



Jewellery Market Sales Promotion (Tamil Nadu for the Month of Apr & May 2014)

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ABSTRACT

In recent Gold Market Competitions, everyone has to promote their brands to sustain in the market...The promotional media considered by their market catchment and customer base. Also they are communicating their products and services, pricing and collections etc...This will help to the Buyers to select the product and brand. This article mainly dealt with Sales Promotion by Jewellery Market in Tamil Nadu for the month of Apr and May 2014 year study.

KEYWORDS :

Introduction:

This study mainly about Jewellery Consumer buying behavior like, how they act and respond their Jeweler ads and communications. Also to measure the media preference with respective jeweler and their buyers.

Statement of Problem

In Jewellery Market all the Jewelers were promoted in their business with different ways to increase their sales Market share. Mainly like, Festival period, Akshayathirithiya, Tamil New Year everyone has focusing this period... Due to auspicious period, in these days buyers were investing more money in the Gold business. So the Jewelers were capitalizing this opportunity.....

At the time of promoting their Jewellery brand how they act to promote the Gold business, Retain their customers, these acts stimulated Researchers study the Sales Promotion by Jewellery Market.

Methodology

- Data Collection**
Secondary data collected from different Jewellery showrooms in Tamil Nadu.
- Period of Study**
Apr & May 2014
- Tool used**
Computed Average
Computed percentage (%)

Literature's Reviews

- Advertising and Promotion – Chris Hackley.
- Sales Promotion Essentials – Don Schultz.
- Marketing Management – Phil kotler and Kevin keller.
- Consumer behavior – Michael R.Solomon.
- A study of Social Market-2005 by Dr.P.Ponramu..

Data Interpretation and analysis

To promote the Jewellery business in the following methods...

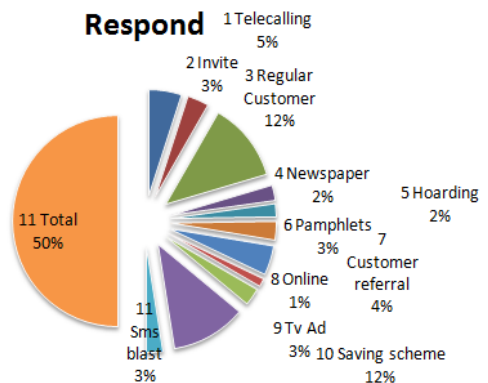
1. Store Level Activity (SEL)

- Tele calling their customers
- Email sent to customers.
- Birth day and Anniversary celebrations to their customers.
- Attending customer's marriage / functions...
- Invite Customer's personal House visit.
- Customer's referral.
- Customer's meet.
- Small collections display @ customers house.
- New collections /Mela/Product launches @ store level
- Conducting small competitions for customers....
- Invitation
- Easel boards
- Posters
- Standee
- Saving scheme

2. Market Level Activity (MTL)

- Print media – press ad
- Electronic media – TV ad
- On line promotion
- Pamphlets
- Hoardings
- Mobile van
- Bus shelters
- Ground level Signage's
- Traffic sign boards
- Weekly Magazine ad
- Jewellery bags by Jewelers.
- Wall painting.
- Mega level Customer event
- Sponsoring the programme/ events.
- Conducting fashion shows.

Media Track Analysis:



In the month of April and May 2014 we have taken Total sample media track of 1000 customers with different jewelers. Out of 1000 customers 230 customers (23%) come from their saving scheme. It's an effective tool to generate walk-ins with cost effective.

242 customers were their regular customers (24%) with respect to the jeweler. These customers were long associated with their jeweler. To retain these customers, everyone having loyalty programme and offering special gifts in festival days.

100 customers (10%) are responding from their Tele calling activity. To increase these customers share store has to follow the structured script for telecalling with dedicated people. Also after the activity store should measure their performance..

90 customers (9%) were influenced from their own customer referral. To increase these customer shares through their sales persons, they only influenced to their customers. A Jeweler can standardize and reward the system to get the referral details.

66 customers (7%) came from their personal Invitation. To increase personal invite share, every jeweler has to have dedicated people to invite their customers during the offer / festive periods. Also attend their family functions and celebrate their birthday and anniversary etc.

57 customers (6%) were responding through Pamphlets. To increase these shares, based on their customer catchments they can increase the distribution. Also maintain quality of pamphlets, clear cut message to reach better. It's a cost effective tool.

53 customers (5%) were responding from a TV ad. To increase the share, store has to focus their regional language and clear message ad. Jewelers can consider their customer's feedback like which TV channel, programme there are watching.

50 customers (5%) were known about from sms blast activity. These activities create more individual awareness. At the time of purchase jeweler has to take Accurate phone Nos and Customer's acceptance. This will helps to reach many customers and increase their sale share.

47 customers (5%) were coming from Paper advertisement. To increase these customers' group, focus the News paper based on their customer profile. The ad communication should be creative and understandable, like what is the offer, period, design code etc. If seeing the ad's customer's will able to visualize the brands. This will increase their brand share awareness.

40 customers (4%) were responding from hoarding advertisement. To increase these customers' group, the hoarding location selections will be relevant to their brand. The Color of the ad also important. If any light color, It' won't attract to the customers. The color should be bright with product image. This media will be increase their brand share awareness and create new footfalls.

25 customers (3%) responded from online communication. To Increase the online media response, the Jeweler should display more and exclusive designs on their website. Deploy better system and Manpower to increase the share. A Jeweler can communicate with new buyers and existing buyers about their online media. It will help to improve the online performance.

Conclusion

Based on the above analysis all the Jewelers were Focusing their own customers through saving scheme, Tele calling and Personal invite. This activity will give more bonding to their customers and maximize sales growth into their business. The Market level activity will create more awareness about their brand and recollecting their existing customers. Also the customer acquisition will contribute to the business.

Store Level activity will assure the 65 % of their business. It's a cost effective tool and reach individual customer. At the same time to increase their brand share and new customer acquisition required Market Level activity will support their collection launch, New schemes, offers etc.

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