

**A STUDY ON THE "IMPACT OF SALES PROMOTION ON
IMPROVING SALES" [SPECIAL REFERENCE TO PHILIPS GLS
LAMP IN AMPARA DISTRICT]**



MAHENDRAN NISHANTHAN



Project Report
Library - IEUSL

**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA**

ABSTRACT

Lighting is very important to all people. Among all lighting this has priority because it involves with the usage in night and human health. The lamp provided by the Philips Gls lamp Ltd, should have the proper quality. Therefore, this study was carried out to measure the "Impact sales promotion on improving sales of the Philips Gls lamp in Ampara district. Impact of sales promotion on improving sales can be assessed by measuring the sales and sales promotion.

The research problem formulated for this study was as "whether there is a sales promotion impact on sales of Phillips retailer and traders in Ampara district" Therefore, the purpose of this study is to evaluate the Impact sales promotion on improving sales that the Philips bulb Ltd provides promotion to retailer and traders through measuring the Advertising, discounts, warranty and guarantee and premium and prizes promotion in Ampara district. Here measuring the impact of sales promotion on improving sales, four variables are considered such as advertising, discounts, warranty and guarantee, and premium and prizes.

Specifically, this study seeks to determine the sales promotion identifying the impact of sales and promotion expenditure through comparing the sales and expenditure, and recommend implementation of appropriate sales promotion performance improvement procedures where necessary.

The data for the study was got from the selected samples among the retailer or dealer. Through random sampling method, 65 samples were selected and 65 questionnaires were issued to collect the research information relevant to this study. The questionnaire was based on the Likert scale model for measuring the impact of sales promotion on improving sales of Philips Gls lamp in Ampara district.

The data were analyzed through comparing the sales of Philips bulb and promotion expenditure. For the purpose of data analysis SPSS package and Microsoft Excel 2007 were used. Analyzed data were presented through using the tables mostly, and some charts.

Data evaluation made through comparing the sales and promotion expenditure. Through the data evaluation, the promotion variable such as advertising, discounts, warranty and guaranty, and premium and prize.

This study supports the sales of Phillips Gls bulb in short promotion period because in those periods their sales increasing suddenly almost lot of customer attracting through sales promotion. This study substantiates the need for management of this Phillips Gls lamp for decision making.

TABLE OF CONTENTS

CONTENTS	PAGE NUMBERS
Acknowledgement	I
Abstract	II
Abbreviations	IV
Table of Contents	V
List of Tables	X
List of Figures	XIII
CHAPTER- ONE- INTRODUCTION	1-6
1.1 Background of the study	1
1.2 Problem Statement	3
1.3 Research Questions	4
1.4 Objectives of the Study	4
1.5 Significance of the Study	4
1.6 Scope of the Study	5
1.7 Limitations of the Study	6
1.8 Summary	6
CHAPTER- TWO: LITERATURE REVIEW	7-35
2.1 Introduction	07
2.2 Definition of Sales promotion	07
2.3 Sales promotion and promotional mix	09
2.4 planning and sales promotion	09
2.5 Process of planning sales promotion	10
2.5.1 Assessing the environment	10
2.5.2 Developing objective	10
2.5.3 Selecting appropriate strategy	11

2.6	Sales promotion objective	11
2.6.1.	Communication	11
2.6.2.	Incentives	12
2.6.3.	Invitations	12
2.7	Sales promotion techniques	12
2.7.1.	Consumer sales promotion method [[Money based]]	12
2.7.2.	Consumer sales promotion method [[Product based]]	13
2.7.3	Consumer sales promotion [gift, prizes]	15
2.7.4.	Consumer sales promotion [[Store based]]	18
2.8	Sales promotion to sale people and the trade	18
2.9	Sales force sales promotion	19
2.9.1	Supportive programmed	19
2.9.2.	Motivational programmed	20
2.10.	Trade promotion	21
2.11.	Type of trade promotion	21
2.12.	Selecting trade- promotion tools	24
2.13.	Selecting business sales force promotion tools	26
2.14.	Sales promotion as brand builders	30
2.15.	Managing the sales force for improving sales	32
2.16.	Summary	34

CHAPTER- THREE- CONCEPTUAL FRAMEWORK AND OPERATIONALIZATION

35-41

3.1	Introduction	35
3.2	Conceptual framework	35
3.2.1	Advertising	36
3.2.2.	Discounts [[Allowance]]	37
3.2.3	Warranty and guarantee	38
3.2.4	Premium and prizes	39
3.3	Operationalization	39
3.4	Summary	41

CHAPTER- FOUR: RESEARCH METHODOLOGY

42-47

4.1	Introduction	42
4.2	Study Setting, Design, and Method of Survey	42
4.3	Study Sampling	43
4.4	Data Collection	44
	4.4.1 Sources of data	44
4.5	Method of measurement	44
4.6	Method of Data Presentation and analysis	46
4.7	Method data evaluation.	47
4.7	Summary	47

CHAPTER- FIVE: DATA PRESENTATION AND ANALYSIS

48-71

5.1	Introduction	48
5.2	Research Information	48
	5.2.1 Brand	48
	5.2.2 Consumer sales promotion	48
	5.2.3 Retailer sales promotion	50
	5.2.4 Promotion period	51
5.3	Research Information [[Part-02]	52
	5.3.1 Sales promotion	52
	5.3.1.1 Advertising	52
	5.3.1.2 Discounts	54
	5.3.1.3 Warranty and guarantee	56
	5.3.1.4 Premium and prizes	58
5.4	Preferences of dealer towards sales promotion	63
5.5	Other factor affecting sales	64
5.6	percentage analysis	69
5.7	Summary	71

6.1	Introduction	72
6.2	Research Information	72
6.2.1	Brand	72
6.2.2	Consumer sales promotion	73
6.2.3	Retailer sales promotion	74
6.2.4	Promotion period	74
6.2.5	Sales and promotions expenditure	74
6.3.	Discussion on the research variable	74
6.3.1	Advertising	75
6.3.2	Discounts	77
6.3.3	Warranty and guarantee	80
6.3.4	Premium and prizes	82
6.4	Over all focus on the sales and sales promotion expenditure	84
6.5.	Summary	84

CHAPTER-SEVEN: CONCLUSIONS AND RECOMMENDATIONS 85-92

7.1	Introduction	85
7.2	Conclusions	85
7.2.1	Sales promotion	86
7.3	Recommendations	87
7.3.1	Advertising	87
7.3.2	Discounts	88
7.3.3	Warranty and guarantee	89
7.4	Limitations of the study	90
7.5	Implications of the Study	90

References I

Appendix - Questionnaire III