



**PROMOTIONS & CONTESTS: AN EFFECTIVE WAY TO BOOST SALES.**  
**NEEDLE INDUSTRY PRIVATE LIMITED, NILGRIS**

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**Abstract:**

The study's goal was to analyze the various sales promotion activities carried out and to identify which sales promotion activity most effective in attracting clients, purchasers, and shopper was buying behavior. Sales promotion is one of the marketing tactics used to catch the attention of customers. Customers are looking for ease and value for money; the key to this concept is to begin and grow a relationship with the customer. Advertisement assists in both retaining current customers and attracting new customers. The study is primarily concerned with the advancement of sales promotional activity in order to achieve client delight. This study was written in a descriptive approach. The knowledge gathered from each primary and secondary source for analysis. A total of one hundred and twenty responses are collected and analyzed using SPSS using simple share analysis, chi-square, and correlation. A trial has been constructed as part of this study to investigate the various sales promotional tactics and their impact on consumers' purchasing behavior with specific emphasis Needle industries (India) personal limited. people' expectations are met, and the goods is delivered in a timely manner, attracting a large number of people to their brand.

**Key Words:** *Advertisement, Shopping behavior, Customer delight, Sales Promotion.*

**1. Introduction:**

The study would contribute in clarifying all concepts relating to sales promotion activities, marketing communication, promotional schemes, and strategy relating to sales promotion. The study will cover mainly sales promotion activity and sales promotion strategy and its related concepts. The research study and their comparative study has been carried out further, focus is there on the future of sales promotion activities and sales promotion strategy. A lot of sales promotion activities are needed. Sales promotion is one of them and gives a great impact on customer effect. To achieve the objective a strategy is needed for effective application of sales promotion. Sales promotion involves incentive-offering and interest-creation activities, which are often brief marketing events, but include hand advertising, personal selling, content marketing, and direct marketing. The goal of advertising is to "stimulate, encourage, and influence the firm's customers' acquisition and other desired behavioral responses." Advertisement is extremely important since it not only helps to boost sales but also enables a firm to attract new clients while keeping old ones. There are several sales advertising strategies that a company will employ to increase their sales, but it is critical that we first understand what an advertisement strategy is and why it is so vital. A company's lifeblood is sales. Without sales,

there would be no business in the first place, thus if a firm wants to flourish, it should have a sales promotion plan in place. The initial goal of a sales promotion is to increase a company's sales by forecasting and changing the buying behavior and patterns of your target customers.

Advertisement includes marketing efforts like as advertising, publicity, and private mercantilism that encourage consumer purchasing and dealer effectiveness. Advertisement largely consists of short-term and non-routine incentives provided to dealers as well as customers. The most popular sales promotion tactics include demonstration, trade show, exhibition, exchange offer, seasonal discount, free service, gifts, credit facilities, contests, and so on. Marketing is a social and management process in which individuals and groups obtain what they want and desire by producing offers and trading valuable items for offers. "Marketing activities other than face-to-face selling, advertising, and publicity that stimulate consumer purchase and retailer effectiveness, such as Promotion" Promotion is one of the five components of the promotion mix. (Advertising, in-person selling, direct marketing, and advertising/public relations are the other four components of the promotion mix.) Marketing communications, both media and non-media, are utilized for a brief time to enhance customer demand, drive market demand, or improve product availability.

Contests, coupons, freebies, lottery guides, point-of-purchase displays, awards, prizes, product samples, and discounts are all examples. Discounts are frequently used in sales promotions. Discounts influence how shoppers think and act when they purchase. The type of discounts and their location can influence how customers perceive a product and their purchase decisions. Companies have identified short- and long-term marketing possibilities and are doing research on the chosen market by assessing and forecasting its attractiveness. Companies must design a differentiation and positioning strategy for the target market after identifying the market. When deciding on marketing spending and marketing mix, marketing strategy must be turned into marketing programs. The final phase is to coordinate the marketing resources, as well as to implement and monitor the marketing strategy.

## **2. Industry Profile:**

Needle Industries (India) Private Limited, founded in 1949, is a global leader in Hand Sewing Needles, Knitting Needles, Snaps, Hooks, Safety Pins, and related products. The company began with a simple gramophone needle and has expanded its product range over the years. It now manufactures a wide range of surgical suturing needles, pearl and plastic headed pins, and glass headed pins. Needle Industries has a global reputation for quality and service,

with products being sold in around sixty countries on six continents. Founded in 1949, the company is listed under the company class pvt ltd and is classified as a Non-Governmental Company in the Commercial Register (ROC).

### 3. Objectives of the Study:

- ❖ To learn about the various advertising initiatives.
- ❖ To demonstrate that sales promotion efforts are significantly influencing client purchasing behavior.
- ❖ To identify the advancement in sales promotional efforts in order to please customers.

### 4. Scope of the Study:

- ❖ The research examines the efficiency of public relations operations.
- ❖ To locate a form of advertising that has a positive influence on customers.
- ❖ However, different forms of promotional activities have a completely different influence on the customer's purchasing behavior. To investigate how sales promotion might help to keep current consumers and attract new ones.

### 5. Review of Literature:

Sales Promotion is a crucial aspect of marketing campaigns, consisting of short-term incentives to encourage consumers to purchase products or services faster said by Kotler and Keller (2011). Pick and Broderick (2011) studied the importance of sales promotion, but excluded large amounts. Crosier and Bureau's definition focused on the economic incentive element of sales promotion. Sales promotions are crucial for marketers said by Ansari Chaharsoughi (2012), and understanding their impact on consumer behavior is crucial for organizational success. This article examines the impact of sales promotions on consumer behavior using cross-cultural models, focusing on national and international levels. Understanding consumer behavior in a different framework is essential for success. Yi-Ting Huang (2013) investigates the impact of popular online promotions like price-discount, coupon, and free shipping on consumer quality perception and purchase intentions. Results show significant main effects, with price-discount having a greater impact. Brand awareness moderates the relationship between promotions and consumer responses. This knowledge can help online sellers choose appropriate sales promotion tools to induce consumer purchase intentions. Kate Westberg's (2014) study compares cause-related marketing (CRM) and sponsorship and sales promotion in building brand equity. Results show CRM is more effective in achieving brand-related objectives, with consumers responding

positively to CRM. Anam Bhatti (2018) investigated the impact of income merchandising, rate cut price, and social media on consumer buy purposes. Results showed that income merchandising and social media had a high-quality impact on consumers' buy intentions, with social media moderating the relationship. Pacheco (2015) study examines the impact of promotion type and depth on consumer perceptions, product quality, and purchase intentions. High-value coupons are perceived as superior, while low-value promotions have no significant difference. Retailers with positive reputations have a more positive attitude and intention to purchase. Eun Young Kim (2017) study examines consumer price perception and choice heuristics on impulse buying behavior in social commerce. Results show sales proneness positively impacts referral and price referral heuristics, while consumer price consciousness negatively affects impulse buying. In Somesh Kumar Sinha, Priyanka Verma (2019) research examines the perception of sales promotion benefits in rural and urban areas. It finds that urban consumers prioritize hedonic benefits, while rural consumers are more attracted to utilitarian benefits. This insight helps develop effective sales promotion plans considering the differences in consumer psychology. Ibrahim Ofosu-Boateng's (2020) study reveals that retailers in Tema, Ghana, use various consumer sales promotion strategies to influence consumer behavior. The study recommends increasing price discounts, extra pack offers, coupons, free samples, and contests to continue influencing consumer behavior. Teck Weng Jee (2021) examines the impact of utilitarian and hedonic benefits perceptions on consumer purchase decisions, specifically attitude and behavioral intention. It highlights the potential for extending the findings to other types of purchase decisions outcomes. Sulaiman Helmi (2022) examines the impact of advertising, sales promotion, and brand image on customer purchase decisions on the Shopee Food platform in Indonesia, focusing on the mediation of advertising and sales promotion.

## **6. Research Methodology:**

The sample consisted of 120 respondents, with a convenience sampling method used. Primary data, original and collected for the investigator's personal use, was analyzed using applied mathematics tools such as CHI square Test and correlation. The data was categorized as primary knowledge (Questionnaire). The study employed CHI square Test and Correlation for further analysis.

**7. Analysis & Interpretation:**

Table no:1 Demographics of the respondents		
Items	Category	Percentage
Gender	Male	79.2
	Female	20.8
Age (Years)	18 – 30	65.0
	31 – 40	20.0
	41 – 50	10.0
	Above 51	5.0
Educational Qualification	School	9.2
	Under Graduate	55.0
	Post Graduate	24.2
	Professional	11.7
Marital Status	Married	35.8
	Unmarried	64.2
Profession	Private Employee	47.5
	Government Employee	12.5
	Business	35.8
	Student	4.2

Table 1 shows the demographic profile of 120 respondents in Greater Coimbatore, revealing a majority of men (79.2%), aged 18-30, with 55.0% being graduates. 47.5% are in the private employment class, and 64.2% are unmarried.

Table No :2 Net Promote Score (NPS)		
Platform	% of Respondents	NPS (Net Promote Score)
Face Book		
1.Detractors	21.02	11.78
2.Neutral	46.18	
3.Promoters	32.8	
Insatagram		
1.Detractors	14.4	18.4
2.Neutral	52.8	
3.Promoters	32.8	
Linked In		
1.Detractors	11.8	44.4
2.Neutral	32	
3.Promoters	56.2	
Youtube		
1.Detractors	13	49.0
2.Neutral	25	
3.Promoters	62	
Whatsapp group		
1.Detractors	16	43.0
2.Neutral	25	

3.Promoters	59	
Other Social Media Platform		
1.Detractors	31.8	4.0
2.Neutral	32.4	
3.Promoters	35.8	

NPS is the probability of a customer suggesting a product or service to their friends and family. A higher score indicates a higher likelihood of promotion through word of mouth. Neutral respondents are passive, while satisfied supporters are considered supporters. NPS is calculated by subtracting the total share of detractors from the total percentage of promoters. YouTube has the highest NPS 49.00%, followed by LinkedIn with 44.0% and WhatsApp with 43.0%, respectively. Social commerce refers to sales practices in the social commerce industry.

The study examines the association between gender and marketing activities in needle industries using Pearson Chi-Square data. The p-value is 0.000, indicating a strong rejection of the null hypothesis at a 0.05 alpha level.

H01: there's no association between respondent's gender and sales promotional activities practiced at needle industries.

Factors	Chi square	Asymp. sig. (2. sides)	Remarks
Opinion on awareness about needle products.	1.018	.797	No Association
Opinion on seeking information before purchase.	.859	.651	No Association
Opinion on considering while purchasing product.	13.768	.003	Association Exits
Opinion on frequent purchase of needle products.	2.126	.547	No Association
Opinion on promotional scheme during purchase.	4.540	1.03	No Association
Opinion on medium to promote schemes.	6.046	.109	No Association
Opinion on promotion method which makes to buy.	8.850	.031	Association Exits
Opinion on satisfied sales promotional activity.	4.131	.248	No Association
Opinion on approach of sales representative.	4.923	.178	No Association
Opinion on sales promotion motives consumer to buy.	.795	.851	No Association
Opinion on after sales service	1.916	.590	No Association
Opinion on factor influencing to	2.644	.450	No Association

purchase.			
Opinion on satisfaction level of sales promotion at discount.	.731	.866	No Association

Table 3 reveals a significant difference in sales promotional activities in needle industries among respondents based on gender. Factors like product consideration and promotion techniques strongly associate with gender, with a significant association of 0.003 and 0.031.

The study examines the association between age and commercial activities in needle industries using Pearson Chi-Square data. The p-value is 0.000, indicating a strong rejection of the null hypothesis at the alpha level of .05.

H02: there's no association between respondent's age and sales promotional activities practiced at needle industries.

Table No:4 Association between Age and sales promotion activities			
Factors	Chi Square	Asymp. Sig. (2. Sides)	Remarks
Opinion on awareness about needle products.	18.947	.026	Association Exits
Opinion on seeking information before purchase.	3.799	.704	No Association
Opinion on considering while purchasing product.	14.798	.097	No Association
Opinion on frequent purchase of needle products.	23.852	.005	Association Exits
Opinion on promotional scheme during purchase.	5.817	.444	No Association
Opinion on medium to promote schemes.	5.256	.811	No Association
Opinion on promotion method which makes to buy.	9.880	.360	No Association
Opinion on satisfied sales promotional activity.	5.062	.829	No Association
Opinion on approach of sales representative.	6.030	.737	No Association
Opinion on sales promotion motives consumer to buy.	8.567	.478	No Association
Opinion on after sales service	13.186	.154	No Association
Opinion on factor influencing to purchase.	2.975	.965	No Association
Opinion on satisfaction level of sales promotion at discount.	5.490	.790	No Association



Table 4 reveals a significant difference in needle industry sales promotional activities based on respondents' age. Factors like awareness and frequent needle product purchases strongly associate with age, with a significant association of 0.026 and 0.005, respectively.

The study examines the association between respondents' profession and marketing activities in needle industries using Pearson Chi-Square data. The p-value is 0.000, indicating a strong rejection of the null hypothesis at a 0.05 alpha level.

H03: there's no association between respondent's profession and sales promotional activities practiced at needle industries.

Table No:5 Association between Profession and sales promotion activities			
Factors	Chi Square	Asymp. Sig. (2. Sides)	Remarks
Opinion on awareness about needle products.	9.716	.374	No Association
Opinion on seeking information before purchase.	18.829	.003	Association Exists
Opinion on considering while purchasing product.	12.022	.212	No Association
Opinion on frequent purchase of needle products.	15.311	.083	No Association
Opinion on promotional scheme during purchase.	5.906	.434	No Association
Opinion on medium to promote schemes.	28.655	.031	Association Exists
Opinion on promotion method which makes to buy.	10.557	.307	No Association
Opinion on satisfied sales promotional activity.	8.794	.457	No Association
Opinion on approach of sales representative.	2.015	.991	No Association
Opinion on sales promotion motives consumer to buy.	5.957	.744	No Association
Opinion on after sales service	32.404	.003	Association Exists
Opinion on factor influencing to purchase.	10.750	.293	No Association
Opinion on satisfaction level of sales promotion at discount.	38.138	.002	Association Exists

Table 5 reveals a significant difference in sales promotional activities in needle industries among respondents. Factors such as satisfaction with discount advertisements, once-sales service, medium-to-push schemes, and seeking data before purchase strongly associate with the demographic variable profession, with a significance value of 0.003, 0.03, 0.003, and 0.002.

A study of 120 respondents from the Coimbatore region conducted a 5-day questionnaire to analyze correlations between product branding, pricing discounts, quality, and promotional contests. The mean and standard deviation of each variable were analyzed to test general trends. The results of descriptive statistics are presented in Table 6, highlighting the importance of product branding, availability of products, free product samples, pricing discounts, quality, and promotional contests.

	N	Min	Max	Avg.	S.D
A(Product Branding)	120	45	240	120.8	55.75
B (Product Pricing)	120	12	32	22.87	5.598
C (Promotional Contest)	120	18	78	50.88	9.880

		A	B	C
A (Point of Product Branding)	Pearson Correlation Coefficient	1		
	Significance Level(both sides)			
B(Point of Product Pricing)	Pearson Correlation Coefficient	0.372**	1	
	Significance Level(both sides)	0.003		
C(Point of Promotional Contest)	Pearson Correlation Coefficient	0.247**	0.121	1
	Significance Level(both sides)	0.039	0.360	

Table 7 shows a significant Pearson correlation between Promotional Contest and Product Pricing ( $r = .247$ ,  $p < .05$ ), with no correlation between Promotional Contest and Product Branding. This suggests that better Promotional Contest leads to better Product Pricing.

## 8. Findings:

The majority of respondents are men aged 18-30, with a majority of them being graduates. Most of the respondents are within the personal employment class and are unmarried. YouTube has the highest NPS (49.00%), followed by LinkedIn and WhatsApp with 40.40% and 43.10%, respectively. Social commerce refers to sales practices, with opinions on product acquisition, promotion techniques, needle product awareness, frequent needle product purchases, once-sales service, medium-to-push schemes, and seeking information before purchase strongly influencing demographic variables. The Pearson correlation coefficients show a significant correlation between promotional contests and product pricing purposes, suggesting that higher promotional contests lead to better product pricing outcomes.

## 9. Conclusions:

The study highlights the importance of PR efforts in increasing corporate sales to maintain current customers and attract new ones. To compete in the Brobdingnagian market, firms must have a strategic marketing plan. A loyalty program can boost revenue by attracting new customers. A successful sales campaign helps meet organizational goals. Sales are tracked alongside promotional activities, and the corporation should carry out more internal promotions to estimate sales. Publicity is crucial for achieving goals and objectives, and companies should develop effective strategies to satisfy market competition and customer demands. Sales promotion is considered the key to a company's success in sales, as it can attract consumers and drive product purchases.

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