



**ORIGINAL RESEARCH PAPER**

**Management**

**PROMOTIONAL MIX**

**KEY WORDS:** Promotional Mix

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**ABSTRACT**

Promotional mix is one of the four parts of marketing mix. Without proper promotion mix, all other marketing mix parts are absolute null and void.

Promotion has been defined in various ways by various experts. However, there are similarities, too, up to or greater extent. Some of the important definitions are as follows:

“Promotion encompasses all the tools in the marketing-mix whose major role is persuasive communication.”

**Philip Kotler**

“Promotion is an exercise in information, persuasion and influence.”

**Willaim J. Stantion**

“Promotion consists of those activities that are designed to bring a company's goods or services to the favorable attention to customers.”

**Masson and Ruth**

“Promotion is any method of informing, persuading or reminding consumers- wholesalers, retailers, and users of final consumers- about the marketing-mix of products, place and price which has been assembled by the marketing managers.”

**Mc Carthy**

“These marketing activities, other than personal selling, advertising and publicity that stimulate consumer purchasing and dealers effectiveness such as display shows and exhibitions, demonstrations and various non-recurrent selling efforts not in the ordinary routine.”

**American Marketing Association**

The following features of Promotional Mix can be enumerated on the basis of above definitions that-

- Persuasion is the main base of promotional mix. In this part the customer is requested to purchase the product or services.
- Through promotional mix the customers are informed about the product or service, the price of the product and the place of receiving the product.
- It is a medium to inform or to make the customers remember the product and
- Promotion mix includes advertisement personal selling, sales promotion and other selling techniques.

This way, it can be summed up that promotion is a medium through which the purchasers are informed, get reminded, inspired, motivated and requested to purchase a product or to avail a service. It includes all type of advertisements, sales promotion, personal selling and other marketing techniques.

**Selling, Promotion and Sales Promotion**

In general, selling promotion and sales promotion, all these there are understood in one meaning but there is great difference among the three. The meaning of selling is to transform the ownership of the product. Any medium whether

it is advertisement or any type of demand boosting techniques, is not included in sales.

**Sales Promotion** is not promotion. It is very limited operational field. It is limited only to boost sales. It is strictly attached with the short term sales. No advertisement, personal selling or marketing techniques are included in it. It is a part of promotional mix.

**Promotion or Promotional Mix**, basically, deals to attract the customers towards the products and services. Customers/consumers are directly motivated for acquiring or purchasing a service offered or a product displayed. Promotion has wide working area. Some experts call it communication mix or marketing communication mix, also.

**Objectives of Promotional Mix**

Promotion plays an important role in marketing and selling of a product. The knowledge about the manufacturing of a product and the demand for that product by the customer is very important for a business cycle to run.

In lack of proper and timely knowledge and demand of the product, the production process can hamper, which can further make whole economy stand still. Thus, promotion helps manufacturing firms and the prospective buyers to select and sale the product. Not even this, promotion also helps manufacturing firms to let the customers remember the available and pre- cats products at the time of their requirement among the customers. But the basic objective of the promotion ends not here only. Promotion informs about the product, helps to remember the product during its needs and attracts the customer to purchase the product. McCarthy in his book “Basic Marketing: A Managerial Approach” has rightfully mentioned that “the objectives of promotion are to inform, persuade or remind consumers of the company's marketing mix”. This way the promotion has the following important objectives or aims or goals:

- **To Inform:** The first objective of promotional activities is to inform. The producer generally provides the information regarding the quality, uses, different uses of the products and the price etc. to the customers while introducing the product.
- **To Remind:** The second objective of the promotional mix is to keep the memory alive about the product in the minds of the present customers. It is necessary because new entrants and competitors may divert the mind of the customers. Therefore, to remind about the product is needful, though this work is done by advertisement but other promotional activities help to achieve this objective.
- **To induce to purchase more:** The middlemen-wholesalers and retailers – are induced to purchase more stock by offering more facilities.

Promotional activities increase the sales by changing the elasticity of demand of the product through various techniques, i.e. by distributing samples, free gifts, purchase premiums, discounts, etc. Such activities make the product popular. In slack reason, the promotional activities help in maintaining the sales of the product.

**Importance or Advantages of Promotional Activities**

The country, the society and the individual can work, achieve success and upgrade only through the effective economic development mechanism.

And, for an effective economic development mechanism, one needs an effective production – consumption process. This effective production and consumption process may remain effective only if there is a strong promotional mix available. Promotional mix helps in promoting the sales of the concern effectively. More and more promotional activities are required to induce the consumers to produce more and more products and thus, they produce the demand. In today's competitive world, promotional mix plays an important role which can be judged from the following facts:

- **Effective sales support:** Promotional mix supports the efforts of personal and impersonal salesmanship. It is found that good promotional mix makes the salesman's effect more productive.
- **To control over intense competition:** The intense competition has accelerated the promotional mix activities. When manufacturer adopts aggressive strategy in creating a brand image, promotional mix helps existing manufacturers to control over the intense competition.
- **Increasing purchaser – manufacturing relation:** The growth of consumerism has contributed a lot of the growth of large scale retailers. Moreover, it also contributed is increasing the number and variety of products available for the consumers. Such complexities in the consumer market give birth to a new commitment oriented purchaser– manufacturer relation. It also, put a genuine pressure on the manufacturers to support, protect and allowance the retailers. Therefore, promotional mix has helped a lot to ensure the retailers.
- And, it is also true that without promotional mix and in the present prevalent market conditions, the manufacturer-purchaser relation may become dim.
- **Product acceptance in imperfect markets:** Every market is imperfect market. In the imperfect market conditions, the product cannot be sold easily only on the basis of price differentiation. It is the promotional mix that provides information about the differences, characteristics and the multi use of the products of various competitors in the market. The customer is attracted to purchase the goods on the basis of such information. Thus, promotional mix is necessary for selling the product successfully.