

**Effect of Retail Instore Promotional Strategies on Consumer Purchase Decision with
Reference to Fast Moving Consumer Goods**

Submitted By

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In Partial fulfillment of the requirement for the award of the degree of

Master of Commerce



DEPARTMENT OF COMMERCE

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DECLARATION

I hereby declare that this project work entitled "EFFECT OF RETAIL IN-STORE PROMOTIONAL STRATEGIES ON CONSUMER PURCHASE DECISION WITH REFERENCE TO FAST MOVING CONSUMER GOODS" submitted to Department of Commerce, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, in-partial fulfillment of the requirement for the award of the degree of MASTER OF COMMERCE is the bonafide record of original project work done by M.NIVEDA during the period of her study, under the supervision and guidance of Dr.P.SANTHI, Professor, M.Com., M.Phil., Dip.in.Mgt., Ph.D., Department of Commerce.

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CERTIFICATE

This is to certify that the project work entitled "EFFECT OF RETAIL INSTORE PROMOTIONAL STRATEGIES ON CONSUMER PURCHASE DECISION WITH REFERENCE TO FAST MOVING CONSUMER GOODS", submitted to Department of Commerce, Avinashilingam Institute For Home Science and Higher Education For Women, Coimbatore, in partial fulfillment of MASTER OF COMMERCE, is the record of the original project work done by M.NIVEDA (17PCO010) during the period of her study, under my supervision and guidance.

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Signature of the Guide

Submitted for the viva voice examination held on _____

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CHAPTER I

INTRODUCTION

Sales promotion is one of the elements of the promotional mix. Sales promotion consists of a wide variety of promotional tools designed to stimulate earlier or stronger market response (Kotler, P & Keller, K.2011). Sales promotion can be defined as a paid non-personal form of communication that incentives customers to visit a store and or purchase merchandise during a specific period of time. Sales promotion helps retailer by way of attracting customer traffic and enables quick results to be achieved. A retailer may create a sales promotion aimed at the consumers due to various reasons (Swapna Pradhan,2010). Store promotions are a way of life for retailers, indeed an intensive promotional activity allows the store to maintain and increase its turnover by achieving a higher penetration rate in the market area, an increase in the frequency of visits or an increase in the average amount spent in the store. Despite high fixed costs, promotions are a source of additional margins, thanks to the financial support of producers, and the speculative stocks that are constituted during the promotional period. Moreover, store-level promotions help reinforce a low-price positioning, a key to performance (Pierre Volle, 2007).

With the emergence of large supermarkets, the retailer is closest to the consumer. Retailers are a part of a dynamic world today and the retailer faces a more knowledgeable and demanding consumer. Since business exists to satisfy the needs of the consumers, the demands and expectations of the consumers often have forced retail organisations to change their formats and product offerings. While many retail formats continue to exist in most markets across the world, what has changed is the range of services offered. Retailer communicate to their customers on a continuous basis through the store atmosphere, the products and services, promotional literature, advertising and other promotional means. Retail promotion is the descriptive term for the mix of communication activities which retail companies carry out in order to influence prospective consumers on whom their sales depend. Retailing promotion will have the main objective of influencing consumer perceptions, attitudes and behaviour in order to increase store loyalty, store visits and product purchase. However, the important groups which need to be influenced are not simply the target market group of current and potential customers.

Fast Moving Consumer Goods (FMCG) can be defined as packed goods that are consumed or sold at regular and small intervals. The prices of the FMCG are relatively less and profits earned through such sales are more volume based. The organized FMCG retailing in India is a new concept and is fast catching up in urban and semi-urban India. The organized retail markets in India cater FMCG products like toiletries, soaps and detergents, cleaning and disinfecting agents, cosmetics, non-durables and Pharmaceuticals. The packaged food products and drinks is also sold under FMCG, since these items are consumed or bought at regular intervals.

Price is a very important element in the marketing mix as it has to be set at the right level to ensure retailers have the capability to generate profits. It also represents an essential ingredient for the customer as price is all about the offer of value and benefits as part of retail exchange process.

In recent years, the Fast-Moving Consumer Goods sector (FMCG) is witnessing increased use of sales promotional activities all over the world. This sector is characterized by products having low unit value and require frequent purchases and consumer behaviour reflecting less loyalty, impulse buying, and low involvement on the part of a consumer (Kotler,2011). A plethora of sales promotion offers are made ranging from simple price-offs to innovative contests and gift offers trying to lure the deal prone consumers.

Statement of the problem

The study considers impersonal Instore sales promotion tools that influence the customer purchasing patterns at supermarket. The sales promotion has a significant effect on purchase of FMCG at retail stores. Sales promotion is important for shoppers to avail the benefits of promotional tools that are used by the retailers. Various Instore sales promotion tools will increase the purchasing level of an individual and creates positive attitudes. With the high level of competition and way of instore promotions provided by various marketers the customers selection of products various according to the sales promotion strategies used. When a retail store plans its marketing, it must work to find new and innovative ideas to create value to the customers by means of price, volume and categories. Hence the study aims to bring out the effect on Instore Sales promotion strategies on various categories of FMCG.

Objectives of the study

The main objectives of the study are,

- To analyse the shoppers and their pattern of shopping of FMCG.
- To evaluate the retail sales promotion strategies from shoppers perspective.
- To analyse the ranking of Retail Instore Sales promotion strategies from shoppers perspective.
- To identify the key instore retail sales promotion techniques influencing purchase of FMCG.
- To examine the effect of Instore retail sales promotion techniques influencing the quantity of purchase of FMCG by the shoppers.

Hypotheses

Based on the stated objectives, the following hypotheses have been framed,

- There is no significant mean difference between the socio economic profile of the respondents and the frequency of the shopping FMCG products.
- There is no significant mean difference between time spent at shopping in supermarket across the socio economic profile of the respondents.
- There is no significant mean difference between amount spent on shopping in supermarket across the socio-economic profile of the respondents.

Scope of the study

Retailers can reach out to customers and build awareness by providing more impersonalised, instore retail sales promotion techniques to increase the sales. The analysis made for the socio economic profile of the respondents for purchase of FMCG at supermarket. Various sales promotional tools like price off, Buy one get one free, coupons, bonus packs and point of purchase which are implemented during the study. The study is focused on effect of short period sales promotion strategies on FMCG. If the retailers has to encourage the customers they have to set effective strategies to create positive attitudes and create awareness about various instore retail sales promotion.

Limitation of the study

Instore retail sales promotion that are personal in nature, namely the effect of influence of sales personnel is not included in the study. The study is region specific and the period of study is limited.

CHAPTER SCHEME

The study is organized in to five chapters

Chapter-I

The chapter one contain introduction, statement of the problem, objectives of the study, hypotheses, scope of the study , limitation and chapter scheme.

Chapter-II

The chapter two includes review of literature which discusses about the previous research studies related to instore sales promotion and FMCG sector in retailer stores.

Chapter-III

The chapter three deals with research methodology adopted in the study which includes sources of data, period of study and tools used for data analysis.

Chapter-IV

The chapter four focuses on the results and discussion.

Chapter- V

The chapter five focuses on the summary of findings, suggestions and conclusion.

CHAPTER II

REVIEW OF LITERATURE

A literature is a report of the information found in the literature related to the selected area of study. It is a process of reading, analysing, evaluating and summarizing scholarly materials about a specific topic. It should be theoretical base for the research and help the researcher to determine the nature of research. A literature review is more than the search for information, and goes beyond being annotated bibliography.

McKinnon.G. F and et al (1981), examined the study on “ **Sales Effects of Point of Purchase Instore signing**”. The purpose of the study is that the retailers are faced with the controversial questions of whether or not to use signs, whether to use price only signs or descriptive – benefit signs, and whether to use signs only for sale items at regular prices. The research results that field experiment in a major departmental store chain which focused on the shopper. The result suggest that retail signing strategies should vary by pricing descriptive benefit signs are effective than price only signs.

Donald.A Hantula and Victoria K. (1981) analysed the study on “ **The Effects of a Point of Purchase Display on Relative sales An Instore Experimental Evaluation**”. The purpose of the study is that the experimental conditions consisted of periodically placing two copies of the same display in convenience stores and supermarkets. The results were unanticipated point of purchase displays did not change relative sales of the target brand.

Albert C. Bemmaos and Dominique Mouchoux (1991), analysed the study on “Measuring the short term effect of Instore promotion and Retail Advertising on Brand Sales: Factorial Experiment.” The research is made on the replicated in store factorial experiment with 12 national brands in six non-perishable consumer goods categories, the authors find price deal elasticities in 2-11 range with larger value for small brands. Unit sales data were collected on a weekly cities basis from the ordering books of the three stores to their common purchasing agency. The result was that elasticities increase 20% to 80% when deals are advertised by the retailers.

Sunil Gupta and Lee G. Cooper (1992) was conducted a study on “**Discounting on discounts and promotions thresholds**”. This study examines consumer’s response to retailers price promotions. It shows that the consumers discount the price discounts. The study also indicates the existence of a promotion saturation point above which the effect of

discounts on changes in consumers purchase intention in minimal. Then results confirm consumer's S-shaped response to promotions.

Rajneesh Susi and Rajesh (2000) conducted a study on **“Brand evaluations: a comparison of fixed price and discounted price offers”**. The empirical study shows that consumers perception of quality and value for the product were higher when price information was presented in the fixed format. The study concluded that empirical supports for the motion that fixed price formats may be more effective than price documents.

Pierre Yolle (2001), examined **“The short term effect of short level-promotions on store choice and moderating role of individual variables”**. The main objective is to determine the role of situational variables on the store choice and the moderating role of individual variables on the relation between store-level promotion and choice variables. The sample contains 964 households. It has measured loyalty following the Gaudagni and Little approach, and exponential smoothing over the reference period. The overall level of enduring involvement towards shopping was measured with a scale that accounts for the relevance. The reliability of the scales measured by the cronbach alpha is satisfactory. A principle component analysis is used. The research shows that the short-term effect of store level promotions on store choice is significant.

East R.Eftchiadou, et al. (2003) examined the **Research Note: “Point of purchase Display and Brand sales.”** The research was made that the results of two field experiments on the relationship between store display and the sales of new brand. When the space in a single display was increased, sales tended to increase disproportionately. The results shows that the number of displays was increased from one to two, the sales effects of the second display was additive.

Jorge, et al (2004) examined the **“Capturing the effects of coupon promotions in scanner Panel Choice models”**. The study focus of the effects of coupon promotions on consumer brand choice. The effect of coupon promotions are captured via two measures, the prevailing face value of coupons for each brand. Thus, the study concluded that the price elasticity is higher for coupon ever than non-users.

Reinaldo Guerreio, et.al (2004) has conducted a study on **“ Bonus pack promotions perceptions of controller and commercial manager”**. This study compares the perception of controllers with those of commercial managers in industrial companies with respect to various aspects of bonus packs promotions. In this first, too questionnaires were sent to commercial manager in companies selected from different sectors. In the second study, the 600 questionnaires were sent to controllers of the companies. Thus the study concludes that

the results demonstrate that the controllers and the commercial managers hold similar views with respect to the majority of the research questions.

Priya and Raghobie (2005) examined “**How the consumer respond to the products that have been offered as a “Free gift with purchase of another product”**”. The purpose of the study is to analyse that when a product is given away “free” then consumers are willing to pay less for it as a standalone product. The results of the study is that when an economically identical offer is framed as a joint drendle with when it is frames as “Buy one get free” offer, consumer are willing to pay less for the product offered “free”.

Preeta Hemang Vyas (2005) conducted a study on “**Incentive outlay ratio in fast moving consumer goods sectors in India**”. This study examines the nature of schemes offered in the fast moving consumer goods (FMCG) category, finds out the ratio of incentive and outlay, explores the relationships, finds out the rationale offers and provides guidelines to managers designing sales promotion activities. Eight different products categories were considered for the study. It is concluded that the level of incentive outlay ration access product categories revealed that non-food category exhibits more variations (range) than food category and bonus pack followed by free gifts and price off were the popular tools used to access products categories indicating use of similar type of schemes without much innovation.

Kim Shyan Fam, et.al (2010), analysed “**In store marketing: a strategic prospective**”. The purpose of this study is to examine two key dimensions of instore marketing namely instore promotions and price markdowns. A sample of 287 New Zealand clothing and shoe retailers were studied. The aim was to explain these perceptions in terms of marketing strategies, threat of competition and environmental uncertainty. The results indicate that discount marketing strategy price promotions are the key to explaining retailer’s perception and use of specific instore marketing activities.

Manish Mittal, et. al (2011) examined the “**Effectiveness of various sales promotional techniques including the derived sales response**”. The sales promotion techniques studied in this paper are price discounts, coupons, bonus packs, buy one – get one free and scratch cards. While the behavioural responses selected are brand switching, purchase acceleration, short pilling, product trial and spending more. The sample data collected from 364 respondents were analysed. The study suggests coupons and scratch cards are not very effective tools of sales promotion in developing country like India.

Stanley George (2012), conducted a study on “**Occasion based promotional strategies with regard to consumer durable segment in Kerala**”. The study is mainly

focused on the promotional strategies of consumer durable companies and retailers during festival season. Content analysis is standard methodology used for studying the content of communication. The sample of 433 print ads released in the newspaper has been analysed. The most popular sales promotions among consumer durable during festival seasons are free gifts, price off, contests, sweep taker, exchange offers. The result of this study shows that the consumer durable companies and retailers are adapting various promotional strategies to attract deal prone, promotion liking customers.

Vasanth Kiran, et al (2012), analysed the **“Innovation in instore promotions. Effect on consumer purchase decision”**. This research paper discuss on various instore promotional strategies, new shopping solutions and how this in turn helps the customer to make purchase decisions right in the retail store. The research concluded that the instore sales promotion is another vital way to advertise. The ultimate goal of sales promotion is to stimulate potential customers to actual sales.

Koen Wanders (2013) has analysed **“The effectiveness and consequences of price promotions”**. The aim of the study is to analyse if price promotions can negatively influence aspects of a brand that is promoted, such as perceived brand quality and brand image. ANOVA is the tool used to examine the effects of the type of brand and promotion depth on perceived trust worthiness. The main focus of the study lies on the effects of deep price promotions for the store brand and high end brand. Thus, concluded that sales promotion is used to increase sales, introduce new products and influence the consumer decision process.

Priti Salvi (2013), examined the **“Effectiveness of sales promotional tools: A study on discount, price off and buy one get one free in branded apparel retail industry in Gujarat”**. This research paper attempts to study the effectiveness of three sales behaviour. The sample for the study is 152 students studying in Post graduate course in different regions of Gujarat. Freidman Test was used to check the effectiveness of various schemes and it was found that all three schemes were effective in inducing visit to store, purchasing the product and purchase acceleration (except BOGO). It is concluded that the tools were not found in inducing effective other buying behaviour responses.

Samiya Loya and Saman Ismail et.al (2015) conducted a study on **“Impact of Instore Display on sales a comparative study among New and Mature product”**. The objective of this study is to identify the effects of display enhancements on unit sales of mature and new products and to analyse the significance of these effects at local area shops and general stores. The experiment was conducted on 50 different stores in different localities of Karachi, Pakistan. The tools were used to analyse the effect of display size, display

location and using point sales materials and its impact on sales were recorded for pre and post change done on displays. In order to analyse the change and its concentration with the display, paired sample t-test is used. It is concluded that marketing and promotional activities have remained on most crucial factor in the selling of FMCG.

Weerathunga. A. K and Pathmini M.G.S (2016), examined the “**Impact of sales promotion on consumers impulse buying behaviour; study in Anuradhapura city**”. The purpose of this study was to examine the input of sales promotion on consumers impulse buying behaviour (IBB) in supermarkets located in Anuradhapura city. The sample chosen for this study is 106 consumers using convenience and judgment sampling techniques from these supermarkets. Price discounts, Free samples, Buy one-Get one free and Loyalty programs were used as the sales promotion tools to check its impact to the IBB. The results suggest that supermarkets authorities should give higher attention on loyalty programs and secondly buy one-get one free as strategies to establish the market via impulse buying behaviour.

Mohamed Dawood Shamout (2016), conducted a study on “**The impact of promotional tools on consumer buying Behaviour in Retail Market**”. The aim of a study is to determine the impact of the most used tools of sales promotion in retail sector such as: coupons, sample, price discounts and buy one- get one free on consumer buying behaviour from two sectors; brand switching and customer loyalty. The research has 200 samples to have reliable data with regards to the consumer behaviour towards sales promotion. The study conducted that consumers behaviour can be positively induced by using various promotion tools such as price discounts samples and buy one- get one free, on other hand it is found that promotion tools such as coupons have no influence on customer buying behaviour.

Ava Huang, et. al (2017) conducted the study on “**Consumer response to price changes in higher priced brands**”. This research examines the price elasticity of high priced brands. The sample size for study was 541 respondents. The stated choice experiments to investigate how situational factors, consumer factors and contextual factors influence price elasticity for high priced wine brands in Australia. These results demonstrate that the patterns of price elasticity for high products are mainly similar to that of other FMGC products, but consumers are slightly less responsive.

Mohammad Iranmanesh, et. al (2017) analysed “**The effects of consumer perception of volume discount benefits on intention to purchase grocery products : Deal proneness as a moderator.**” The study investigated the effects of consumer perception

towards volume discount benefits on their intention to purchase grocery products under this scheme using deal proneness as a moderator. Data were gathered through a survey of 583 Malaysian consumers and were analyzed using the partial least square techniques. The findings of the study will help retailers to understand the effects of consumers perception of volume discount benefits on their intention to purchase products. The results showed that perceived savings, self-expression value and convenience positively affected consumer's intention to purchase grocery products.

Research gap

The study reviewed above represents the instore sales promotion techniques that are implemented to promote FMCGs in various countries. Most of the literature discovered that the sales promotion influence the consumers to purchase various FMCG per visit and the effect of various sales promotion that creates a frequency of shopping behaviour of an individual. The customers enjoy the instore sales promotion and increase the quantity purchased and benefits of the new brand and trial of new products are made available. The level of awareness about various sales promotional strategies, their attractiveness, trial purchase, repeat purchase and brand loyalty were some of the issues studied. The present study focused on category wise analysis of the effectiveness of sales promotion techniques adopted inside the store with regard to fast moving consumer goods.

CHAPTER III

RESEARCH METHODOLOGY

This chapter explains the methodology adopted in the study. It includes research design, period of study, methods used for collecting data and tools for analysis.

Research Design

The research design adopted in this study is descriptive in nature. In order to analyse the research problem undertaken for the study of primary data is considered appropriate. It describes a situation and involves a fact-finding investigation with adequate interpretation.

Area and Period of Study

Coimbatore city is a Tier II city, selected as the study area because of more development of retail sector increases. The population in Coimbatore is also more so the need for purchasing FMCG is high. The growth of supermarket is high in Coimbatore city because of high standard of living and preference toward supermarket is relatively high as most of the product lie in one store. The period of study is short term effect and the respondents are interviewed when the sales promotion techniques are imposed on FMCG. The interview was done for a week those who enjoyed the instore sales promotion.

Source of Data

The study was based on primary data and secondary data. Primary data were collected using a structured interview schedule from 104 respondents who availed the instore promotion offered at supermarket. Data were collected from customers who have purchased from supermarket during the study at the exit point. Secondary data were collected from various books, journal, articles and websites.

Method of Sampling

A non-probability sampling procedure namely purposive sampling method was used to select the respondents from i.e., individual customers who utilise the instore promotion that are provided by the retailers at the supermarket in Coimbatore city.

Sample size

During the time of interview the different customers who have been visiting the supermarket for purchasing FMCG and enjoyed the benefits of sales promotion is interviewed at the exit point of the retail store. The sample size that are interviewed are 104 respondents.

Reliability Test

The Cronbach alpha test was applied to test the reliability of the primary data used in the study resulted with the value of 0.732. The data reliability was resulted with on factors influencing the purchase of FMCG induced by the sales promotion techniques adopted inside the supermarket.

Framework of Analysis

After completion of data collection work, filled up interview schedules were edited and data were entered SPSS for analysis. Hence it is decided to apply following test for analysis.

- Descriptive statistics
- Analysis of Variance
- Henry Garrett's Ranking Technique
- Factor Analysis

Descriptive statistics

The descriptive statistics namely percentage and mean were used to understand the distribution of responses on different variables

Analysis of Variance

The ANOVA test is used to determine the impact of independent variables on the dependent variables. The one-way analysis of variance is used to determine whether there are any significant difference between the means of one or more independent groups on dependent variable.

It is the technique for studying the cause and effect of one or more factors on a single dependent variable. The ANOVA technique focuses on the behaviour of the variance within a set of data. Analysis of variance is a collection of statistical models and their associated estimation procedures used to analyse the compare mean of two or more samples. In this study, ANOVA one way analysis is used to test if there is a significant mean difference between the socio-economic profile of the respondents and the frequency of shopping FMCG products at supermarket.

Duncan multiple range test is used to find the difference between socio economic factors and the shopping behaviour of the respondents.

Henry Garrett's Ranking Technique

This technique was used to evaluate the problems faced by the researchers. The orders of the merit given by the respondents were converted in to rank by using the formula. To find out the most significant factor which influence the respondents. Garrett's ranking technique

was used to rank the sales promotion techniques stimulates the respondents to buy FMCG at supermarket.

As per this method, respondents have been asked to assign the rank for all the factor and the outcomes of such ranking have been converted into score value with the help of the following formula:

$$\text{Percent position} = 100 \frac{(R_{ij} - 0.5)}{N_{ij}}$$

Where,

R_{ij} = rank given for the i th variable by the respondents

N_{ij} = Number of variable ranked by j th respondents

With the help of Garrett's table, the percent position estimated is converted into scores. Then for each factor, the scores of everyone are added and the total value of the score and mean values of the score is calculated. The factors having highest mean value is the most important factor.

Factor Analysis

Factor analysis is an explorative analysis. The factor analysis is used to group similar variables into dimensions. Factor analysis is useful tool for investigating variance relationships for complex concepts such as socio economic status, psychological scales, etc. This process is also called identifying latent variables. Since factor analysis is an explorative one it does not distinguish between independent and dependent variables. Factor analysis has several different rotation methods. At the conceptual level, a factor is a qualitative dimension of the data that attempts to depict the way in which entities differ, much as the length of an object or the flavour of a product defines a qualitative dimension on which objects may or may not differ. Factor Analysis is used to identify the key instore sales promotion technique influencing the purchase of FMCG.

Definition of terms used in the study

Supermarket

Supermarket a retailer which typically sells a wide range of products on a self-service basis. Supermarket may be under single-shop ownership or run as multiple CHAIN-STORE businesses. The bigger supermarket chains are able to achieve significant economies in distribution both on a group basis by being able to obtain favourable price discounts from manufacturers by Bulk buying, and at the individual store level by the use of capital-intensive

methods of retailing. A supermarket is a self-service food store with grocery, meat and produce departments and minimum annual sales.

A conventional supermarket is a departmentalized food store with a wide range of food and related products; sales of general merchandise are rather limited. (Baer Berman,2011)

Fast Moving Consumer Goods(FMCG)

Fast moving consumer goods are products that sell quickly at relatively low cost. These goods are also called consumer packaged goods. Fast Moving Consumer Goods refers to non-durable products such as grocery items, toiletries, cosmetics, etc. A consumer generally spends a minimum effort to secure them. Frequent purchase, low involvement, low price, high volume, low margin, high stock turnover. (B.Ghosh, 2001)

Price off

A store that sells items at lower prices than those typically charged by retail businesses. Price off stores typically purchase overstocked goods or goods that are low end of a demand cycle, such as seasonal goods, to lower expenses enough to sustain lower average prices.

Buy one get one free

“Buy one get one free” or “two for the price of one” is a common form of sales promotion. The price of “one” is somewhat nominal and is typically raised when used as part of a buy one get one free deal.

Coupons

In marketing, a coupon is a ticket or document that can be redeemed for a financial discount or rebate when purchasing a product. Customarily, coupons are issued by manufacturers of consumer packaged goods or by retailers, to be used in retail stores as a part of sales promotions.

Bonus pack

Bonus pack is a package containing two items that sells for the price of one of the items. Bonus packs are frequently to introduce a new product by the same manufacturer or to make buyers aware of a companion product to one they already use.

Point of Purchase

A point of purchase (POP) is a term used by marketers and retailers when planning the placement of products for consumers, such as product displays strategically placed in a grocery store aisle or advertised in a weekly flier.

CHAPTER-IV

RESULTS AND DISCUSSION

The following are the results emerged out of data analysis and were discussed under the following heads.

- 4.1 Socio economic characteristics of the respondents
- 4.2 Association between socio economic profile of the respondents and the pattern of shopping FMCG products at supermarket
- 4.3 Respondents' view on retail instore sales promotion strategies.
- 4.4 Ranking of retail instore sales promotion techniques that stimulates the respondents.
- 4.5 Key Sales promotion techniques influencing the purchase of FMCG in retail stores by the respondents
- 4.6 Effect of retail instore sales promotion strategies on quantity purchased
- 4.7 Comparison of Instore sales promotion techniques on quantity purchased

4.1 Socio economic characteristics of the respondents

Socio economic profile is relevant to understand the profile of the respondents. Through the analysis of their socio-economic background, the marketers can comprehend their way of life and standard of living. Consideration of socio economic factors are essential for marketers as the economic profile of the respondents aids in implementing sales promotion techniques. The socioeconomic characteristics of the respondents includes gender, age, marital status, occupation, education, family type, number of family members, monthly income as sales promotional techniques may influence an individual to shop at supermarket is given in table 1

Table 1
Socio economic profile of the respondents

Variables	No. of respondents	Percent	
Gender	Male	63	60.57
	Female	41	39.42
Age (in years)	20-30	42	40.38
	30-40	31	29.80
	40-50	11	10.57
	50 and above	20	19.23
Marital status	Married	67	64.42
	Unmarried	37	35.57
Occupation	Profession	10	9.62
	Employment	43	41.34
	Business	18	17.31
	Home maker	22	21.15
	Retired	11	10.57
Education qualification	School/diploma	38	36.54
	Under graduate	42	40.38
	Post graduate	24	23.07
Family type	Joint family	45	43.27
	Nuclear family	59	55.73
No .of family members	Up to 4	42	40.38
	4-6	33	31.73
	Above 6	29	27.88
Monthly income (in ₹)	Below 50000	42	40.38
	50000-100000	30	28.85
	100000-200000	20	19.23
	Above 200000	12	11.54
Frequency of shopping	Always	36	34.61
	Usually	52	50.00
	Rarely	16	15.38
Time spent (in hours)	Less than 1	44	42.31
	1-2	38	36.54
	Above 2	22	21.15
Amount spent on shopping FMCG per visit (in ₹)	1000	26	25.00
	1000-2000	33	31.73
	Above 2000	45	43.27

Source: Primary data

From the table 1 and exhibit 1, it is found that the gender wise classification showed that most the respondents (60.57%) are male and the remaining 39.42 percent of the respondents were female who did shopping for FMCG products

Exhibit 1
Socio economic Profile of the Respondents

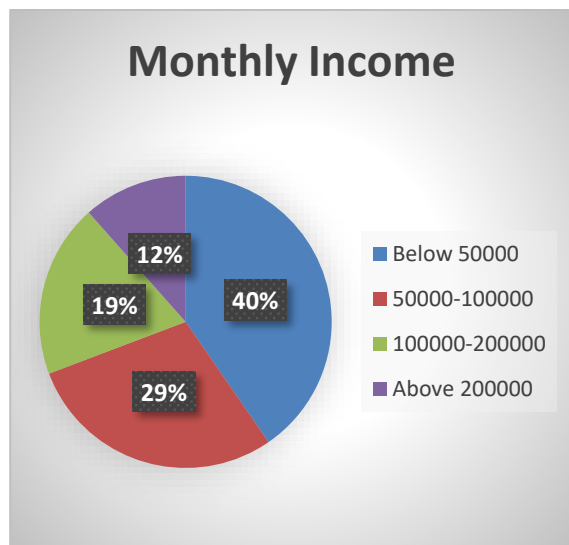
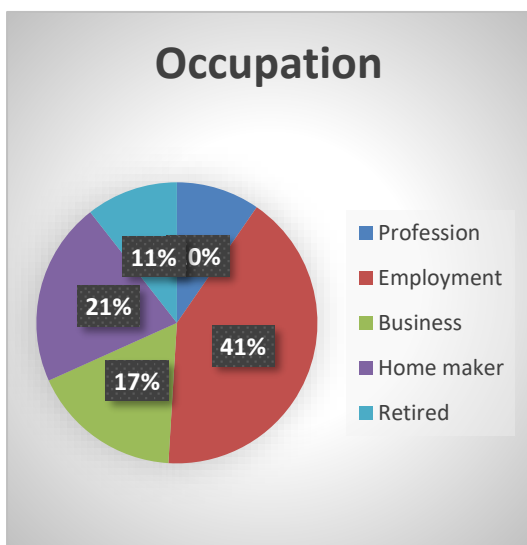
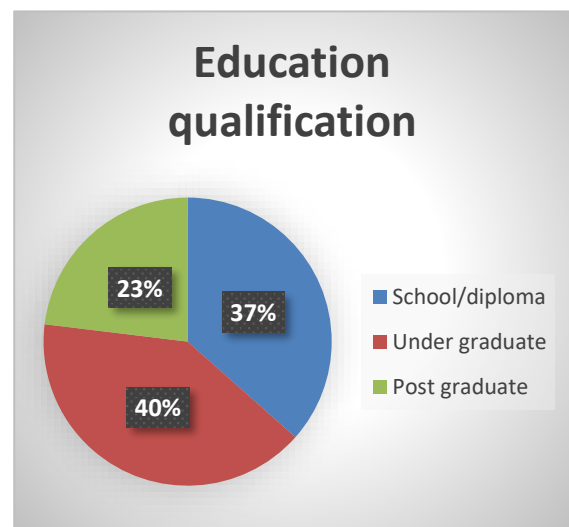
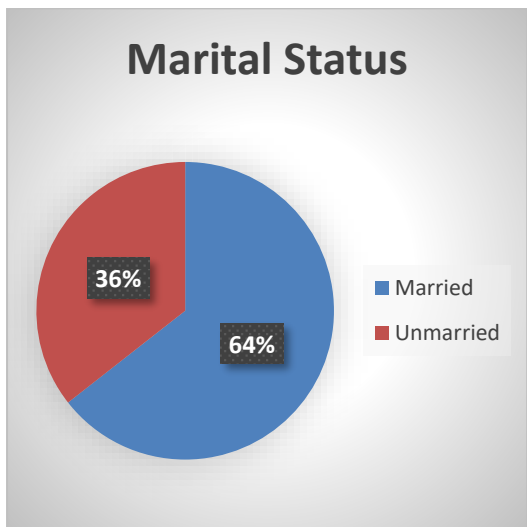
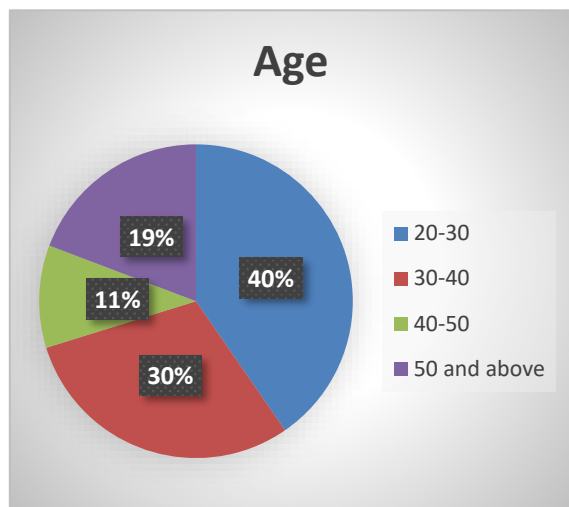
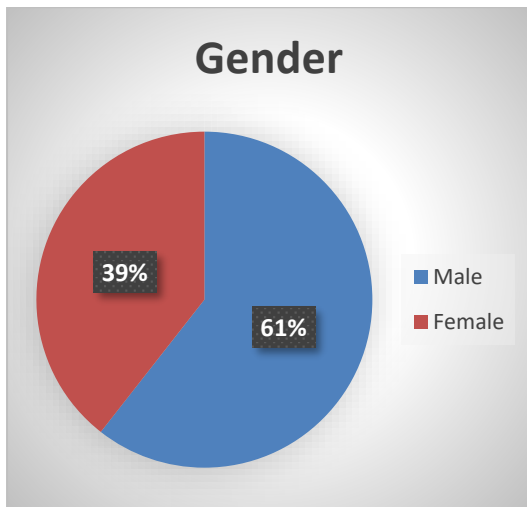
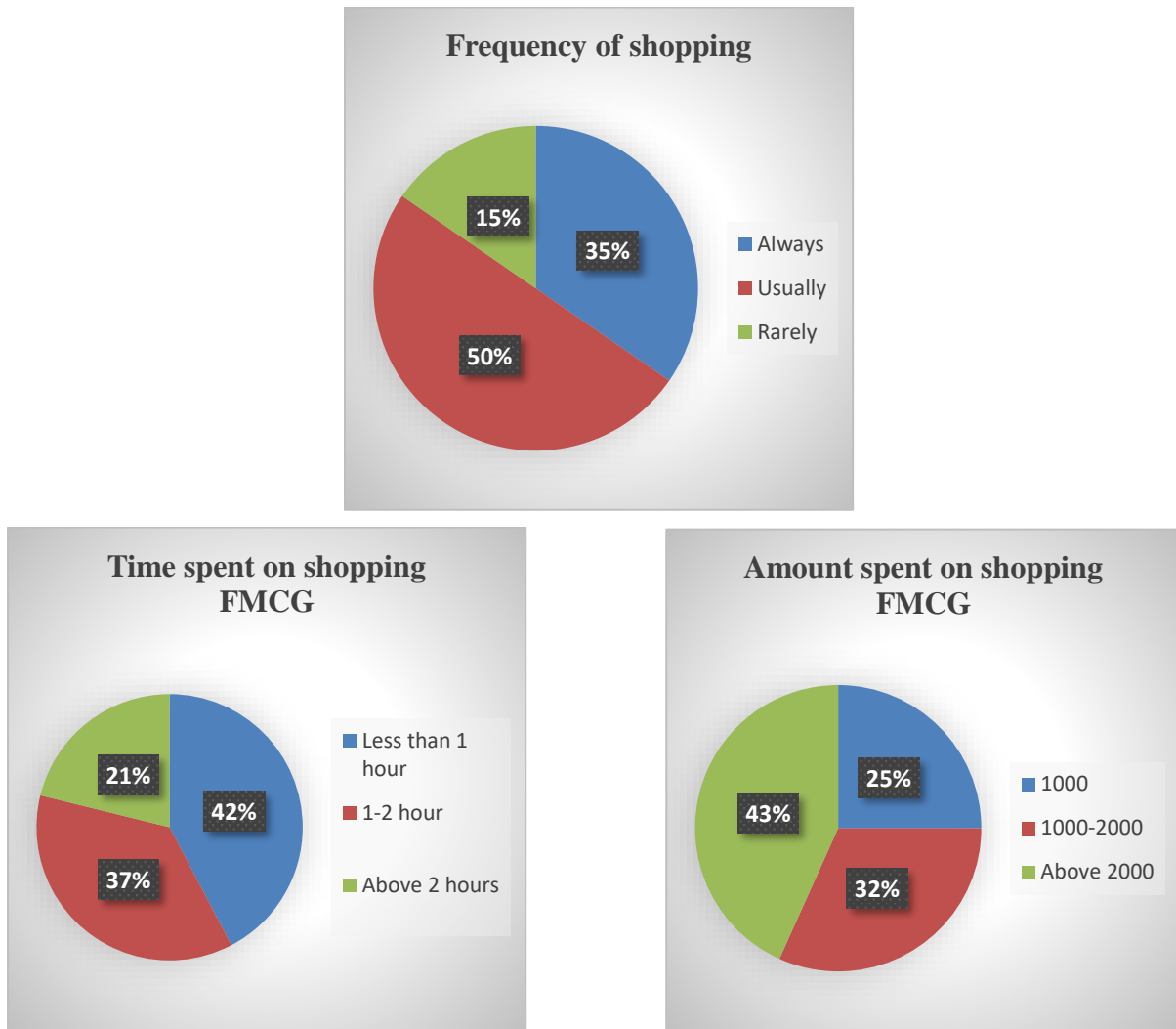


Exhibit 2

Shopping Behaviour of the respondents



Based on age, 40.38 percent of the respondents are in the age group of 20- 30 years, 29.80 percent of the respondents are in the age group of 30-40 years, 19.23 percent of the respondents are in the age group of above 50 years, and the remaining 10.57 percent of respondents are in the age group of 40-50 years.

Regarding the marital status of respondent's 64.42 percent are married and the remaining 35.57 percent of respondents are unmarried. The occupation may influence the individual to shop for FMCG. Based on occupation, 41.34 percent of the respondents who are employees do shop at supermarket for FMCG products and the 21.15 percent of respondents who are retired did shopping and 17.31 percent of respondents are businessmen and 10.57 percent of the respondents are homemakers and the remaining 9.62 percent of the respondents are professionals.

Education level of an individual also contribute to shopping level of FMCG products. Based on education, the respondents are classified that 40.38 percent of the respondents are undergraduates and 36.54 percent of the respondents are school educated and the remaining 23.07 percent of the respondents are post graduates.

Based on the family type, about 55.73 percent of the respondents belong to nuclear family and remaining 43.27 percent of the respondents belong to joint family. The size of the family may influence the shopping behaviour. On basis of number of family members, 40.38 percent of the respondents having up to 4 members in their family and 31.73 percent of respondents are having 4-6 members in their family and the remaining 27.88 percent of the respondents having more than 6 members.

Based on monthly income, 40.38 percent of respondents earn monthly income below ₹50000 and 28.85 percent of the respondents have monthly income between ₹50000-100000 and 19.23 percent of the respondents have monthly income between ₹100000-200000 and the remaining 11.54 percent of the respondents have monthly income above ₹200000.

The study classifies the respondents based on frequency of shopping at departmental stores. About 50 percent of the respondents usually buy the FMCG at supermarket and 34.61 percent of the respondents always buy the FMCG in supermarket and 15.38 percent of the respondents rarely buy the FMCG products in supermarket.

On the basis of time spent for shopping FMCG products at supermarket, most of the respondents (42.31%) were spending time of less than one hour for shopping in supermarket and 36.54 percent of the respondents are spending for one to two hours for shopping and the remaining 21.15 percent of the respondents are spending above two hours for shopping. Purchase decision may vary according to the money spent by the customers.

Based on the spending capacity of the sample respondents, 43.3 percent of the respondents are spending an amount of above ₹2000 for shopping FMCG on each visit and 31.73 percent of the respondents are spending an amount from ₹1000-2000 for shopping FMCG products and the remaining 25 percent of the respondents are spending amount below ₹1000 for shopping FMCG products.

It is inferred that male respondents are predominant shopper of FMCG to avail the benefits of instore promotion. Most the shopper of FMCG are in the age group of 20-30 years. The married are of the respondents, employees and members of nuclear families are the major beneficiaries of instore sales promotion.. The respondents who are employed did purchase in supermarket. As per the educational qualification, under graduates are shopping FMCG at supermarket. The respondents having monthly income below Rs.50000 benefit

from instore sales promotion. Frequency of shopping is higher percent and age they spend less than one hour in shopping at the supermarket. They spent about Rs.2000 on purchasing FMCG on each visits.

4.2 Association between socio economic profile of the respondents and the pattern of shopping FMCG products at supermarket

The socio-economic profile of the respondents studied are gender, age, marital status, occupation, education, family type, number of family members, monthly household income in a family. The pattern of shopping of FMCG Products are included with the frequency of shopping FMCG products at supermarkets, time spent on shopping FMCG products and the amount spent on purchasing FMCG products on each visits .

4.2.1 Socio economic profile of the respondents and the frequency of the shopping FMCG products at supermarket

To know the association between socio economic profile of the respondents and their frequency of shopping FMCG category, analysis has been made with the following null hypothesis. To test the hypothesis one way ANOVA test is applied and the results presented in table 2

H₀: There is no significant mean difference between the socio economic profile of the respondents and the frequency of the shopping FMCG products.

H_a: There is a significant mean difference between the socio economic profile of the respondents and the frequency of shopping FMCG products.

From the table 2, shows that p value is less than the acceptance level of 0.05 for the variables occupation (p=0.046). Hence the null hypothesis is rejected, and there is significant association between occupation and the frequency of shopping FMCG by the respondents in supermarket

Table 2
Socio economic profile of the respondents and the frequency of shopping FMCG products at supermarket

Variables	Sum of squares	Df	Mean square	F	Sig.
Gender					
Between groups	.202	2	.101	.415	.661
Within groups	24.634	101	.244		
Age					
Between groups	1.601	2	.801	.619	.540
Within groups	130.620	101	1.293		
Marital status					
Between groups	.036	2	.018	.076	.927
Within groups	23.801	101	.236		
Occupation					
Between groups	8.626	2	4.313	3.182	.046
Within groups	136.903	101	1.355		
Education					
Between groups	1.616	2	.808	1.395	.253
Within groups	58.499	101	.579		
Family type					
Between groups	1.228	2	.614	2.552	.083
Within groups	24.301	101	.241		
No. of family members					
Between groups	1.644	2	.822	1.226	.298
Within groups	67.731	101	.671		
Monthly household income					
Between groups	3.135	2	1.567	1.482	.232
Within groups	106.827	101	1.058		

Source: Computed Data

Although the p value is higher than the acceptance level 0.05 for the variables namely gender (p=0.661), age (p=0.540), marital status(p=0.927), occupation(p=0.046), education (p=0.253), family type(p=0.083), number of family members(p=0.298), monthly household income(p=0.232) and null hypothesis is accepted. Hence there is no significant association between gender, age, marital status, education, family type, number of family members and monthly family income with that of frequency of shopping of FMCG.

The significant difference if any within the group, a Post Hoc test namely Duncan Multiple Range Test is applied.

Table 3

Frequency of shopping of FMCG by the respondents- Post Hoc analysis

Variables		Subsets for alpha	
		1	2
Occupation	Profession	1.50	
	Employment	1.74	
	Business	1.82	1.82
	Retired	1.83	1.83
	Homemaker		2.27
	Sig.	.208	.074

Computed : Computed Data

The table 3 explains that though the occupation of the respondents are significantly different from the respondents who are engaged in the profession and employment are significantly differ from homemakers in their frequency of visit to retail stores to avail the benefits of instore sales promotion. The respondents who are in business and retired lie in both the subset.

4.2.2 Socio economic profile of the respondents and the time spend for shopping FMCG by the respondents

In order to test significance difference if any in time spent for shopping at supermarket by the respondents, the null hypothesis is framed and tested using ANOVA

H₀: There is no significant mean difference between time spent on shopping in supermarket across the socio-economic profile of the respondents.

H_a: There is significant mean difference between time spent on shopping in supermarket across the socio-economic profile of the respondents.

The result of the analysis are presented in the table 4

From the table 4, shows that p value is less than the acceptance level of 0.05 for the variables age (p=0.078). Hence the null hypothesis is rejected, and there is significant association between age and the time spent for shopping FMCG by the respondents in supermarket.

Table 4
Socio economic profile of the respondents and the time spend for shopping FMCG by the respondents

Variables	Sum of Squares	Df	Mean square	F	Sig.
Gender					
Between groups	.313	2	.156	.644	.527
Within groups	24.524	101	.243		
Age					
Between groups	6.515	2	3.258	2.617	.078
Within groups	125.706	101	1.245		
Marital status					
Between groups	.381	2	.190	.820	.443
Within groups	23.456	101	.232		
Occupation					
Between groups	4.005	2	2.002	1.429	.244
Within groups	141.524	101	1.401		
Education					
Between groups	1.274	2	.637	1.094	.339
Within groups	58.841	101	.583		
Family type					
Between groups	.619	2	.309	1.254	.290
Within groups	24.910	101	.247		
No of family members					
Between groups	1.742	2	.871	1.301	.277
Within groups	67.633	101	.670		
Monthly family income					
Between groups	1.488	2	.744	.693	.503
Within groups	108.474	101	1.074		

Source : Computed data

Although the p value is higher than the acceptance level 0.05 for the variables namely gender (p=0.527), marital status(p=0.433), occupation(p=0.224), education (p=0.339), family type(p=0.290), number of family members(p=0.277), monthly household income(p=0.503). Hence null hypothesis is rejected, there is no significant association between gender, marital status, education, occupation, family type, number of family members and monthly family income with the time spent for shopping of FMCG at the supermarket.

4.2.3 Socio economic profile of the respondents and the amount spent for shopping FMCG by the respondents

In order to test significant difference, if any in amount spent for shopping at supermarket by the respondents, the null hypothesis is framed and tested using ANOVA.

H₀: There is no significant mean difference between amount spent on shopping in supermarket across the socio economic profile of the respondents.

H_a: There is significant mean difference between amount spent on shopping in supermarket across the socio economic profile of the respondents

The table 5, shows that p value is less than the acceptance level of 0.05 for the variables gender (p=0.021). Hence the null hypothesis is rejected, and there is significant association between age and the time spent for shopping FMCG by the respondents in supermarket.

Although the p value is high than the acceptance level 0.05 for the variables namely age (p=0.500), marital status(p=0.076), occupation (p=0.131), education (p=0.227), family type(p=0.052), number of family members (p=0.132) and monthly household income(p=0.133). Hence null hypothesis is rejected, there is no significant association between age , marital status, education, occupation, family type, number of family members and monthly family income.

Table 5
Socio economic profile of the respondents and the amount spent for shopping FMCG by
the respondents

Variables	Sum of Squares	Df	Mean square	F	Sig
Gender					
Between groups	1.822	2	.911	3.998	.021
Within groups	23.014	101	.228		
Age					
Between groups	1.802	2	.901	.698	.500
Within groups	130.419	101	1.291		
Marital status					
Between groups	1.185	2	.593	2.642	.076
Within groups	22.651	101	.224		
Occupation					
Between groups	5.736	2	2.868	2.072	.131
Within groups	139.793	101	1.384		
Education					
Between groups	1.738	2	.869	1.503	.227
Within groups	58.378	101	.578		
Family type					
Between groups	1.454	2	.727	3.051	.052
Within groups	24.075	101	.238		
Number of family members					
Between groups	2.728	2	1.364	2.067	.132
Within groups	66.647	101	.660		
Monthly family income					
Between groups	4.308	2	2.154	2.059	.133
Within groups	105.654	101	1.046		

Source : Computed data

4.3 Respondents' view on retail instore sales promotion strategies

Sales promotion is one of the most important promotional strategies followed by retailers. These are communication strategy designed act as a direct inducement, an added value or incentive for the product to customers. It is a short time strategy designed to bring about immediate effect on product sales. The sales promotion effects are to affect the other promotional activities under taken by the retail stores. The sales promotion strategies used in the select retail stores namely price off pack, buy one get one free, coupons, bonus pack and point of purchase were analysed based on responses obtained from the customers visiting the stores.

4.3.1 Price off pack

Price off pack is the method of selling the products at the reduced price from its normal selling price. This is in the form of discount where the customer has paid less to purchase the products. (Chetan Bajaj, 2010). The sample respondents view on price off pack promotion is analysed and shown in table 6.

Price off creates interest and excitement about the product and induces the customer to visit the supermarket. Majority of the respondent (84.61%) agrees that price off induces the respondents to visit the supermarket. About 81 percent of the respondents agrees that price off promotes purchasing more than earlier that are planned and increases the quantities purchased and also it induced unplanned purchase of FMCG by the respondents. About 48 percent of the respondents agrees that price off increases the spending capacity of the respondents per visit. The price off have created product trails for better understanding of the FMCG. 44.23 percent of the respondents by the Price off promotion as influenced 51.92 percent of the respondents to switch brands in order to avail the economic advantage. The price off promotion stimulates 50 percent of the respondents to have positive attitudes towards FMCG price off pack.

TABLE- 6
Respondents' view on Price Off pack promotion of FMCG

Particulars	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	SD
	No. of respondents	No. of respondents	No. of respondents	No. of respondents	No. of respondents		
Induces to visit supermarket	31 (29.81)	57 (54.80)	13 (12.50)	2 (1.92)	1 (0.96)	4.11	0.76
Purchase more than earlier planned	10 (9.62)	74 (71.15)	18 (17.31)	2 (1.92)	0	3.88	0.58
Spending more per visit	16 (15.3)	34 (32.69)	49 (47.11)	5 (4.81)	0	3.59	0.81
Creates product trail	7 (6.73)	39 (37.50)	46 (44.23)	12 (11.54)	0	3.39	0.78
Provides brand switching	12 (11.54)	42 (40.38)	32 (30.77)	14 (13.46)	4 (3.85)	3.42	0.99
Stimulates positive attitudes	7 (6.73)	45 (43.27)	39 (37.50)	12 (11.53)	1 (0.96)	3.43	0.82

Source: Computed data, Figures in parenthesis represents percentage to the total

The mean value computed shows that the price off pack promotion as evident resulted with highest mean value of 4.11 to induce the customer to visit the supermarket. The purchase in case of FMCG under-price off pack resulted with mean value 3.88 and with less standard deviation of 0.58 indicating homogenous response. The price off promotion encourages the respondents to spend more per visit with the mean value of 3.59 and have also created the positive attitudes towards FMCG on price off 3.43 and as well also switching from the previously using brand of price off offer 3.42 and finally the price off offer with mean value of 3.39 and standard deviation with 0.78 as it encourages to trail for the product of FMCG.

It is inferred that the price off promotion used by retail stores for FMCG products, mainly encouraged the sample customers to visit the stores to buy such products in offer and as well to buy more quantity than the planned one and brand switching is influenced by price off and it also stimulates positive attitudes in minds of the respondents and price off promotion increases spending capacity per visit by the respondents and at last it promotes product trails for the respondents

4.3.2 Buy One Get One Free

Buy one get one free is the method where the customers avail the offer by getting two or more units of the products at the price of one or another variant could be that they buy three packets and gets the fourth free (Chetan Bajaj, Rajnish Tuli,2010)). The sample respondents view on buy one get one free is shown in table 7

Table 7
Respondents' view on Buy One Get One Free promotion of FMCG

Particulars	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	SD
	No. of respondents	No. of respondents	No. of respondents	No. of respondents	No. of respondents		
Induces visits	12 (11.54)	67 (64.42)	14 (13.46)	11 (10.57)	0	3.77	0.79
Gains more volume	6 (5.77)	62 (59.62)	33 (31.73)	3 (2.88)	0	3.68	0.62
Attempt product trail	12 (11.54)	47 (45.19)	39 (37.50)	6 (5.76)	0	3.63	0.77
Overstocking	13 (12.50)	48 (46.15)	35 (33.65)	7 (6.73)	1 (0.96)	3.63	0.83
Induce brand switching	17 (16.35)	43 (41.35)	37 (35.57)	7 (6.73)	0	3.67	0.83

Source : Computed data, Figures in parenthesis represents in percentage to the total

Buy one get one free encourages the consumers to buy more as it gives higher quantity items at a discounted price. Majority of the respondents (75.96%) are induced by buy one get one free offer as it creates shopping. Gaining more volume influenced 65.39 percent of the respondents to get attracted to such sales promotion tools. Trail makes the respondents to use the new products as 56.73 percent of the respondents are influenced by attempts of product trail. 58.65 percent of the respondents agrees that buy one get one free will create overstocking and 57.70 percent of the respondents agrees that buy one get one free offer induces to brand switching .

The mean value computed shows that the buy one get one free promotion results with highest mean value of 3.77 with the effective inducement of visit to retail stores. The purchase of FMCG with gaining more volume with mean value of 3.68 with low standard deviation of 0.62. The buy one get one free promotion will encourage the respondents to attempt the product trails with the mean value of 3.63 and standard deviation of 0.77. It has led to overstocking by increasing the purchase level at retail stores with mean value of 3.63 with standard deviation of 0.83 and it also induces brand switching with mean value of 3.67 with standard deviation of 0.83.

It is inferred that buy one get one free will be inducing most of the respondents to buy FMCG category and followed by gaining of more volume of products, as it increases the quantities of purchase at same price. The buy one get one free offer also leads to overstocking as it provides free quantities. Brand switching happens when free offers are provided by any brands and finally the respondents are purchasing the FMCG for attempting trails if the new products.

4.3.3 Coupons

A coupons is a certificate with a stated price reduction for a specific item percentage of a purchase. A coupon is the method where a voucher entitling the holder to a discount off a product. It is an offer that may be provided to the consumer that can be redeemed for financial discount or rebate when purchasing a product. (Chetan Bajai, Rajnish Tuli,2010). The sample respondents view on coupons promotion is shown in table 8

Coupons are printed on the pack or in store handouts, and the customers can use them to substantial amounts on their next purchase of the brand. Majority of the respondents (75.95%) agrees that coupons creates behaviour of saving. Additional benefits are redeemed by the consumers where 59.61 percent of the respondents agrees that this promotion can be significantly reduced if the store allows the coupons to be redeemed for different products. Price advantage is agreed by 51.92 percent of respondents. Period of coupons is for short period validity that was agreed by 52.88 percent of the respondents as it has to be redeemed for specified period. Majority of the respondent's 72.07 percent agrees that coupon leads to stocking up of FMCG.

The mean value computed shows that the coupon has resulted with mean value 3.88 with standard deviation 0.77 and the mean value 3.87 where the behaviour of saving money has been developed and it creates for more coupon usage.

Additional benefits are enjoyed by the respondents were the mean value is 3.65 and the short term validity redeemable of the coupons may have mean value of 3.61 with standard deviation of 0.84 and the lowest mean value of 3.58 with standard deviation of 0.79 for maintenance of price advantage.

Table 8
Respondents' view on Coupons promotion of FMCG

Particulars	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	SD
	No of respondents	No of respondents	No of respondents	No of respondents	No of respondents		
Behaviour of saving money	17 (16.34)	62 (59.61)	20 (19.23)	4 (3.85)	1 (0.96)	3.87	0.76
Additional benefits	9 (8.6)	53 (50.96)	39 (37.50)	3 (2.88)	0	3.65	0.68
Price advantage	13 (12.50)	41 (39.42)	43 (41.35)	7 (6.73)	0	3.58	0.79
Short term validity	16 (15.38)	39 (37.50)	41 (39.42)	8 (7.69)	0	3.61	0.84
Stocking up goods	20 (19.23)	56 (53.84)	23 (22.12)	5 (4.80)	0	3.88	0.77

Source : Computed Data, Figures in parenthesis represents in percent to the total

It is inferred that the shopper was able to save money and as well this offer leads to stocking up of the quantities and it may lead to additional benefits of the FMCG products and the short time prevails for the coupons that are issued by the retail stores and the respondents agrees that they have price advantage

4.3.4 Bonus packs

Bonus pack is one of the sales promotion techniques that is economical for the customers to buy a pack of three as it is available at the price of two packets. Thus, the price per unit of the products is reduced for the customers (Chetan bajaj, 2010). The sample respondents view on bonus pack promotion is shown in table 9

A bonus pack where two products are related or unrelated can be bundled together, and either product may induce a buyer the product. Bonus pack provides additional volume agreed by 75.96 percent of the respondents, 71.16 percent of the respondents agrees that the chance of trial of new products is created. The respondents have the new experience of brand switching were 50.95 percent of the respondents as agreed and that has created for purchase of new brand. About 44.23 percent of the respondents agrees to relatively low cost and inducing stockpiling that influences 50.96 percent of the respondents of buying FMCG in retail stores.

Table 9
Respondents' view on Bonus Pack promotion of FMCG

Particulars	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	SD
	No of respondents	No of respondents	No of respondents	No of respondents	No of respondents		
Additional volume	35 (33.65)	44 (42.31)	19 (18.26)	6 (5.76)	0	4.04	0.87
Product trail	12 (11.54)	62 (59.62)	25 (24.03)	5 (4.81)	0	3.78	0.71
Brand switching	19 (18.26)	34 (32.69)	45 (43.26)	6 (5.76)	0	3.63	0.85
Relatively low price	7 (6.73)	39 (37.50)	44 (42.31)	14 (13.46)	0	3.38	0.803
Induce stockpiling	13 (12.50)	40 (38.46)	35 (33.65)	11 (10.57)	5 (4.81)	3.40	1.003

Source: Computed data, Figures in parenthesis represents in percent to the total

The mean value computed shows that highest mean value 4.04 with standard deviation 0.87 for benefits of additional volume provided, about mean value 3.40 with standard deviation 1.003 for relatively low cost for bonus packs 3.38 with the standard deviation 0.803 the inducing stockpiling by bonus pack and the inducing stockpiling by bonus pack by mean value 3.40 with standard deviation 1.003 , experience of brand switching have been resulted with 3.63 of standard deviation 0.85.

It is inferred that the bonus pack has created more response for the additional volume of the products that the promotion tools provides. As chance of trial of new products that may imply on the new products that are provided as bonus pack. Brand switching and inducement of stockpiling are stimulating the responses and finally cost reduction and saving of money plays the final role in bonus pack.

4.3.5. Point of purchase

The Point of Purchase are merchandise displays located at the point of purchase, such as at the checkout counter in a grocery store. Marketers spend almost as much on POP materials as they do on consumer magazine advertising, but the key to a successful POP is to make the display “POP OUT” in a crowded store (Dhruv Grewal,2008) The sample respondents view on the point of purchase shown in table 10

Table 10
Respondents’ view on Point of Purchase promotion of FMCG

Particulars	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	SD
	No. of respondents	No of respondents	No of respondents	No of respondents	No of respondents		
Creates impulse buying	28 (26.92)	38 (36.53)	25 (24.03)	13 (12.50)	0	3.78	0.99
Attractive display	10 (9.61)	59 (56.73)	30 (28.84)	5 (4.81)	0	3.71	0.71
Reminder for forgotten products	19 (18.26)	42 (40.38)	35 (33.65)	8 (7.69)	0	3.69	0.86
Promotes more new brands	12 (11.54)	38 (36.53)	42 (40.38)	12 (11.53)	0	3.48	0.85
Increase spending capacity	15 (14.42)	51 (49.03)	29 (27.88)	8 (7.69)	1 (0.96)	3.68	0.85

Source: Computed data, Figures in parenthesis represents in percent to the total

Point of purchase (POP) displays are instore promotional items designed to catch customer’s eyes at the point of retail sale and develops impulse buying. The table indicates that majority of the respondents (63.45) agrees that the point of purchase creates impulse buying, display materials provided by the retail stores very selectively to avoid producing a cluttered and uncoordinated retailing environment where 66.34 percent of respondents are motivated by display style for FMCG. Reminder for 58.64 percent of the respondents agrees that the products forgotten inside the retailer stores are purchased at point of purchase. Promotion for more new brands undertaken by this promotion thus 48.07 percent of the respondents agrees to such promotional tool at retail stores. Spending capacity gets increased is agreed by 63.45 percent of the respondents for purchase of FMCG in retail stores.

The mean value computed has been shown that 3.78 as mean value with 0.99 as Standard Deviation for impulse buying for point of purchase , mean value of 3.71 with Standard Deviation of 0.71 for the display style of the retail stores and reminder for the products where mean value is 3.69 with Standard deviation of 0.86 and it increases the spending capacity with the mean value of 3.68 with Standard Deviation of 0.85 and lowest mean value for promotion of the new brands with 3.48 with standard deviation 0.85.

It is inferred that display style has been motivated at the highest level for the point of purchase and followed by impulse buying and spending capacity increases by the point of purchase promotion and then it also reminded for the respondents to buy the forgotten FMCG at retail stores. Promotion for new brands is also conducted by Point of Purchase promotion.

4.4 Ranking of retail instore Sales promotion techniques that stimulates the respondents to buy FMCG

Retail promotions are directed towards the consumer and are strongly prevalent in the FMCG category. It requires a substantial media budget over and above the freebies. One has to communicate with the consumer through advertisements and Point of Purchase at the retail level. Consumer level sales promotion tools are Price off, Point of Purchase, Coupon, Buy one get one free, Bonus packs. The ranks assigned by the respondents are analysed through Garrett ranking technique(Table 11)

Table 11

GARRETT RANKING CONVERSION TABLE

The conversion of orders of merits into units of amount of “soces”

Percent	Score	Percent	Score	Percent	Score
0.09	99	22.32	65	83.31	31
0.20	98	23.88	64	84.56	30
0.32	97	25.48	63	85.75	29
0.45	96	27.15	62	86.89	28
0.61	95	28.86	61	87.96	27
0.78	94	30.61	60	88.97	26
0.97	93	32.42	59	89.94	25
1.18	92	34.25	58	90.83	24
1.42	91	36.15	57	91.67	23
1.68	90	38.06	56	92.45	22
1.96	89	40.01	55	93.19	21
2.28	88	41.97	54	93.86	20
2.69	87	43.97	53	94.49	19
3.01	86	45.97	52	95.08	18
3.43	85	47.98	51	95.62	17
3.89	84	50.00	50	96.11	16
4.38	83	52.02	49	96.57	15
4.92	82	54.03	48	96.99	14
5.51	81	56.03	47	97.37	13
6.14	80	58.03	46	97.72	12
6.81	79	59.99	45	98.04	11
7.55	78	61.94	44	98.32	10
8.33	77	63.85	43	98.58	9
9.17	76	65.75	42	98.82	8
10.06	75	67.48	41	99.03	7
11.03	74	69.39	40	99.22	6
12.04	73	71.14	39	99.39	5
13.11	72	72.85	38	99.55	4
14.25	71	74.52	37	99.68	3
15.44	70	76.12	36	99.80	2
16.69	69	77.68	35	99.91	1
18.01	68	79.17	34	100.00	0
19.39	67	80.61	33		
20.93	66	81.99	32		

Table 12
Ranking of retail Instore sales promotion techniques for FMCG

Instore promotions	Rank given by the respondents				
	1 nd	2 nd	3 rd	4 th	5 th
Price off	50	5	14	9	26
Point of purchase	1	28	30	15	30
Coupon	14	22	34	14	20
Buy one get free	6	32	10	33	23
Bonus pack	28	14	14	43	5

Source : Computed data

The table 12 shows that the preference and ranking of sales promotion techniques ranked by the respondents. Among total respondents Price off as ranked 1st by 50 respondents and ranked 5th by 26 respondents. Point of purchase was ranked as 3rd and 5th by 30 respondents respectively and ranked 2nd by 28 respondents. Coupon has been ranked 3rd by 34 respondents and ranked 1st and 4th by 14 respondents respectively. Buy One Get One Free has ranked 4th by 33 respondents and ranked 2nd by 32 respondents and 6 respondents ranked as 1st. Bonus pack ranked 4th by 43 respondents and ranked 5th by 5 respondents.

4.4.1 Percent Position and Garret value

The garret ranks were calculated by using appropriate Garret Ranking formula. Based on the Garret ranks, the garret value was calculated. The Garret tables and scores of each sales promotion techniques in a above table, and multiplied to records scores in the table 2, finally by each row, the total Garret score were obtained.

$$\text{Percent Position} = \frac{100(R_{ij}-0.5)}{N_{ij}}$$

N_{ij}

R_{ij} = Rank given for the ith variable by the jth respondents

N_{ij} = number of variables ranked by the jth respondents

The result is provided in the table 13

Table 13
Percent position and Garret value

$100(R_{ij}-0.5) / N_{ij}$	Calculate value	Garret value
$100(1-0.5)/5$	10	75
$100(2-0.5)/5$	30	60
$100(3-0.5)/5$	50	50
$100(4-0.5)/5$	70	40
$100(5-0.5)/5$	90	25

4.4.2 Garret value and ranking

The calculation of Garret value and ranking of sales promotion techniques by the respondents are shown in the table 14

Table 14
Garret value and ranking of retail Instore Sales Promotion

Instore promotion	Rank by the respondents					Total	%	Rank
	1 st	2 nd	3 rd	4 th	5 th			
Price off	3750	300	700	360	650	5760	55.38	1
Point of Purchase	75	1680	1500	600	750	4605	44.28	5
Coupon	1050	1320	1700	560	500	5130	49.33	3
Buy One Get One Free	450	1920	500	1320	575	4765	45.82	4
Bonus Pack	2100	840	700	1720	125	5485	52.74	2

Source : Computed data

The table 14 indicates that the respondents ranked for all the sales promotion techniques available in supermarket. The rank has been obtained with the help of Garret ranking method. Price off as ranked 1st by the respondents (55.38%) prefer price off is that the product is sold at a reduced price from its normal selling price. This is in the form of a discount, where a customer must pay less price to purchase a product. Bonus pack is ranked as 2nd by the respondents (52.74%) as the additional quantity of the same products is offered free when the standard pack size of the product is purchased at the regular price. Coupon is ranked as 3rd by the respondents (49.33%) as it used to redeem the coupon and stimulate trial for a product. Get one buy one free as ranked 4th by the respondents (45.82%) inducing visit to supermarket and gains more volume. and point of purchase is ranked as 5th by the respondents (44.28%) where retail sales take place from unplanned or impulse purchases and promotes more new brands.

It is inferred from the table 14 that price off instore promotion has influenced the respondents to purchase the FMCG at the supermarket. And then bonus pack stands second in ranking as it gives additional pack for trial of new brands. Coupon enjoys the rank of third where the respondents have utilised the price advantage using the coupons provided for future shopping. Buy one get one free promotion has provided extra packs which stands as fourth in the sales of marketers and more shoppers for FMCG. Finally comes the Point of Purchase which is created by impulse buying by the respondents.

4.5 Key Sales promotion techniques influencing the purchase of FMCG in retail stores by the respondents

In order to have a thorough understanding of the dominant factors influencing purchase of the FMCG is studied. The respondents are asked to answer about their opinion on sales promotional tools such as price off, buy one get one free, coupons, bonus pack and Point of Purchase were obtained in a Likert Five point scale. The data collected were subjected to factor analysis. In order to bring out the underlying factors, Varimax Rotation with Kaiser normalization were used. The principle component analysis was used for extraction purpose. The criterion for selecting number of factor was based on Eigen value. All the factor which had eigen value more than one were included. On applying varimax rotation, ten factor has Eigen value of more than one. The KMO and Bartlett's test bring out the sample adequacy and is highly significant as shown in table 15

Table 15
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.608
Bartlett's Test of Sphericity	Approx. Chi Square	822.284
	Df	325
	Sig.	.000

Source : Computed Data

The Kaiser-meyer-Olkin measures of sampling adequacy and Bartlett's test of sphericity in the important measures. The KMO statistics varies between 0 and 1. For these data the value is 0.602, which falls into the range of being good. So the data used in the this study are appropriate for factor analysis.

Exhibit 3
Factors influencing key sales promotion techniques

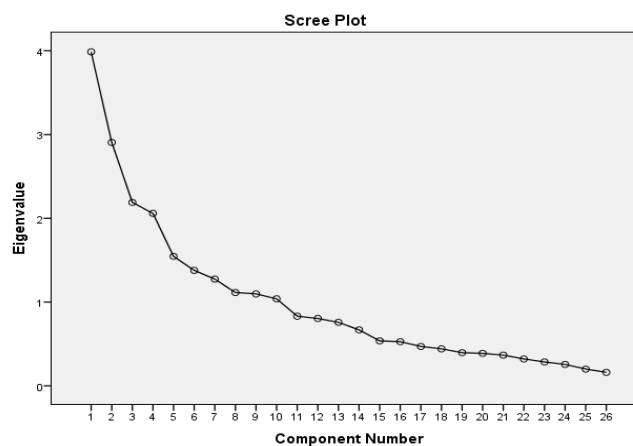


Table 16
Key Retail Instore Promotional elements influencing FMCG purchase by the respondents

Elements	Factors										Communalities
	1	2	3	4	5	6	7	8	9	10	
Visit	.127	-.035	-.035	.267	.766	.012	.018	.062	.071	.161	.711
Purchase more	.108	-.035	.108	-.021	.079	.023	.033	.077	-.053	.884	.823
Spending	.214	.092	-.015	.117	.038	.234	.042	-.014	.777	-.070	.735
Trial	-.072	-.056	.154	.537	-.023	.523	-.004	.151	.273	.111	.703
Brand switching	-.125	.279	-.186	.196	-.132	.027	.086	.749	.118	.097	.775
Attitudes	-.156	.801	-.066	.062	-.225	-.138	.041	-.047	.092	-.043	.758
Induce visit	.137	.627	.387	.047	-.200	.104	-.157	.211	.085	.120	.706
Gains volume	-.170	.171	.748	.167	.058	.181	-.057	-.010	.016	-.056	.688
Trial	.093	-.012	.327	-.185	.047	-.105	-.176	.723	-.141	.028	.738
Overstocking	.199	-.237	.373	.081	.077	.254	.560	.182	-.149	.166	.707
Brand switching	.045	.041	-.224	.061	.027	-.084	.834	-.105	.157	-.002	.797
Saving money	.421	.199	-.062	.194	-.130	.447	.243	.110	-.016	.021	.546
Additional benefits	.118	.107	.054	.723	-.075	-.040	.240	.026	-.085	-.120	.638
Price administration	.237	-.020	.019	.171	.223	-.730	.101	.236	-.193	-.026	.772
Short time	.027	-.107	-.028	-.086	.812	-.174	.032	-.119	.022	-.059	.729
Offer for stocking	.008	-.223	.277	-.160	.421	-.075	.337	-.008	.553	.046	.757
Additional volume	.660	-.052	.079	.012	.095	-.184	.363	-.110	.209	-.154	.700
Product trail	.724	-.213	-.062	-.002	.000	-.052	.137	.291	-.056	.035	.685
Brand switching	.768	.225	.081	.011	.049	.102	-.108	.016	.217	.004	.719
Bonus pack	.347	.155	.447	-.071	-.055	.434	-.066	.167	.080	-.302	.670
Stock piling	.235	.754	.056	-.091	.132	.198	-.020	.156	-.146	-.109	.749
Impulse buying	.530	.387	-.031	-.023	.256	.093	.275	.044	-.350	.299	.796
Display style	.731	.038	.040	.153	.081	-.050	-.063	-.240	-.006	.162	.658
Reminder	.207	.004	.066	.493	.165	.377	.334	-.208	-.143	-.326	.741
New brands	.018	-.077	.146	.662	.182	-.075	-.175	-.029	.120	.111	.562
Spending capacity	.185	-.077	.725	.150	-.097	-.234	-.026	.019	.067	.262	.727
Eigen	3.987	2.906	2.190	2.059	1.546	1.378	1.274	1.113	1.098	1.039	
Variance (%)	11.857	8.389	7.459	7.126	6.913	6.659	6.581	5.932	5.453	5.131	
Cumulative variance %	11.857	20.247	27.706	34.832	41.745	48.404	54.985	60.917	66.370	71.501	

Source : Computed data

From the table 16 and exhibit 2, a loading of 0.6 and above was considered to be significant from group of the variables. The factor one named as “**Display attraction and brand switching**” explains 11.58 percent of variance. It consists of the statements namely, “product trail” (0.724),” brand switching” (0.768) and “display style” (0.731). The FMCG is purchased by the respondents as the bonus pack as same or complementary products that are offered at the supermarket and the respondents are motivated by the display styles for

influencing the point of purchase. Factor two is named as **“Positive attitudes and stockpiling”** explains 8.38 percent of variance. It consists of the statements namely, “attitudes” (0.801) and “stock piling” (0.754). The respondents get positive attitude to shopping of FMCG when price off is introduced and stockpiling is enjoyed by respondents by bonus pack provided in supermarket. The factor three is named as **“Extra quantity for the same price”** explains 7.45 percent of variables. It consists of the statements namely “gains volume” (0.748). Based on the respondents point of view buy one get one free will increase the purchasing quantity of FMCG. The factor four is named as **“Extra benefit and new brands of FMCG”** explains 7.13 percent of variance. It consists of the statements namely “additional benefit” (0.723) and “new brands” (0.622). As the respondents gets the additional benefits redeem the coupons that are provided by the supermarket and promotes new brands by impulse buying of point of purchase of FMCG. The factor five is named as **“Visit inducement and spontaneous purchase”** explains 6.91 percent of variables. Its consists of the statements namely “frequent visit to stores” (0.766) and “short time purchase” (0.812), as the price off induces to visit the supermarket and coupons validity is only for short period as it makes quick shopping decision. The factor seven named as **“change over brand”** explains 6.59 percent which accounts for the variables, “brand switching” (0.834), as buy one get one free promotion creates brand switching to get extra quantities. The factor eight named as **“transfer of brand”** explains 5.93 percent of variables consists “brand switching” (0.749) where the price off induces switching of brand for reduction in the price. The factor nine named as **“spending behaviour”** explains 5.45 percent of variables consists of price off “high spot purchase” (0.777) which encourages spending more amount when the products are costing less than the normal price. The factor ten named as **“unplanned purchase”** explains 5.13 percent of variation consists of “spending” (0.884), where FMCG purchase is done due to the price off that increase unplanned purchase. The resulted ten factors explained 71.50 percent variance. The highest communality value of 0.823 was noted for the Price off promotional tools which induces to purchase more FMCG. It is proved from the factor analysis that the instore retail promotional tools results in impulse buying by the respondents.

4.6 Effect of Retail instore promotion strategies on quantity purchased

The effect of in store retail promotion are analysed by comparing the bought quantity of FMCG as against the planned quantity by computing mean. The net difference between mean quantity bought and planned quantity which indicates unplanned purchase of FMCG

due to the effect of the sales promotion measures of various products under different categories of FMCG. The net increase or decrease in quantity bought is represented in simple percentage. The effect of buy one get one free, price off, bonus pack, point of purchase on quantity bought by the respondents were analysed.

4.6.1 Effect of Buy One Get One Free promotion on FMCG

The respondents can get two units of the products at the price of one. Or another variant could be that they buy three packets and the fourth free. Sometimes, the respondents have to send the empty packets to the suppliers for redeeming their free products. The effect of Buy One Get One Free promotion is analysed for four categories of FMCG and also for each product is placed on offer in the store.

The table 17 shows the quantity of FMCG purchased due to Buy One Get One Free Promotion

This table indicates that, the mean value computed for the food category shows that the quantity planned (in packs) for Choco kream wafers is 1.86 , Sunfeast 1.19, Britannia 1.28, Good day (1.17), Bourbon (0.73), Jim jam (1.03), Act popcorn (0.63), Kalbavi cashews(0.56), Gopuram vermicelli (0.71) in a single purchase. The net increase in the quantity purchased calculated as the percentage to the quantity planned. Due to implementation of sales promotion technique the net increase the quantity bought when compared to quantity planned, under food category shows that the increase in quantity purchased is noted with Choco kream wafers(57.76%) with the highest effect followed by Sunfeast (46.48%), Britannia (47.23%), Good day(46.43%), Bourbon (50.69%),Jim jam(51.76%), Act popcorn(47.72%), Kalbavi cashews(52.83%), Gopuram vermicelli (48.96%) of the respondents.

Table 17
Effect of Buy One Get Free promotion on FMCG purchase

Category		Average Planned quantity	Average Bought quantity	Net increase or decrease	
				Quantity	(%)
Food (in packs)	Sunfeast	1.37	2.56	1.19	46.48
	Britannia	1.43	2.71	1.28	47.23
	Goodday	1.35	2.52	1.17	46.43
	Bourbon	0.71	1.44	0.73	50.69
	Jim jam	0.96	1.99	1.03	51.76
	Choco kream wafers	1.36	3.22	1.86	57.76
	Act popcorn	0.69	1.32	0.63	47.72
	Kalbavi chasews	0.50	1.06	0.56	52.83
	Gopuram vermicelli	0.74	1.45	0.71	48.96
Toiletries	Excel plus(in litres)	0.76	1.580	0.820	51.89
	Vim dish washer(in litres)	0.72	1.410	0.690	48.93
	Sensodyne(in grams)	0.63	1.230	0.600	48.78
	Colgate (in grams)	0.72	1.390	0.670	48.20
Personal care	Sunlight moisture(grams)	0.75	1.480	0.730	49.32
	Revelon hair colour(in litres)	0.67	1.380	0.710	51.45
	Park avenue(in grams)	0.97	1.800	0.830	46.11
	Dove shampoo(in litres)	0.65	1.340	0.690	51.49
	Chandriaka hand wash(in litres)	0.77	1.550	0.780	50.32
Baby care	Johnsons baby soap(in grams)	1.01	1.870	0.860	45.98
	Mamy poko wipes(in packs)	0.63	1.190	0.560	47.05

Source: Computed Data

Under the categories Toiletries, the mean value computed shows the quantity planned for Excel plus is 0.820 (in litres), Vim dish washer (0.690) in litres, sensodyne (0.600) in grams and Colgate (0.670) in grams.. The net increase in the quantity purchased calculated as the percentage to the quantity bought, showed an increase of Excel plus (51.59%) the followed by Vim dish washer (49.93%), sensodyne (48.78%) and Colgate (48.20%).

Under the personal care category, FMCG the mean value of planned quantity is Dove shampoo 0.710 (in litres), Revlon hair colour (0.710) in litres, Sunlight moisture (0.730)in grams ,Chandriaka hand wash (0.780) in litres . The net income in quantity purchased due to Buy One Get One Free, for Dove shampoo is (51.45%) in litres, Revelon hair colour (51.45%) in litres, Chandriaka hand wash(50.32%) in litres, Sunlight moisture (49.32%) in litres and Park avenue (46.11%) in grams.

Under Baby care products were mean value for purchased quantity computed shows that for Johnsons baby soap (0.860) in grams and mamy poko wipes (0.560) in packs and net increase in unplanned purchase in case of Johnsons baby soap(45.98%) and Mamy poko wipes(47.05%) were noted.

Price off

The product is sold at a reduced price from its normal selling price. This is in the form of a discount, where the respondents has to pay less to purchase a product. (Rajnish Tuli, 2010). The respondents purchase quantity is analysed to understand the effect of Price Off on an FMCG categories.

Table 18

Effect of Price Off promotion on FMCG purchase

Category		Average Planned quantity	Average Bought quantity	Net increase or decrease	
				Quantity	%
Food	Sun premium oil(in litres)	1.820	3.53	1.71	48.44
	Farmive Wheat Flour(in kg)	1.20	1.89	0.69	25.39
	Farmive Atta Flour(in kg)	0.73	1.21	0.48	39.67
	Kathir Idly Rice(in kg)	1.47	2.44	0.97	39.75
	DNA Idly Rice(in kg)	1.04	2.13	1.09	51.17
	Demonte Chilly Sauce(in grams)	0.79	1.38	0.59	36.42
	Aashirvad Gulab Jamun Mix(in grams)	0.97	1.62	0.65	40.12
	Complan (in grams)	5.540	1.310	(4.23)	(-3.23)
Toiletries	Airel (in grams)	0.980	1.700	0.720	42.35
	Surf cleaner(in litres)	1.060	1.670	0.610	36.53
	Surf excel(in grams)	0.670	1.200	0.530	44.17
	Colgate(in grams)	0.620	1.040	0.420	40.38
	Sensodyne (in grams)	0.780	1.180	0.400	33.89
Personal care	Stay free (in pack)	0.570	1.05	0.480	45.71
	Softy (in packs)	0.780	1.39	0.610	43.88
	Whisper super saver(in packs)	0.420	0.85	0.430	50.58
Baby care	Chicco wipes(in packs)	0.81	1.29	0.48	37.21
	Himalayas baby soap(in grams)	0.84	1.47	0.52	35.37
	Pampers pant(in packs)	0.52	0.95	0.43	45.26

Source: Computed Data

The table18 indicates that, the average value computed for the food category shows that the quantity planned for DNA Idly Rice is 1.090 followed by Sun premium oil (1.710) in litres, Aashirvad Gulab Jamun Mix (0.650)in grams, Kathir Idly Rice (0.970) in kg, Farmive Atta Flour (0.480) in kg, Demonte Chilly Sauce (0.590) in grams, Farmive Wheat Flour(0.690) in kg.The net increase in quantity purchased is highest for sun premium oil (48.44%), Aashirvad Gulab Jamun Mix(40.12%), Kathir Idly Rice (39.75%), Farmive Atta Flour (36.67%), DNA Idly Rice (36.42%), Demonte chilly sauce (36.40%) and Farmive wheat flour (25.39%).

Under the toiletries, the mean value of purchase quantity calculated for the Surf Excel is 0.530 in litres which is highest followed by Airl (0.720) in grams, colgate (0.420) in grams, Surf Cleaner (0.610) in litres and Sensodyne (0.400) in grams. The net increase in quantity purchased in an unplanned manner due to Bonus Pack promotion is surf Excel by (44.17%) and then Airl (42.35%), Colgate (40.38%), Surf Cleaner (36.53%) and Sensodyne (33.89%)

Personal care considered under FMCG is resulted with the mean value of quantity planned with Whisper Super Saver is 0.430 in packs as highest followed by Stay Free (0.480) in packs and then comes Softy (0.610)in packs. The net increase in quantity bought over and above planned quantity for personal care has been calculated to be highest for Whisper Super Saver(50.58%) and then Stay Free (45.71%) and Softy (43.88%)

Under baby care products, the mean value of quantity purchased computed is Pamper Pant 0.430 in packs, Chicco Wipes (0.480) in packs and Himalayas Baby Soap (0.520) in grams. The net increase in percentage quantity bought is Pamper Pants (45.26%),Chicco Wipes (37.21%) and Himalayas baby Soap (35.37%)

Table 19**Effect of Bonus Pack promotion on purchase of FMCG by the respondents**

Category		Average Planned quantity	Average Bought quantity	Net increase or decrease	
				Qty	%
Food	Avt Premium coffee (in grams)	1.120	1.880	0.870	46.28
	Concord pure rice savi(in kg)	1.010	1.590	0.580	36.47
	Boost (in kg)	1.120	1.640	0.520	31.71
	India gate basmati rice(in kg)	0.980	1.840	0.860	46.74
	MDH Garam masala(in grams)	0.620	1.00	0.380	38
	Maggi pazta(in packs)	15.05	1.14	(13.91)	(-9.59)
Toiletries	Excel plus(in litres)	0.850	1.450	0.600	41.38
	Lipozene (in litres)	0.730	1.350	0.620	45.93
	Oral B Pro Health(in grams)	0.490	0.850	0.360	42.35
	Dettol (in litres)	0.890	1.430	0.540	37.76
Baby Care	Huggies Natural Care(in packs)	0.650	1.050	0.400	38.09
	Pampers baby dry(in packs)	0.630	1.060	0.430	40.57

Source : Computed Data

Table 19 indicates the effect of Bonus pack promotion on quantity purchased by the respondents under food category, the average value of quantity computed for India Gate Basmati Rice is 0.860, followed by Avt Premium Coffee (0.870) in grams, Concord Pure Rice Savi (0.580) in kg, Boost (0.520) in kg and MDH garam masala (0.380) in grams . The net increase in food category has been calculated by percentage as India Gate Basmati Rice

46.74%, Avt premium Coffee (46.28%), MDH garam Masala (38%), Concord Pure Rice Savi (36.47%) and Boost (31.71%).

Under toiletries, the mean value of quantity purchased is Lipozene 0.620 in litres, followed by Oral B Pro Health (0.360) in grams, Dettol (0.540) in litres. The net increase unplanned quantity purchased percentage of is Lipozene (45.93%), Oral B Pro Health (42.35%), Excel Plus (41.38%) and Dettol (37.76%).

Under the baby care category, the mean value of quantity planned for Huggies Natural Care (0.400) in packs and then Pampers Baby care (0.430) in packs. The net increase in the percentage is Pampers Baby Care (40.57%) and Huggies Natural Care (38.09%).

Point of purchase

A point of purchase is used by marketers and retailers while planning the placement of products for consumers. It is location or medium at which a product is purchased by an end-user. Point of purchase is a cost effective strategy for increasing sales using instore strategies. During the research period these are the products made available under food category, toiletries, personal care and Baby care categories.

Table 20**Effect of Point of Purchase promotion on purchase of FMCG by the respondents**

Category		Average Bought quantity	Average Planned Quantity	Net increase in quantity
Food category	Nutella (in pieces)	0.79	Nil	100%
	Snickers (in pieces)	1.56	Nil	100%
	Pure & Natural Ingredients(in grams)	0.85	Nil	100%
	Homemade chocolate (in pieces)	1.08	Nil	100%
	Leonard olive oil(in litres)	0.810	Nil	100%
Toiletries	Tresmme shampoo(in litres)	0.620	Nil	100%
	Chandrika Haircare Shampoo(in litres)	0.490	Nil	100%
	Oral B tooth brush(in pieces)	0.630	Nil	100%
	Nivea moisturising(in litres)	0.690	Nil	100%
Baby care	Johnsons baby sun protection(in grams)	0.740	Nil	100%
	Cetaphil baby(in litre)	0.580	Nil	100%

Source: Computed Data

The table 20 indicates that computed mean value for bought quantity under food category is 1.56 in pieces for Snickers as highest. And highest mean value is for homemade chocolates (1.08) in pieces followed by Pure & Natural Ingredients is (0.850) in grams, Leonard olive Oil (0.810) in litres and Nutella (0.790) in pieces. The increase for the purchase of products due to Point of purchase is promotion hundred percentage as they did shopping with impulse buying and totally an unplanned purchase.

Under the toiletries category, the planned quantity of Nivea moisturising mean value is 0.69 in litres, and followed by Oral B tooth brush (0.630) in pieces, tresmme shampoo (0.620) in litres and chandrika Haircare shampoo (0.490) in litres.

Under baby care, the mean value of planned quantity for Johnsons baby sun protection is 0.740 in litre which is highest and then Cetaphil baby lotion 0.580 in litre.

4.7 Comparison of Instore sales promotion on quantity purchased

The effect of instore sales promotion on net increase of quantity purchased due to buy one get one free, price off, bonus pack and point of purchase.

Table 21
Comparison of instore sales promotion on quantity purchased (in %)

Category	Promotion techniques			
	Buy one get one free	Price off	Bonus pack	Point of purchase
Food	49.97	34.72	31.60	100
Toiletries	49.45	39.42	41.86	100
Personal care	49.74	46.72	-	100
Baby care	46.52	39.28	39.33	100

Source: Computed Data

It is inferred from the table 21 that the supermarket offers various instore sales promotion strategies that are implemented on FMCG to attract customers to avail the benefits. Of the scheme studied, buy one get one free promotion as resulted with higher percentage of net quantity purchased by the customers in all four category at it provides additional quantity purchased. Price off is another sales promotion techniques that includes all the category of FMCG this is the next best method that has reduction of price at low. With regard to bonus pack, its impact is lesser than the price off but it is performing better for toiletries category where retailers provide extra quantity for trial of new brands introduced. Point of purchase is the impulse buying of products where there is 100 percent net increase in the quantity purchased is made.

Under four categories of FMCG where food, toiletries, personal care and baby care. For Buy one get one free sales promotion techniques food category is utilised with 49.97 percent followed by personal care 49.74 percent, baby care 46.52 percent, Toiletries 49.45 percent of net increase in quantity bought. As under the price off sales promotion personal care category has higher net increase with 46.72 percent followed by toiletries 39.42 percent, baby care category 39.28 percent, food category 34.72 percent. As per bonus pack net increase of bought quantity is more in toiletries category with 41.86 percent followed by baby care 39.33 percent, food category 31.72 percent. For point of purchase the net increase is 100 percent because the unplanned buying takes place where the quantity purchased increases.

It has been proved that the each of the instore retail promotions used for FMCG categories have brought out the difference in its effects on FMCG sub categories.

CHAPTER V

FINDINGS, SUGGESTION AND CONCLUSIONS

These are the findings that are resulted out of various analysis and some of the suggestions and conclusions about the instore sales promotion strategies to the retailers to improve the strategies at supermarket.

Socio economic profile of the respondents

- Gender wise most of the respondents are male (60.57%) and the remaining 39.42 percent of the respondents are female who did shopping for FMCG products.
- Based on age, 40.38 percent of the respondents are in the age group of 20- 30 years, 29.80 percent of the respondents are in the age group of 30-40 years, 19.23 percent of the respondents are in the age group of above 50 years, and the remaining 10.57 percent of respondents are in the age group of 40-50 years
- With regard to marital status of respondents 64.42 percent are married and the remaining 35.57 percent of respondents are unmarried.
- Based on education, 40.38 percent of the respondents are undergraduates and 36.54 percent of the respondents are school educated and the remaining 23.07 percent of the respondents are post graduates.
- The family type of the respondents shows that about 55.73 percent of the respondents belong to nuclear family and remaining 43.27 percent of the respondents belong to joint family. The size of the family may influence the shopping behaviour. On basis of number of family members, 40.38 percent of the respondents having up to 4 members at the family and 31.73 percent of respondents having 4-6 members at a family and the remaining 27.88 percent of the respondents having above 6 members.
- Almost 50 percent of the respondents usually buy the FMCG at supermarket and 34.61 percent of the respondents always buy the FMCG products in supermarket, 15.38 percent of the respondents rarely buy the FMCG products in supermarket.
- Most of the respondents (42.31%) were spending less than one hour for shopping in supermarket and 36.54 percent of the respondents are spending one to two hours for shopping and the remaining 21.15 percent of the respondents are

spending above two hours for shopping. Purchase decision may vary according to the money spent by the customers.

- Based on the spending capacity of the sample respondents, 43.27 percent of the respondents are spending an amount of above ₹ 2000 for shopping FMCG on each visit and 31.73 percent of the respondents are spending an amount from ₹1000-2000 for shopping FMCG products and the remaining 25 percent of the respondents are spending amount below ₹1000 for shopping FMCG products.
- Based on monthly income 40.38 percent of respondents earn monthly income below ₹50000 and 28.85 percent of the respondents have monthly income between ₹50000-100000 and 19.23 percent of the respondents have monthly income between ₹100000-200000 and the remaining 11.54 percent of the respondents have monthly income is above ₹200000.

Socio economic profile of the respondents and the frequency of shopping FMCG products at supermarket

- The frequency of shopping FMCG at supermarket varies with occupation ($p=0.046$). There is significant association between occupation and the frequency of shopping FMCG by the respondents in supermarket. There is no significant association between gender, age, marital status, education, family type, number of family members and monthly family income with that of frequency of shopping of FMCG .

Socio economic profile of the respondents and the time spend for shopping FMCG by the respondents

- The time spent for shopping FMCG by the respondents varies with age ($p=0.078$). Hence the null hypothesis is rejected, and there is significant association between age and the time spent for shopping FMCG by the respondents in supermarket. There is no significant association between gender, marital status, education, occupation, family type, number of family members and monthly family income with the time spent for shopping of FMCG at the supermarket.

Socio economic profile of the respondents and the amount spent for shopping FMCG by the respondents

- The amount spent for shopping FMCG by the respondents varies with gender ($p=0.021$). Hence the null hypothesis is rejected, and there is significant association between age and the time spent for shopping FMCG by the respondents in supermarket. There is no significant association between age, marital status, education, occupation, family type, number of family members and monthly family income.

Respondents' view on retail instore sales promotion strategies

Price off pack promotion of FMCG

- The Price off promotion technique adopted in retail instore for FMCG products, mainly encouraged the sample customers to visit the stores to buy such products in offer and as well to buy more quantity than the planned one.
- Brand switching is influenced by price off and it also stimulates positive attitudes in minds of the respondents and price off promotion increases spending capacity per visit by the respondents.
- At last it promotes product trails for the respondents.

Buy one get one free Promotion of FMCG

- Most of the respondents to buy FMCG category by gaining more volume of products as it increases the quantities of purchase at same price.
- Buy one get one free leads to overstocking as it provides free quantities. Brand switching happens when free offers are provided by any brands.
- The respondents are purchasing the FMCG for attempting trails if the new products.

Coupons promotion of FMCG

- With the Coupon promotions the shopper could save money and as well this would offer stocking up of the quantities and it may lead to additional benefits of the FMCG products.
- The short term validity prevails for the coupons that are issued by the retail stores and the respondents agrees that they have price advantage.

Bonus pack promotion of FMCG

- Bonus pack promotion created more response for the additional volume of the products that the promotion tools provides.
- As chance of trial of new products that may imply on the new products that are provided as bonus pack.
- Brand switching and inducement of stockpiling are stimulating the responses and finally cost reduction and saving of money plays the final role in bonus pack.

Point of Purchase of FMCG

- Point of purchase promotion through the display style which has motivated at the highest level for the point of purchase and followed by impulse buying and spending capacity increases by the point of purchase promotion.
- Point of purchase also been a reminder for the respondents to buy the forgotten FMCG at retail stores. Promotion for new brands is created finally by this promotion.

Ranking of retail instore sales promotion techniques that stimulates the respondents

- The price off instore promotion has influenced the respondents to purchase the FMCG at the supermarket. And then bonus pack stands second in ranking as it gives additional pack for trial of new brands. Coupon enjoys the rank of third where the respondents have utilised the price advantage using the coupons provided for future shopping. Buy one get one free promotion has provided extra packs which stands as fourth in the sales of marketers and more shoppers for FMCG. And finally comes the point of purchase which is created by impulse buying by the respondents.

Key Sales promotion techniques influencing the purchase of FMCG in retail stores by the respondents.

- Totally ten factors explained 71.50 percent of variance.
- The factor one named as **“Display attraction and brand switching”** explains 11.58 percent of variance. It consists of the statements namely, “product trail” (0.724),” brand switching” (0.768) and “display style” (0.731).

- Factor two is named as “**Positive attitudes and stockpiling**” explains 8.38 percent of variance. It consists of the statements namely, “attitudes” (0.801) and “stock piling” (0.754).
- The factor three is named as “**Extra quantity for the same price**” explains 7.45 percent of variance. It consists of the statements namely “gains volume” (0.748).
- The factor four is named as “**Extra benefit and new brands of FMCG**” explains 7.13 percent of variance. It consists of the statements namely “additional benefit” (0.723) and “new brands” (0.622).
- The factor five is named as “**Visit inducement and spontaneous purchase**” explains 6.91 percent of variance. Its consists of the statements namely “frequent visit” (0.766) and “short time purchase” (0.812).
- The factor seven named as “**change over brand**” explains 6.59 percent which accounts for the variables,” brand switching” (0.834), as buy one get one free promotion creates brand switching to get extra quantities.
- The factor eight named as “**transfer of brand**” explains 5.93 percent of variables consists “brand switching” (0.749) where the price off induces switching of brand for reduction in the price.
- The factor nine named as “**spending behaviour**” explains 5.45 percent of variables consists of price of “spending” (0.777) which encourages spending to more when the products are costing less than the normal price.
- The factor ten named as “**unplanned purchase**” explains 5.13 percent of variation consists of “high spot purchase” (0.884) , where FMCG purchase is done due to the price off that increase unplanned purchase.
- The highest communality value of 0.823 was noted for the Price off promotional tools which induces to purchase more FMCG. It is proved from the factor analysis that the instore retail promotional tools results in impulse buying by the respondents.

Effect of Buy One Get One Free promotion on FMCG

Under Food category

- The average value computed for the food category shows that the quantity planned for Choco kream wafers is 1.86, Sunfeast 1.19, Britannia 1.28, Good day

(1.17), Bourbon (0.73), Jim jam (1.03), Act popcorn (0.63), Kalbavi cashews (0.56), Gopuram vermicelli (0.71) in a single purchase.

- The net increase in the quantity purchased calculated as the percentage to the quantity planned. Due to implementation of sales promotion technique the net increase the quantity bought when compared to quantity planned, under food category shows that the increase in quantity purchased is noted with Choco kream wafers (57.76%) with the highest effect followed by Sunfeast (46.48%), Britannia (47.23%), Good day (46.43%), Bourbon (50.69%), Jim jam(51.76%), Act popcorn(47.72%), Kalbavi cashews(52.83%), Gopuram vermicelli (48.96%) of the respondents.

Under Toiletries category

- Under the Toiletries categories, the mean value computed shows the quantity planned for Excel plus is 0.820 (in litres), Vim dish washer (0.690) in litres, sensodyne (0.600) in grams and Colgate (0.670) in grams.
- The net increase in the quantity purchased calculated as the percentage to the quantity bought, showed an increase incase of Excel plus (51.59%) the followed by Vim dish washer (49.93%), sensodyne (48.78%) and Colgate (48.20%).

Under Personal care products category

- Under the personal care category, FMCG the mean value of planned quantity is Dove shampoo 0.710 (in litres), Revlon hair colour (0.710) in litres, Sunlight moisture (0.730) in grams ,Chandriaka hand wash (0.780) in litres.
- The net income in quantity purchased due to Buy One Get One Free, for Dove shampoo is (51.45%), Revelon hair colour (51.45%), Chandriaka hand wash (50.32%) Sunlight moisture (49.32%) and Park avenue (46.11%)

Under Baby care category

- Under Baby care products were average value for purchased quantity computed shows that for Johnsons baby soap (0.860) in grams and mamy poko wipes (0.56) in packs.
- The net increase in unplanned purchase in case of Johnsons baby soap (45.98%) and Mamy poko wipes (47.05%) were noted

Effect of Price Off promotion on FMCG purchase

Under Food category

- The food category shows that the quantity planned for DNA Idly Rice is 1.090 followed by Sun premium oil (1.710) in litres, Aashirvad Gulab Jamun Mix (0.650) in grams, Kathir Idly Rice (0.970) in kg, Farmive Atta Flour (0.480) in kg, Demonte Chilly Sauce (0.590) in grams, Farmive Wheat Flour (0.690) in kg.
- The net increase in quantity purchased is highest for sun premium oil(48.44%), Aashirvad Gulab Jamun Mix(40.12%), Kathir Idly Rice(39.75%), Farmive Atta Flour(36.67%), DNA Idly Rice(36.42%), Demonte chily sauce (36.40%) and Farmive wheat flour(25.39%).

Under Toiletries category

- Under the toiletries, the mean value of purchase quantity calculated for the Surf Excel is 0.530 in litres which is highest followed by Airl (0.720) in grams, colgate (0.420) in grams, Surf Cleaner (0.610) in litres and Sensodyne (0.400) in grams.
- The net increase in quantity purchased in an unplanned manner due to Bonus Pack promotion is surf Excel by (44.17%) and then Airl (42.35%), Colgate (40.38%), Surf Cleaner (36.53%) and Sensodyne (33.89%)

Under Personal care product category

- The average value of quantity planned with Whisper Super Saver is 0.43 as highest followed by Stay Free (0.48)in packs and then comes Softy (0.61) in packs.
- The net increase in quantity bought over and above planned quantity for personal care has been calculated to be highest for Whisper Super Saver(50.58%) and then Stay Free(45.71%) and Softy(43.88%).

Under Baby care category

- The average value of quantity purchased computed is Pamper Pant 0.43 in packs, Chicco Wipes (0.48) in packs and Himalayas Baby Soap(0.52) in packs.
- The net increase in percentage quantity bought is Pamper Pants (45.26%),Chicco Wipes (37.21%) and Himalayas baby Soap(35.37%).

Effect of Bonus Pack promotion on purchase of FMCG by the respondents

Under Food category

- Bonus pack promotion on quantity purchased by the respondents under food category, the average value of quantity computed for India Gate Basmati Rice is 0.860, followed by Avt Premium Coffee (0.870) in grams, Concord Pure Rice Savi (0.580) in kg, Boost (0.520) in kg and MDH garam masala (0.380) in grams.
- The net increase in food category has been calculated by percentage as India Gate Basmati Rice 46.74%, Avt premium Coffee (46.28%), MDH garam Masala (38%), Concord Pure Rice Savi(36.47%) and Boost(31.71%).

Under Toiletries category

- Under toiletries, the mean value of quantity purchased is Lipozene 0.620 in litres, followed by Oral B Pro Health (0.360) in grams, Dettol (0.540) in litres.
- The net increase unplanned quantity purchased percentage of is Lipozene(45.93%), Oral B Pro Health (42.35%)Excel Plus(41.38%) and Dettol(37.76%).

Under Baby care category

- The average value of quantity planned for Huggies Natural Care(0.40) in packs and Pampers Baby care(0.43) in packs.
- The net increase in the percentage is Pampers Baby Care(40.57%) and Huggies Natural Care(38.09%).

Effect of Point of Purchase promotion on purchase of FMCG by the respondents

Under Food category

- Bought quantity under food category is 1.56 in pieces for Snickers as highest. And highest mean value is for homemade chocolates (1.08) in pieces followed by Pure& Natural Ingredients is (0.850) in grams, Leonard olive Oil (0.810) in litres and Nutella (0.790) in pieces.
- The increase for the purchase of products due to Point of purchase is promotion hundred percentage as they did shopping with impulse buying and totally an unplanned purchase.

Under Toiletries category

- The planned quantity of Nivea moisturising mean value is 0.69 in litres, and followed by Oral B tooth brush (0.630) in pieces, Tresmme shampoo (0.620) in litres and Chandrika Haircare shampoo (0.490) in litres.

Under Baby care category

- Under baby care, the mean value of planned quantity for Johnsons baby sun protection is 0.740 in litre which is highest and then Cetaphil baby lotion 0.580 in litre.

4.7 Comparison of Instore sales promotion on quantity purchased

- Under four categories of FMCG where food, toiletries, personal care and baby care. For Buy one get one free sales promotion techniques food category is utilised with 49.97 % followed by personal care 49.74%, baby care 46.52%, Toiletries 49.45% of net increase in quantity bought. As under the price off sales promotion personal care category has higher net increase with 46.72 % followed by toiletries 39.42%, baby care category 39.28%, food category 34.72%. As per bonus pack net increase of bought quantity is more in toiletries category with 41.86% followed by baby care 39.33%, food category 31.72%. For point of purchase the net increase is 100% because the unplanned buying takes place where the quantity purchased increases.

Suggestions

The following are the suggestions emerged out of the study and are applicable to retailers of FMCG

- Male consumers are the predominant shoppers to avail the benefits of instore promotion to take advantage of the price and quantity of the offer.
- The list of products to be included in offer should be in such a way that could cater to the needs of various age groups.
- Even though the period of sales promotion is short period by repeating the period of offer many times in a year would strengthen the purchase of FMCG throughout the year.

- As most of the respondents in the monthly income of below ₹50000 have enjoyed the benefits of instore sales promotion including more number of products under various schemes is expected to promote more sales.
- Prominent display of FMCG on offer, inside as well as outside the store would attract more shoppers.
- Increasing the number of products and its varieties and new brands under sales promotion schemes would encourage the consumers to spend more on shopping.
- Including more products under price off sales promotion will bring more foot fall to the store and also encourages them to buy more quantity than planned.
- Through Buy One Get One free for FMCG the consumers enjoy more volume and would encourage the customer to attempt product trail as a result brand switching and discourage the shopper if its volume is more.
- Coupons sometimes creates in spending more amount than planned so it should be limited to certain amount so that it should not frustrate the shoppers.
- Providing more volume in the same product or another may lead to overstocking and sometimes leads more quantity purchased which it not necessary.
- Impulse buying creates the unplanned buying where the more useful products should be displayed which attracts the shoppers and benefits are availed.
- As the price off pack instore sales promotion is enjoyed by most of the consumers as it should be provided for most of the products and strategies should be framed accordingly to increase the sales.
- As occupation as an association with the frequency of shopping FMCG it should be seen that the products that are provided should be preferred by all groups of members according to their occupation and standard of living.
- In order to attract the attention of the shoppers and also to help them in saving in product search the products in offers should be displayed in the front of the store so that all age group may know the offers and avail the benefits.
- When the offers are provided for every category of products which are benefited as equal opportunities to both the gender to avail the promotional benefits.
- More units of bought quantity purchased than the planned quantity by the price off pack provided should be utilised for every category as it increases the sales and promote the brands.
- Buy One Get One free sales promotion under various category like food, toiletries, personal care, baby care. Choco cream wafers, Excel Plus, Dove

Shampoo and Mamy poko Wipes are purchased more as that gives benefits of additional volume to the consumers that are useful FMCG.

- Price Off promotional products enjoyed for various categories it includes DNA Idly, Surf Excel, Whisper Super Saver and pamper pants where the consumers enjoy price reduction benefits.
- Based on the Bonus pack the various category have be included as it creates additional volume of India gate Basmati Rice extra volume and in toiletries where Lipozene capusules with the tilex mold remover as a bonus pack as it may also not have benefited by all customers sometimes it leads to stockpiling and pampers pants with extra free diapers with is the additional benefits enjoyed.
- Impulse buying made create the shoppers to avail the benefits and marketers should ensure that display should be attractive.

CONCLUSION

Instore sales promotion technique is the strategy followed retailers to increase the instore sales. The implementation of the sales promotion activities promoted by the manufacturers or retailers has increased the bought quantity by the shoppers. The customers have enjoyed various advantages such as additional quantity provided, price reduction, extra benefits of same products, redeemable of cost and impulse buying at shopping FMCG. The study has proved that different instore sales promotion techniques has varied impact on quantity bought under categories of FMCG. Based on the analysis made the price off instore promotion strategies have better resulted on personal care category, whereas the buy one get one free promotion has resulted much on quantity purchased under food categories, bonus pack have more benefited the shoppers for toiletries categories, coupons have created more saving benefits to the shoppers. Point of purchase has played the cent percentage results with the unplanned buying of FMCG at supermarkets. Hence the instore sales promotion techniques are only for short term it has more benefited by the shoppers and has various impact on the sub categories of FMCG.

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INTERVIEW SCHEDULE

EFFECT OF RETAIL INSTORE PROMOTIONAL STRATEGIES ON CONSUMER PURCHASE DECISION WITH REFERENCE TO FAST MOVING CONSUMER GOODS.

1. Name:

2. Gender: Male [] Female []

3. Age: 20-30 years [] 30-40 years [] 40-50 years [] above 50 years []

4. Marital status: Married [] Unmarried []

5. Occupation: Profession [] Employment [] Business [] Retired [] Home maker []

6. Education: School / Diploma [] Undergraduate [] post graduate []

7. Family type: Joint family [] Nuclear family []

8. No. of family members: Up to 4 [] 4-6 members [] Above 6 members []

9. Monthly household income:

Below 50000 [] Rs.50000- 100,000 [] Rs.100000-200,000 [] Above 200000 []

(II) SHOPPING BEHAVIOR:

10. How often do you shop FMCG in supermarket?

(a) Always [] (b) Usually [] (c) Occasionally [] (d) Rarely [] (e) Never []

11. How much time you spend for shopping FMCG products at supermarket?

(a) Less than 1 hour [] (b) 1- 2 hours [] (c) Above 2 hours []

12. Please indicate the amount of money spent on purchasing FMCG on each visits?

(a) less than Rs.1000 (b) Rs.1000-2000 (c) above Rs.2000

(III) PROMOTIONAL STRATEGIES:

13. Rank which of the following sales promotion techniques stimulates you to buy in supermarket?

PROMOTIONAL STRATEGIES	RANK
Price off	
Point of purchase	
Coupon	
Buy one get one free	
Bonus packs	

14. Give your opinion on the **PRICE OFF** promotional tool: (tick the appropriate)

NOTE: SA - Strongly Agree, A - Agree, N-Neutral, DA - Disagree, SD - Strongly Disagree

PARTICULARS	SA	A	N	DA	SD
Induces to visit supermarket					
Purchase more than earlier planned					
Spending more per visit					
Creates product trial					
Provides brand switching					
Stimulates positive attitudes					

15. Give your opinion on **BUY ONE GET ONE FREE** promotional tools:(tick the appropriate)

PARTICULARS	SA	A	N	DA	SD
Effective in inducing visit to supermarket					
Gains more volume					
Try to attempt product trial					
Overstocking					
Induce brand switching					

16. Give your opinion on **COUPONS** promotional tools: (tick the appropriate)

PARTICULARS	SA	A	N	DA	SD
Behavior of saving money					
Additional benefits					
Price advantage					
Short term validity					
Stocking up goods					

17. Give your opinion on **BONUS PACK** promotional tool: (tick the appropriate)

PARTICULARS	SA	A	N	DA	SD
Additional volume is provided					
Chance of product trial					
Experience of brand switching					
Relatively low price					
Inducing Stockpiling					

18. Give your opinion on **POINT OF PURCHASE** promotional tool: (tick the appropriate)

PARTICULARS	SA	A	N	DA	SD
Creates impulse buying					
Attractive display					
Reminder for forgotten products					
Promotes more new brands					
Increases spending capacity					

19. State your purchase of FMCG in the latest visit to hypermarket with respect to BUY ONE GET ONE FREE

CATEGORY	PRODUCTS	OFFERS	PLANNED QUANTITY	BOUGHT QUANTITY
Food category (in packs)	Sunfeast	Buy 3 get 1 free		
	Britannia	Buy 3 get 1 free		
	Good Day	Buy 3 get 1 free		
	Bourbon	Buy 3 get 1 free		
	Jim Jam	Buy 3 get 1 free		
	Chocó cream wafers	Buy 2 get 3 free		
	Act popcorn	Buy 1 get 1 free		
	Kalbavichasews	Buy 1 get 1 free		
	Gopuram vermicelli	Buy 1 get 1 free		
Toiletries	Excel plus toilet cleaner(in litres)	Buy 2 get 1 free		
	Vim dish washer(in litres)	Buy 2 get 1 free		
	Sensodyne tooth brush(in gms)	Buy 1 get 1 free		
	Colgate tooth brush(in gms)	Buy 1 get 1 free		
Personal care	Sunlight moisture (in gms)	Buy 1 get 1 free		
	Revelon hair colour(in litres)	Buy 1 get 1 free		
	Park Avenue Deo (in gms)	Buy 2 get 1 free		
	Dove shampoo (in litres)	Buy 1 get 1 free		
	Chandrika hand wash (in litres)	Buy 3 get 1 free		
Baby care	Johnson's baby soaps (in gms)	Buy 3 get 1 free		
	Mamypoko wipes (in packs)	Buy 1 get 1 free		

20. State your purchase of FMCG in the latest visit to hypermarket with respect to **PRICE OFF**:

CATEGORY	PRODUCTS	PRICE OFF	PLANNED QUANTITY	BOUGHT QUANTITY
Food category	Sun premium sunflower oil (in litres)	5 kgs off @ Rs. 549		
	Farmive wheat flour(in kg)	MRP. 225 @ 195 1kg		
	Farmive atta flour(in kgs)	MRP. 177 @155 1kg		
	Kathir Idly rice (in kgs)	5Kg@ Rs. 199		
	DNA Idly rice (in kgs)	10 Kg @ Rs. 450 MRP. 700		
	Delmonte Red chilly sauce(in grams)	MRP. 50 @ 45per pack		
	Aashirvad Gulab Jamun mix (in gms)	MRP. 55 @ 49 per pack		
	Complan chocolate (in gms)	40% offer 1 kg		
Toiletries	Airel (in grams)	Rs.150 off		
	Surf cleaner(in litres)	25% off 1kg		
	Surf excel (in litres)	Rs.100 off 1kg		
	Colgate(in gms)	50% off		
	Sensodyne(in gms)	10% off		
Personal care (in packs)	Stay free	Rs.100 off per pack		
	Softy	MRP Rs.198@Rs.106		
	Whisper super saver offer	Save 95 MRP. 290 per pack		
Baby care	Chicco softy baby wipes off(in packs)	MRP.358 @ Rs.299 per pack		
	Himalaya's extra moisturizing baby soaps(in grams)	15 % off 500ml		
	Pampers pants super jumbo pack(in pack)	MRP.999 save Rs.350 per pack		

21. State your purchase of FMCG in the latest visit to hypermarket with respect to BONUS PACK

CATEGORY	PRODUCTS	OFFERS	PLANNED QUANTITY	BOUGHT QUANTITY
Food category	Avt premium coffee(in gms)	Bonus pack with tumbler		
	Concord pure rice sevai(in kgs)	15% extra pack		
	Boost (in kg)	750 gm with 250 gm extra		
	India gate basmati rice(in kg)	1 kg with 500gm extra		
	MDH Garam masala (in gms)	50 gm extra		
	Maggi pazzta(in packs)	30% extra		
Toiletries	Excel plus toilet cleaner (in litres)	Dish wash liquid 200 ml		
	Lipozene capsules(in litres)	Tilex (mold remover) ½ lr bonus		
	Oral B Pro health(in gms)	10% extra		
	Dettol (in litres)	Buy 900ml + 200 ml extra		
Baby care (in packs)	Huggies natural care	Free 96 wipes		
	Pampers baby dry	Free 8 diapers		

22. State your purchase of FMCG in the latest visit to hypermarket with respect to POINT OF PURCHASE

CATEGORY	PRODUCTS	BOUGHT QUANTITY
Food category	Nutella (in pieces)	
	Snickers (in pieces)	
	Pure & natural ingredients (in grams)	
	Homemade chocolate(in pieces)	
	Leonard olive oil (in litres)	
Toiletries	Tresemme (in litres)	
	Haircare shampoo (in litres)	
	Oral B(in pieces)	
	Nivea moisturizing(in litres)	
Baby care	Johnson’s baby sun protection(in litres)	
	Cetaphil baby(in grms)	

