**FUTURE TRENDS OF SALES PROMOTION TECHNIQUES IN MARKETING MANAGEMENT**

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**ABSTRACT:**

Sales Promotions have frequently been utilized if all else fails for advertisers to sell stocks that are not moving. One of the reasons for customer promotion is to evoke an immediate effect on the buy conduct of the company's. The goal of this research paper is to notice arising deals advancement devices being taken on and their impact on the organization's deals volume and furthermore to assess the idea of deals advancement exercises in Punjab. The fundamental point of the review to assess impact of deals advancement apparatuses on deals volume, benefit, no of clients and in general execution of Readymade Garments Industry. As the vendors cooperate with clients routinely and straight forwardly than the producer, it would be significant for the Readymade Garments organizations to coordinate discernments while estimating deals advancement systems.

**KEYWORDS:**

Consumers, Consumer Behavior, Sales Promotion, Readymade Garments, Marketing, Buying Decision Making.

**INTRODUCTION:**

Promotion is the correspondence with the clients to seek after them to purchase the item. It is the obligation of the advertising administrator to pick the correspondence media and mix them into a compelling advancement program. These are more than one kind of devices used to advance deals. The mix of these instruments so as to keep up with and make deals is known as advancement blend. Advancement blend is the name given to the mix of procedures utilized in speaking with clients. There are four devices of advancement blend viz. commercial, individual selling, exposure and deals advancement. These are called components of advancement blend.

Promotion is one of the components of promoting blend. Promotion choices are taken all the while with different choices like finding objective gathering, deciding goals, planning for promotion, sending off of new items, dispersion and so on. Promotion is one of the factors through which data with respect to items or administrations is being imparted to clients to change their demeanor and conduct. Advertisers are worried about viable usage of advancement blend to expand deals and portion of the overall industry. Methods of promotion include advertising personal selling, publicity, sales promotion and packaging.

Sales Promotion is the action that points straight forwardly to impact purchasers to purchase items and increment deals. In deals advancement fundamentally three gatherings are involved for example shoppers, merchants and deals force. Deals advancement alludes to numerous sorts of motivations and methods that are coordinated towards customers, brokers and deals force with the aim to increment deals in present moment.

**REVIEW OF RELATED LITERATURE:**

***Das and Kumar (2009)*** had done their research on topic entitled, “Impact of Sales Promotion on Buyers Behavior: An Empirical Study of Indian Retail Customers.” The aim of the research is to find out the impact of retail sales promotion on consumer buying behavior. The data was collected from 100 respondents and analyzed by ANOVA. The findings showed that in case of convenience goods, only a small percentage of the customers were attracted towards sales promotion. ***Soni and Verghese (2013)*** showed in their study the impact of sales promotion tools on purchase decision of consumers towards refrigerator. The study was conducted in Drug and Bhilai region of Chattisgarh. The data was collected through descriptive research design technique and was analysed by using multiple regression technique. The findings show that among various sales promotion tools premium, offer and contest are the most influencing variables for consumer buying behavior. ***Familmaleki, Aghighi and Hamidi (2015)*** conducted their research on the topic, “Analyzing the Influence of Sales Promoiton on Customer Purchasing Behavior”. The objective of this study is to know the impact of Sales Promotion on decision- making of buyers. The study is based upon secondary based data. The study found that sales promotion had direct impact on the consumers buying behavior. Further, it showed that free samples, price discounts, social and physical surrounding directly impacted the conusmer buying behavior. ***William, Chelladurai and Nagamani (2016)*** examined in their study the significance of sales promotion on a mill producing cotton yarn. The study was conducted in Southern region of country particularly in Jai Bharath Mill, Tamil Nadu. Random sampling technique is used to collect the data and by using chi square test the data is analysed. The findings show that promotional schemes can attract more customers to buy cotton yarn. ***Qazzafi (2020)*** conducted his research on the topic, “Factors affecting Consumer Buying Behavior: A Conceptual Study”. The study was conducted to know the factors that affect the buying behavior of consumers. He took social, personal, psychological and economic factors that influence buying behavior. The results showed that age, life cycle stages, motivation and perception affect the consumer buying behavior.

**OBJECTIVES:**

The study of this topic has been undertaken with following objectives:

* To understand the concept of Sales Promotion.
* To analyze the future trends of Sales Promotion in Readymade Garment Sector.

**RESEARCH METHODOLOGY:**

It is generally essential to be condemning of the data introduced in sources, particularly since the material could have been assembled to resolve an alternate pain point. Besides, numerous optional sources don't obviously portray issues, for example, the motivation behind a review, how the information has been accumulated, investigated and deciphered making it hard for the specialist to evaluate their handiness. To resolve this issue I have attempted to locate the auxiliary information by utilizing various autonomous sources.

The point for the exploration study is future trends of Sales Promotion, the methodology of the research is theoretical and descriptive. So we conduct descriptive research concentrate on the kind of examination appropriate is expressive exploration as it were. The information are gathered from Internet, Trade Journals and salesmen of the organizations working in Readymade Garments sector. The enlightening exploration has met the prerequisite of examination study.

The research type is descriptive research. Information from respondents was gathered with the assistance of convenience sampling strategy. The sample has taken from selected readymade garments store of Punjab. The information utilized was immediate field review information and diaries references. It has tabulated, analyzed and interpreted by utilizing appropriate tools and techniques.

**FUTURE TRENDS OF SALES PROMOTION IN READYMADE GARMENTS SECTOR:**

"Sales Promotion incorporates incentive offering and premium making exercises which are by and large transient showcasing occasions other than advertising, personal selling, publicity and direct marketing. The reason for sales promotion is to stimulate, persuade and influence the buy and other wanted behavioral responses of the firm’s clients". Kazmi and Batra. Rohan Agarwal referenced in his article about the arising patterns as given underneath;

**BUY ONE GET ONE FREE (BOGOF)**

The pattern of giving one thing free with one acquisition of one thing is turning out to be extremely well known in metropolitan regions as well as in rustic/sub-metropolitan regions as well. For instance, assuming pair of socks is estimated at Rs.10 and its real assembling cost is Rs.3 and both of you breads for Rs.10, you will be still in benefit particularly on the off chance that deals increment because of this BOGOF offer. In retailing this training is really known as a superior advancement strategy. The stores utilize this technique in light of the fact that because of expanded deals they can get benefit on account of economies of scale.

**CUSTOMER RELATIONSHIP MANAGEMENT (CRM)**

The idea of CRM is of twofold: a piece of retail system targets making clients for long haul say entire life and then again, CRM is generally innovation driven. The fundamental focal point of CRM is on clients instead of items it offers. Models are impetuses, for example, extra focuses, it are exceptionally famous to gather numbers. This increases long-lasting relationship with the consumers.

**NEW MEDIA**

With the change in technologies, e-retail, online buying, and vending machines are the fashion of the day. SMS, e-mails, websites and mobile phones are used for the purpose of placing orders. Garments stores printed some individual codes on packaging of products, whereby a customer after buying it, would enter the code into a dynamic website to know whether if he had won a prize/gift or not. Customers also had option to check these printed text codes via their cellular phones. In India, some companies have also started use of such techniques as experimental method.

**CUSTOMERS EXPECTATIONS**

The assault of sales promotion movement throughout recent many years has dissolved the worth of the transient prerequisite to follow up on sales promotion. Numerous clients are molded to expect an advancement at the hour of procurement if not they might keep or try and change their buy in the event that an advancement is absent.

For example, customers are immersed consistently with such a wide assortment of sales promotion that their dependability to specific items has been supplanted by their steadfastness to current worth things (i.e., items with sales promotion). For advertisers, the test is to adjust the benefits of short- term promotions offer versus the possibility to disintegrate devotion to the item.

**E-RETAILING**

Sales Promotion is conveyed to clients in numerous ways, for example, via mail, face to face or inside print media. Notwithstanding, Internet and portable innovations such as cells, present advertisers with various new delivery options. For instance, the blend of cell phones and geographic situating innovation will before long allow advertisers to target advancements to a customer’s actual area. This will permit retailers and different organizations to give deals advancements like electronic coupons, to a customer’s cell phone when they are close to where the coupon can be utilized.

**TRACKING**

As we talked about in our inclusion of publicizing, following customer’s reaction to marketer’s limited time movement is basic for estimating progress of a promotion. In sales promotion, following is additionally utilized. For example, some retailers, whose clients are in control of loyalty cards, can match client deals information to coupon use. This data can then be offered to coupon advertisers who might utilize the data to get a superior image of the purchasing behaviors of those answering the coupon.

**MERCHANDISING ADDITIONS**

Under addition schemes, a few stores offer plans like purchase large pack and take more modest one at no additional expense. Other than this, occasionally some organization offers you a card for six/eight spaces for gluing stickers with the acquisition of each article. When the card’s spaces are full, the shopper is given a free thing totally liberated from cost.

**DISCOUNTED PRICES**

As the very name suggests, under this promotional scheme, organizations offer price discounts to its clients. A portion of the retailers illuminate their regular and faithful clients through email in regards to any most recent low-price deals once new items are presented or a few extra advantages are reported .

**CONCLUSION:**

Advertisers who utilize sales promotion as a vital part in their special technique ought to know about how the environment for these kinds of advancements is evolving. For example, the attack of sales promotion throughout the course of recent many years has disintegrated the worth of the momentary prerequisite to follow up on sales promotion. Numerous clients are molded to expect an advancement at the hour of procurement if not they might keep or try and change their buy in the event that an advancement is absent.

It is obvious in the patterns of the review the eventual fate of deals advancements lies in portable innovation and a ton is to be finished at this point.

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