free samples among rural people. 18% of the respondents had opted Offering products at discounted price, 15% of the respondents had opted Conducting lucky draw contest, 7% of the respondents had opted Demonstration about the product. Majority of the respondents have the opinion that the type of sales promotion activity the company should practice in rural area is Distribution of free samples among rural people.

15. From the data we collected 49% of the respondents had opted Satisfied. 27% of the respondents had opted Highly Satisfied, 21% of the respondents had opted Neutral, 1% of the respondents had opted Dissatisfied and 1% of the respondents had opted Highly Dissatisfied. Majority of the respondents have the opinion that the sales promotional activities of the company are satisfied.

16. From the data we collected 39% of the respondents had opted Increase. 24% of the respondents had opted Slight increase, 17% of the respondents had opted Neutral, 17% of the respondents had opted Decrease and 3% of the respondents had opted Slight decrease. Majority of the respondents have the opinion that the increase in sales due to sales promotion has been increased.

17. From the data we collected 39% of the respondents had opted Mother Candles. 35% of the respondents had opted Star Candles, 20% of the respondents had opted Holy Candle Works and 6% of the respondents had opted Top Light Candles. Majority of the respondents have the opinion that the toughest competitor of popular industries is mother candles.

18. From the data we collected 37% of the respondents had opted Bring More Sales Promotional Activities, 36% of the respondents had opted Improve Sales Promotional Activities, 17% of the respondents had opted Increase. The Percentage of Discount and 10% of the respondents had opted Provide 1+1 Offer. Majority of the respondents have the opinion that the suggestion from the customers part to increase the sales is to bring more sales promotional activities.

19. More than half of the respondents are satisfied with the products of the company.

20. From the data we collected 27% of the respondents had opted Sometimes. 26% of the respondents had opted Always, 24% of the respondents had opted Often and 23% of the respondents had opted Rarely. Majority of the respondents have the opinion that the customer visit popular industries sometimes.

21. From the data we collected 42% of the respondents had opted Through Friends and Relatives. 37% of the respondents had opted Through Advertisements, 13% of the respondents had opted Other Medium and 8% of the respondents had opted Through Hoardings and Newspaper. Majority of the respondents have the opinion that the customers came to know about popular industries through friends and relatives.

22. From the data we collected 62% of the respondents had opted Good. 35% of the respondents had opted Average and 3% of the respondents had opted Poor. Majority of the respondents have the opinion that the presentation of products in popular industries are good.

23. From the data we collected 61% of the respondents had opted Good. 36% of the respondents had opted Great and 3% of the respondents had opted Not Satisfied with the range of products. Majority of the respondents have the opinion that the customer's feel while shopping in popular industries is good.

24. For the question does the displays and promotional offers informed in the store attracts you majority of the respondents had given YES (83%) and the remaining 17% of the respondents had given NO. Therefore, majority of the customers feels that the displays and promotional offers informed in the store are attractive.

25. From the data we collected 56% of the respondents had opted Good. 41% of the respondents had opted Average and 3% of the respondents had opted Poor. Majority of the respondents have the opinion that the customers shopping experience due to the offers and discounts in popular industries is good.

26. For the question does the sales promotional activities of popular industries make you visit popular industries again; majority of the respondents had given YES (90%) and the remaining 10% of the respondents had given NO. Therefore, majority of the customers feels that the the sales promotional activities of popular industries make you visit popular industries again.

27. From the data we collected 46% of the respondents had opted Increases. 26% of the respondents had opted Neutral, 23% of the respondents had opted Slightly Increases, 4% of the respondents had opted Decreases and 1% of the respondents had opted Slightly Decreases. Majority of the respondents have the opinion that the sales promotion of the company helps to increase the demand for the product.

28. More than half of the respondents are considering price, quality, gifts, extra volume and offers as an important factor when you are shopping.

29. From the data we collected 56% of the respondents had opted Less than 500 Rupees, 20% of the respondents had opted 500-1000 Rupees, 17% of the respondents had opted 1000-1500 Rupees, 6% of the respondents had opted More than 2000 Rupees and 1% of the respondents had opted 1500-2000 Rupees. Majority of the respondents have the opinion that the customers spend around 500 rupees while shopping in popular industries.

30. From the data we collected 38% of the respondents had opted Strongly Disagree, 32% of the respondents had opted Disagree and 30% of the respondents had opted Agree. Majority of the respondents strongly disagree that the sales promotions would cheapen the image of the products that are on sales.

31. From the data we collected 39% of the respondents had opted Neutral, 36% of the respondents had opted Agree, 22% of the respondents had opted Strongly Agree and 3% of the respondents had opted Disagree. Majority of the respondents says it is neutral that the sales promotional activities of popular industries would save your money.

32. From the data we collected 39% of the respondents had opted Neutral, 33% of the respondents had opted Strong, 25% of the respondents had opted Extremely Strong and 3% of the respondents had opted Weak. Majority of the respondents says it is neutral that the popular industries exercise strong sales promotions.

33. More than half of the respondents are not satisfied with the promotions like coupons, bonus pack, price cut, samples and free gifts.

34. More than half of the respondents agrees with those statements.

5.2 SUGGESTIONS

- The company should take care in giving more sales promotional activities.
- Advertisement of the company can be improved so that it can attract the dealers other than only discount.
- There should be proper implementation of incentive schemes always.
- If the company restart their television advertisement so that it can help both the company as well as dealers.
- As the dealers also deal with other companies, care should be taken by the company regarding satisfaction of the dealers.
- Since the cooperation among the dealers is important, the company should concentrate to introduce more incentive schemes.
- The company should take care in providing the bonus to the dealers for achieving the target.

5.3 CONCLUSION

Sales promotion has become an important element both to the company as well as the dealers. Sales promotional activities brings sales to the company and it can influence the dealers. The effectiveness of sales promotion on dealers helps in increasing their satisfaction. The dealers are satisfied with promotional activities of the company. Even though sales promotional activities of the company is effective as well as satisfactory to dealers it has not reached its extreme. It is important to improve the sales promotional activities of the company for increasing the satisfaction of the dealers and have an effect on them.

It is also important for the company to consider the feedback and suggestions provided by its customers to improve its products, services, and sales promotional activities. By listening to its customers and incorporating their feedback into its strategies, Popular Industry can build stronger relationships with its customers and improve their overall satisfaction. The business should also keep conducting market research to stay abreast of the most recent trends and client preferences and modify its plans accordingly. It is also important for the company to consider the feedback and suggestions provided by its customers to improve its products, services, and sales promotional activities. By listening to its customers and incorporating their feedback into its strategies, Popular Industry can build stronger relationships with its customers and improve their overall satisfaction.

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ANNEXURE

QUESTIONNAIRE

Dear Madam/Sir,

We, the student of Bharata Mata College, Thrikkakara is engaged in during a dissertation on **“A STUDY ON THE EFFECT OF SALES PROMOTIONAL ACTIVITIES OF POPULAR INDUSTRIES ON DEALERS”**. We request your kind response in this regard by filling up this questionnaire. We assure you that the data collected will be kept confidential and only for academic purpose.

1. Name:
2. Gender
 - Male
 - Female
 - Prefer not to say
3. Age
 - Below 20
 - 20 - 30
 - 30 - 40
 - 40 – 50
 - Above 50
4. Educational Qualification
 - High School
 - Bachelor’s Degree
 - Master’s Degree
 - Ph.D. or Higher
5. Employment Status
 - Unemployed
 - Part-time Job
 - Full-time Job
 - Others

6. Income Level

- 10000 - 20000
- 20000 - 30000
- 30000 - 40000
- 40000 and Above

7. How many years you have been dealing with Popular Industries.

- 5 Years
- 10 Years
- 15 Years
- 20 Years

8. Does the brand name influence the dealers.

- Yes
- No

9. What is your opinion about the sales promotion strategy adopted by Popular Industries.

- Highly Effective
- Effective
- Neutral
- Ineffective
- Highly Ineffective

10. Do the company give any incentive schemes.

- Yes
- No

11. Which type of sales promotional activity attracts more.

- Discounts
- Extra off
- 1+1 Offer
- Advertisement
- Other Methods

12. What is your Opinion about the advertisement of the company.

- Slightly Effective
- Effective
- Neutral

- Ineffective

- Slightly Ineffective

13. Does the benefits of sales promotion reach of you properly.

- Always

- Often

- Sometimes

- Rarely

- Never

14. What time do you think the company bring schemes for promotion.

- During peak season

- During off season

- During fall in sales volume

- During fall in production

- Any time

15. Which sales promotion activity practiced by the company in rural areas is effective.

- Distributing free samples among rural people

- Conducting lucky draw contest

- Demonstration about the product

- Offering products at discounted price

16. Are you satisfied with the sales promotional activities of the company.

- Highly satisfied

- Satisfied

- Neutral

- Dissatisfied

- Highly dissatisfied

17. Is there any increase in sales due to sales promotion.

- Slight increase

- Increase

- Neutral

- Decrease

- Slight decrease

18. Whom do you think is the toughest competitor of Popular Industries.
- Mother candles
 - Star candles
 - Holy candle works
 - Top light candles
19. Is there any suggestion from your part for increasing the sales.
- Improve sales promotional activities.
 - Bring more sales promotional activities.
 - Increase the percentage of discount.
 - Provide 1+1 offer
20. How do you rank the products of the company.
- Cup candles
 - Utility candles
 - Party candles
 - Torch candles
 - Perfumed candles
 - Digital candles
21. Do you frequently visit Popular Industries.
- Always
 - Often
 - Sometimes
 - Rarely
22. How do you come to know about Popular Industries.
- Through advertisements
 - Through friends and relatives
 - Through hoardings and newspaper
 - Other medium
23. How do you rate the presentation of products in Popular Industries.
- Good
 - Average
 - Poor

24. How do you feel while shopping in Popular Industries.

- Great
- Good
- Not satisfied with the arrangement of products.
- Not satisfied with the range of products.

25. Does the displays and promotional offers informed in the store attracts you.

- Yes
- No

26. Your overall shopping experience due to the offers and discounts in Popular Industries .

- Good
- Average
- Poor

27. Does the sales promotional activities of Popular Industries make you visit Popular Industries again.

- Yes
- No

28. Do the sales promotion of the company increases the product demand.

- Slightly increases
- Increases
- Neutral
- Decreases
- Slightly decreases

29. How important you think of the following factors when you are shopping. (1 - not important; 5 - Extremely important)

- Price
- Quality
- Gifts
- Extra volume
- Offers

30. On average how much do you spend each time when you shop in Popular Industries.

- Less than 500 Rupees
- 500 Rupees - 1000 Rupees

- 1000 Rupees - 1500 Rupees
- 1500 Rupees - 2000 Rupees
- More than 2000 Rupees

31. Do you agree that sales promotions would cheapen the image of the products that are on sales. (Example: make you feel its quality is not good as others)

- Strongly Disagree
- Disagree
- Agree
- Strongly Agree

32. Do you agree that sales promotional activities of Popular Industries would save your money.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

33. Do you think that the Popular Industries exercises strong sales promotions.

- Extremely strong
- Strong
- Neutral
- Weak
- Extremely weak

34. How do you evaluate Popular Industries have done in following types of promotions (1 - extremely bad ; 5 - extremely good)

- Coupons
- Bonus packs
- Price cut
- Sample
- Free gift

35. To what extent you agree the following statements. (1 - strongly disagree; 5 - strongly agree)

- I usually shop in Popular Industries.

- I feel positive shopping in Popular Industries.
- I believe it's good choice to shop in Popular Industries.