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# A Study on Branding of Sales Promotion towards Cotton Blossom Pvt Ltd

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**ABSTRACT:** This paper focuses on the impact of sales promotion on the buying behaviour of consumers towards readymade garments. In marketing, sales promotion is one of the elements of the promotion mix. Other elements of promotion mix are: advertising, public relations, personal selling and publicity. In this study, the greater emphasis is given to sales promotion due to its popularity nowadays. Sales promotion techniques attract consumers towards the product to a great extent. The study was conducted in Ludhiana district which is a hub of hosiery industry. The study shows that sales promotion technique attracts a lot of customers to buy the products.

**KEYWORDS:** Consumer buying behaviour, Sales promotion, readymade garments, discounts.

## I. INTRODUCTION

Sales promotion is a part of the promotional mix where the business uses many short- term customer-oriented strategies to stimulate the demand for its product by making it look more attractive and/or worthy. A sales promotion is a marketing strategy in which a business uses a temporary campaign or offer to increase interest or demand in its product or service. Sales promotion is a marketing strategy where the product is promoted using short-term attractive initiatives to stimulate its demand and increase its sales.

### 1.1 OBJECTIVES OF THE STUDY

#### Primary objectives:

- A Study on Effectiveness of Sales Promotion measure towards of Cotton Blossom (India) Private Limited at Tirupur.

#### Secondary Objective's:

- To study the advertisement and international sales promotion measure effectiveness to the product process.
- To examine the various promotional and its sales effects on the organization.
- To get an idea about how different functional departments are structured and how each one of them operate and international sales promotion measure.
- To identify the level of customer response with respect to the sales promotion conducted at Garments industry.
- To increase sales by publicity through the media which are complementary to press and poster advertising

### 1.2 SCOPE OF THE STUDY

This research work tends to analysis the impact of promotional on the sales of an organization

- The study helps to know promotional in garments manufacturing firm
- The study explores the new ways of attracting customers.
- The study of the retail consumer behaviour is limited to one area in Erode only; the same studies can be conducted in other areas.
- Scope of the study is limited stores; the same study can be conducted in other retail stores.
- Scope of the study is limited retail sales promotions; the same study can be conducted in for the product sales promotions also.

### 1.3 LIMITATIONS OF THE STUDY

- The limitation of the examination is missing money related resources, time and materials.



- The respondents are not response for the entire gathering plan.
- The research has lacking periodical data. so the time is very oblige
- The research has depends on both of the board and agents considering the way that very limitation for the summery and end.

## **II. RESEARCH METHODOLOGY**

### **2.1 RESEARCH DESIGN**

To make the research systemized the researcher has to adopted certain method. The method adopted by the researcher for completing the project is called research methodology. Research is a process in which the researcher wishes to find out the end result for a given problem and thus the solution helps in future course action. The research has been defined as “A careful investigation or enquire especially through search for new facts in any branch of knowledge”. To give more additional to the old research new ones are conducted.

### **2.2 SAMPLING TECHNIQUES**

A disproportionate stratified random sampling technique has been used in sampling due to the following reasons:

- It provides information about parts of the all the area.
- It provides help in brand perception towards clothing industries.

### **2.3 SAMPLING SIZE**

A sample size is guaranteed to its temperament of information assortment. Information assortment depends on the essential information is 120 respondents are taken as the example for this investigation.

### **2.4 SOURCES OF DATA COLECCION**

The following techniques were adopted for data collection.

- Primary data
- Secondary data

### **TOOLS USED FOR DATA COLLECTION**

The following techniques were adopted for data collection.

#### **2.4.1 Primary data**

Primary data was collected through face to face interviews while filling up questionnaires (120 respondents).

#### **2.4.2 Secondary data**

Relevant information was gathered from magazines, newspapers and project reports that formed the secondary data.

### **2.5 TOOLS USED FOR DATA COLLECTION:**

- Simple percentage Analysis
- Chi-square analysis
- Correlation
- Anova

## **III. FINDINGS AND STUDY**

- Majority 60.8% of the respondents are Female person.
- Maximum 35.0% of the respondents are age group between 25-35 years.
- Maximum 38.3% of the respondents are Graduate qualification.
- Majority 55.0% of the respondents are unmarried person.
- Maximum 33.3% of the respondents have Business occupation.
- Maximum 37.5% of the respondents are Rs.20,000 to 30,000 income.
- Maximum 35.0% of the respondents are 3-5 years' experience.
- Maximum 34.2% of the respondents are using Girl's wear.
- Majority 36.7% of the respondents are above 15 years deal with Garments.
- Majority 40% of the respondents are purchase Cash basis.
- Majority 68.3% of the respondents are company given advertisement.
- Majority 44.2% of the respondents are said medium Price of textile product.
- Majority 57.5% of the respondents are said medium quality of textile product.



- Majority 46.7% of the respondents are purchase monthly twice.
- Majority 66.7% of the respondents are Yes firm responsibility to stockiest.
- Majority 38.3% of the respondent's opinion is satisfactory about firm relationship to the customer.
- Majority 60.8% of the respondents are feel about sales activity good.
- Majority 33.3% of the respondents are said rate for textile products is excellent.
- Majority 35.8% of the respondents are sale agreement only.
- Majority 33.3% of the respondents are instalments activities attract customers.
- Majority 41.7% of the respondents are said average feel about transport facility provide.
- Majority 30.8% of the respondents are said 48-72 hour's to supply the order.
- Majority 31.7% of the respondents choose Television for supportive media for sales promotion.
- Majority 35% of the respondents said monthly sales target is 30 tones.
- Majority 48.3% of the respondents are good in overall opinion about our company.

#### IV. SUGGESTIONS

- Rebranding the organization has made it possible to open up new opportunities while textile system on the strengths of the past.
- Because developing a strong brand depends so heavily on creating appropriate perceptions, the internal and external communication exercises have been vital in quickly building up the confidence of stakeholders.
- Textile product vital role of brand image of compare with other system.
- Each and every paper product of Textile Company to suggesting long-term marketable products.
- The finding are suggest most of the respondents using the product to improve the product utilizing the awareness.

#### V. CONCLUSION

The success of sales promotion is highly dependent on the amount of promotional expenditure budgeted, availability of the promotional strategy requires the company to understand how sales promotion objectives focused enhances product quality and brand keeping the sales promotional objective. Focused, increase sales volume and impact on the company thereby expanding the corporate image and the goodwill of the company continues research and development must be sustained and practice in the company.

- In order to enhance the relationship between sales promotion and their promotional tools in line with consumers buying behaviours', the following research topic is suggested.
- The conceptualization of sales promotion towards enhancing brand loyalty.
- The effectiveness of promotional tools towards promotional brand loyalty and Boost Company's growth.
- Critical analysis of the beneficial role of promotional strategies to both the consumers and the company.

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