



A STUDY ON MARKETING SALES AND PROMOTION IN NERO AIRFILTERS CORPORATION LIMITED AT COIMBATORE

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ABSTRACT This presents how marketing concepts and deal with may be applied in stock consideration studies. The marketing guess process begins with a justification of the project concept based on the market need the project aims to convince. This helps the definition of the project's related market and lead to an analysis of the market. The market consists of customers and demanding suppliers. The project must challenge and match its possible capabilities to obtainable and potential customer needs. In doing this, the project gains aggressive edge and maximizes probable performance. Market arrangement is a determine of the project's ability to convince the key market need factors within its defined intention market. The shows how a project analyst may estimate a project's market performance. Such a measure may be used as a pointer of competitiveness by which to project market growth and market share estimates. In economic study a market expansion, is an external shift in the claim curve, and takes place when a project thrives an affordability evaluation higher than the level of other market participants.

KEYWORDS :

INTRODUCTION

One of the most hard marketing decisions facing companies is how much to splurge on promotional John Wanamaker, the departmental - store publication, said, "I know that half of my advertising is exhausted but I don't know which half. "Thus it is not amazing that industries and companies differ considerably in how much they splurge on promotion. Promotional outflows might level to 30-50% of sales in case fashion able cosmetics trade and only 10-20% in the industrial apparatus industry.

REVIEW OF LITERATURE

- ❖ vAdvertising & utilization Does consumption respond to promotion? Many studies have determined on the effects of advertising on brand switching, purchase capacity, and stockpile and have documented that advertising makes clients switch brands and purchase earlier or more.
- ❖ The consumers' consumption verdict has long been ignored, and it remains unclear how promotion affects consumption (Blattberg et al. 1995). Rising literature in behavioural and economic theory has provided supporting proof that consumption for some product category responds to promotion.
- ❖ Using an experimental approach, Wan sink (1996) establishes that major holding costs pressure customers to consume more of the product. Wan sink and Deshpande (1994) show that when the product is supposed as commonly substitutable, customers will consume more of it in place of its close replacement. They also show that higher expire ability increases utilization rates
- ❖ Adopting lack theory, Folks et al. (1993) .Show that customers curb consumption of products when supply is some degree of because they observe smaller quantities as more expensive. Chandon and Wan sink (2002) show that stockpiling increases utilization of high convenience commodities more than that of low-convenience products.

AFFORDABLE METHOD:

Many companies set the advertising budget at what they think the company can give. One supervisory explained this method as follows: "Why, it's simple. First I go upstairs to the manager and how much they can give to give us this year. He says a million and half. Later, the boss comes to me and asks how much we should use and I say 'Oh about a million and half. "It is a way which is vague one and makes long term planning hard.

PERCENTAGE OF SALES METHOD:

- ✓ üMany companies set their endorsement expenditures at a specified profit of sales. Accordingly the sales are set on the source of sales.
- ✓ üAdvertising efficiency Project Report

- ✓ üDomestic Customer approval Project Report
- ✓ üIn this a particular sales percentage is determined for the promotional budget reward of this method.
- ✓ üFirst, its utilize means that promotional finances vary with what a company can give.
- ✓ üSecond, it support the management to think in terms of the bond among promotion costs, selling price, and profit per unit,
- ✓ üThird, it encourages the aggressive stability to the scope that competing firms spend more or less the same % of their sales on support.
- ✓ üIn spite of the reward, the % sales method has little to defend it. Its way of thinking is circular: It views sales as the determiner of the support rather than as a result. It leads to funds setting by availability of funds rather than by selling opportunities.

COMPETITIVE PARITY METHOD:

Some companies set their promotional budget to attain share-of-voice parity with other challenger. Two point of view are made in support of competitive parity method. One is that the competitor's overheads represents the collective knowledge of the industry. The other is that maintaining a aggressive parity helps prevent promotional battle. Neither fight is valid. There are no grounds for believing that contest knows better what should be exhausted on promotion.

DECIDING ON THE PROMOTION MIX:

Companies face the job of distributing the total promotion funds over the five promotional tools:

- ✓ üAdvertising
- ✓ üSales Promotion
- ✓ üPublic Relations and Publicity
- ✓ üSales Force
- ✓ üDirect Marketing.

Whatever method a company adopts for promoting its manufactured goods it must be from above mentioned manner.

WHAT IS SALES PROMOTION?

Promotion is the last element in the marketing mix. After the nature of product is determined, its price fixed and the methods of supply decided, the manufactures has to take effectual steps in conference the consumers in the markets. In the present consumer tilting markets it is the duty of manufacturers to know what is essential by the consumer. It is also their job to make the customers identify where, when how and at what prices. The products would be available.

OBJECTIVE OF SALES PROMOTION

- ✓ üTo increase trade directly by publicity during media which are balancing to press and poster advertising.
- ✓ üTo distribute information through sales man dealers etc. So as to assure the product getting in to acceptable use by the ultimate

- consumer.
- ✓ To magnetize new consumer.
- ✓ To face the competition successfully.
- ✓ To help salesman in selling supplementary to the retailers and consumers.
- ✓ To check seasonal refuse in sales. Usually speaking sales promotion involves exposé the following services.

SALES PROMOTIONAL AT DIFFERENT LEVELS

1. SALES PROMOTION AT DEALERS LEVEL:-

It may include different schemes some of which are argue here.

(i) Advertising Materials:-

The advertising material set by the company such as store signs, poster shelf signs, board etc. are circulated to sub dealer for show purposes this is in fact a way of advertising.

(ii) Store Demonstration:-

In the premises of the merchant or the seller the products sales personnel will carry out special exhibition for the company's product. A personal exhibition is good to introduce a new product at its abnormal advantage can be high bleached and the consumer's doubt clear. It can be used to reticulate an old product. A good exhibition with a great dealer of stroke will draw heavy crowds in to the store and will exert a pull on attention to the product.

(iii) Special Display and Shows:-

These are in continuing in character but could be approved in an elaborate manner and for all the goods of a company. Usually these are arranged along with trade fair and display. Besides effecting sales these shows make an impact on the company's name generally on the public.

SALES PROMOTION AT CONSUMER'S LEVEL

The various method of sale promotion at Consumer's Level may comprise.

1. Coupons (A Chit of Stated Value):-

These are given straight to the consumer these coupons are in most cases kept within the package. The consumers many take delivery of a price reduction of the stated values of the coupon at the time of buy. The retailer receives repayment for the value of the coupon form the producer. Coupons act as a short run motivation to the sale of the product, since they are openly tied with the purchase of the item. They persuade the retailer to stock the product.

What is key is that a coupon offer does not spoil the named worth of the brand nor does it un pair the boundary of the dealers. But it is not easy to calculate the effectiveness of a coupon bid. One over knows how many purchaser would have bought the product without the incentive. It is also complicated to find out how many customers were seized after the coupon offer expired.

2. Price-off-offer (Also known as bargain offer price packs):-

This offer is intended to inspire the sales during a fall season. In this method the customer is open a reduction from the printed price list. It is also used when a replacement for competing product enters the market. Several experts on sales promotion fed that 'Off Schemes' are among the weaker and less wanted methods of promotion. These can be trade bile particularly when the retailer raises the price to hold his border. Secondly that is not conducive to building up brand faithfulness. Consumers may simply modify to the products that offer this scheme.

3. Samples:-

In the hope of converting a vision into a customer a sample (Some amount of the product) may be given. This helps the consumer to prove the real quality of the product. Various pair modern companies offer this method. For developing brand reliability this method is quite helpful. Sampling is a fast method of exact creation because one knows the result as soon as the consumer has had time to use the sample and purchase the brand.

DISADVANTAGE OF SAMPLER:-

Offering sample in quit costly. There is the cost of manufacturing samples. The supply costs are also high. Sample has to be mailed to possible customers or to be distributed through retail shops. There are also problems when the real product does not be like the sample supplied.

4. Money Refund Offer:-

An offer generally stated on the package is that manufacturers will

resume within a stated period part or all of the purchaser's money if he is not fully fulfilled with the product.

5. Trading Stamps:-

A quality in the form of stamps is given by the merchant to customers while selling goods. The number and value of stamp that the purchaser receives depends on the values of the acquisition. These stamps are usable through quality catalogues at the stamp recovery centers.

6. Buy-Back Allowance:

This an allowance following a earlier trade deal not offer a assured amount of money for new procure based on the quantity of buy on the first trade contract. It extends the life of a buy and sell deal and helps to prevent part deal sales refuse. It greatly strengthens the buyer's impulse to co-operate on the first deal.

7. Premium:-

There are different forms of premiums afford by the manufacturer as sales promotional devices:-

- (a) Coupons are supplied for finishing price reductions.
- (b) Factory in pack finest these are popular in the case of Body food and Tin food items, Spoons, Cups, Measuring, Glass etc. and such other stuff are packed with the product in the box itself. Factory in pack finest are mainly goods for product meant for children. The **NERO AIRFILTERS CORPORATION LIMITED** Packs contain animal figure toys. These are very gorgeous and quite trendy among the children.

(c) Self Liquidating Premiums:-

The outlay of the premium is collected from the buyer himself. But when the buyers give for it he has to pay only a significantly low price for the best. This is possible for the producer purchases the stuff in mass at a best and his cost per unit as is significantly low.

AGGRESSIVE SELLING MEANING:-

Goods are produced for market. Manufacturers have to make hard work to sell all they produce. When the manufacturers use different sales efforts to find increased sales quantity for his product it is called forceful selling or offensive selling. The sales hard work which a manufacturer makes to hold his customers i.e. to guard his already well-known market against his challenger is termed as protective selling. In contrast to this insistent selling is concerned with the sales efforts made with the state objective of selling more by increasing the market for the product of the advertising firm.

WHEN AGGRESSIVE SELLING IS RESORTED?

USUALLY MANUFACTURER OF A NEW PRODUCT HAS TO DO AGGRESSIVE SELLING:-

- ❖ vWhen the product has been enhanced.
- ❖ vWhen the manufacturer's creation is supervisor in quality to the product of the established opponent.
- ❖ vWhen the total market for the product or stroke of product to mounting.
- ❖ vIf the manufacturer's share of the market is moderately small.
- ❖ vIf the manufacturer has unused production ability with heavy investment in plant and tools he will like to enlarge the demand for his product fast so that demand for his product is equal to the finest production capacity of his plant ; and
- ❖ vWhen primary demand for a manufactured goods must be created and condition must be made in the channel of allocation to teach consumers concerning the new product and to initiate them in its use.

OBJECTIVES OF THE STUDY

The major objective of the research is to and out the market prospective of century industries product line.

- ❖ This will help to know that what the forthcoming of century as a whole are & will also give an idea about its reliability, customer's point of view & strength; apart from all these it will help me to analyze the upcoming expectations of the company.
- ❖ To study & explore the buying behavior of consumers. Dealers, Retailers towards **NERO AIRFILTERS CORPORATION LIMITED** brand as compared with alike product of some other companies. Thus accepting the consumer acceptance of the products.
- ❖ To know about the demand & consumption of the products manufactured in the **NERO AIRFILTERS CORPORATION LIMITED** and thus getting an idea about market forecast. The

NERO AIRFILTERS CORPORATION LIMITED. Is huge & diversity of product mix has been found which give out the function industrial users & the ordinary customers like us and well.

- ❖ Through this information about the verities of products & their demand in the set-up can be identified.
- ❖ To study the various promotional offers which are obtainable by the **NERO AIRFILTERS CORPORATION LIMITED**
- ❖ To its various dealers and industrial buyers so that much exertion towards the promotion of their product is made?

SCOPE OF THE STUDY

- ❖ The scope of market study of **NERO AIRFILTERS CORPORATION LIMITED.** It has helped to offer knowledge about the market trend demands & consumption models. Future prospects in tens of possible growth.
- ❖ Consumer taste & buying behavior for the CPP product & other aspects linked to channel & network i.e. -supply.
- ❖ At the same time some bottlenecks & loopholes in the entire process could also be taken into reflection for the solutions as well as betterments also the following few feature could be taken care off through this research study;
- ❖ Adjudge the relationships & organization among the dealer & company;
- ❖ This is mainly related to the intent' relationships on which the company has a bond with the a variety of buyers so that a smooth and Co-cordial relationship exists among them.

RESEARCH METHODOLOGY

- ❖ The research design is intangible structure within which research is conducted. It is a plan of action, a plan of collecting and study data in economic, efficient and significant manner. It contains the blue print for the collection, measurement & analysis of data. The proposed study is an exploratory cum expressive. A descriptive research is conducted with a random sample review method towards the customers.

The survey is conducted on 100 people who are selected erratically from within the **NERO AIRFILTERS CORPORATION LIMITED AT COIMBATORE.**

LIMITATIONS OF THE STUDY:

- ❖ üThe reaction may be biased as some of the respondents may not have exposed the true pictures.
- ❖ üThe Company officials also too tend to give biased answers as they always want to give a rosy picture of their company product 'liter company workers were loath to give information about the product.
- ❖ üThe sample was classified to the **NERO AIRFILTERS CORPORATION LIMITED.** There were time and money constraints.
- ❖ üThis project was limited to a span of two and a half months and so had to limit it to opening areas of Uttaranchal.
- ❖ üDue to money control the study was restricted to a sample of traders and consumers.
- ❖ üTransportation and feasibility of staying there was also a major restraint.

CONCLUSION:

During the research process it was found that an incredible world of big machineries & their process which were in nonstop operation to deliver the final product. It can never be thought that emergent a small sheet of Engine would require such immense & strenuous tasks of both men & machinery. Also apart from processes some major findings on behalf of the data collected from in and outside the Engine industry helped in drawing a cleaning finale. It can cite as follows: The new era of upcoming generation is going to be knowledge based. So demand for Engine would go on escalating in upcoming years. In view of Engine industry's planned role for the society & also for the overall industrial growth it is necessary that the Engine industry performs well. The demand for upstream market of Engine products like: this is growing due to enhance in population 81 more & more facilitation. These developments are probable to give fill up to the industry. Due to industrialization & globalization there is huge demand 8: possible of Engine & allied products. As per the information composed through the sales & marketing department of the company. A key consumption & demand is seen in Delhi & NCR region where therefore are upper limit number of dealers that too with very high allocated size.

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