
A HISTORICAL OVERVIEW OF PROMOTIONAL PLANS IN INDIA

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ABSTRACT

In tourism, promotion means careful planning of activities used to communicate products and services viz. brochures, billboards, and newspaper advertisements etc. Potential customers get information through promotion that positively influences what they think of a product and convinces them to use its services. Effective tourism promotion requires high levels of skill to respond to increasingly sophisticated market needs.

KEYWORDS: *Tourism, promotion*

INTRODUCTION:

Sales strategies, though, is the most popularly used promotional tool, encompasses a number of controversies. Marketers and academics often view the reliance on sales promotions, especially monetary promotions, as a suboptimal consequence of price competition caused by myopic management (Buzzell, Quelch, and Salmon 2004). These critics argue that, in the short run, the proliferation of monetary promotions erodes their capacity to rent market share, which explains why so many are unprofitable (Abraham and Lodish 1998; Kahn and McAlister 2014). In the long run, it is feared that sales promotions increase price sensitivity and destroy brand equity-both with retailers and consumers (Mela, Gupta, and Lehmann 1997). As a *result*, many industry experts are calling for more effective and cost-efficient promotions that rely less on price (Promotion Marketing Association of America Inc. 2012), and some go so far as to recommend eliminating most promotions by switching to an everyday-low-price policy (Kahn and McAlister 2015; Lal and Rao 2011). Many researchers have investigated the different effects sales promotion has on the consumer behavior, like in terms of shifting of category demand resulting from brand switching (Gupta 2010), stockpiling behavior (Carl F Mela 2016), on consumption pattern (Kusum. L. Ailawadi 2001). But not much research has been undertaken to know the value contributed by sales promotion to the consumer with exception of Pierre Chandon, Brian Wansink, Gilles Laurent (2000) who constructed a framework of the multiple consumer benefits of a sales promotion.

Before we take upon the issues and benefits which are directly responsible for providing satisfaction to the consumer due to application of marketing strategies/promotional schemes, we shall first discuss the main theoretical frame and literature survey which otherwise directly contribute to the whole gamut of marketing and ultimately serve the consumers. Nowadays, everything depends on the marketing, models of marketing, different strategies which continue to be updated keeping in view the mood of the consumers. In fact, the various components of marketing are both complimentary and supplementary as well to each other and in bulk the overall strategies of the marketing. This equally applies to the FMCG industry including the soft drinks segment.

Soft drinks industry is one driven by sales & distribution-sales promotion/ promotional Merchandise, district network development which is responsible for pushing sales. The more developed distribution channels, there will be more sales. Pricing, services, retailing, brand management, other promotional contents e.g. advertising, direct marketing, publicity, printing/publication, point of sale, instore demonstration, freebies marketing, etc. All these form basis to an otherwise efficient marketing of FMCG.

IMPORTANCE OF MARKETING

Marketing is a key aspect in business since it contributes greatly to the success of the organization. Production and distribution depend largely on marketing. Many people think that sales and marketing are basically the same. These two concepts are different in many aspects. Marketing covers advertising, promotions, public relations, and sales. It is the process of introducing and promoting the product or service into the market and encourages sales from the buying public. Sales refer to the act buying or the actual transaction of customers purchasing the product or service. Since the goal of marketing is to make the product or service widely known and recognized to the market, marketers must be creative in their marketing activities. In this competitive nature of many businesses, getting the product noticed is not that easy. Strategically, the business must be centered on the customers more than the products. Although good and quality products are also essential, the buying public still has their personal preferences.

MARKETING CONTNTS

MARKETING

When companies want to determine what products or services may be of interest to customers, and the strategy to use in sales, communications and business development, this process is called marketing. It is an integrated process through which companies create value for customers and build strong customer relationships in order to capture value from customers in return. To identify the customer, to keep the customer and to satisfy the customer, marketing is used.

MARKET SEGMENTATION

Market segmentation pertains to the division of a market of consumers into persons with similar needs and wants. As an example, if using Kellogg's cereals in this instance, Frosties are marketed to children. Crunchy Nut Cornflakes are marketed to adults. Both goods aforementioned denote two products which are marketed to two distinct groups of persons, both with like needs, traits, and wants. The purpose for market segmentation is conducted for two main issues. First, segmentation allows a better allocation of a firm's finite resources. A firm only possesses a certain amount of resources & must make choices in servicing specific groups of consumers. Furthermore the diversified tastes of the contemporary Western consumers can be served better. With more diversity in the tastes of modern consumers, firms are taking noting the benefit of servicing a multiplicity of new markets.

MARKETING PLANNING

Marketing planning involves forging a plan for a firm's marketing activities. A marketing plan can also pertain to a specific product, as well as to an organization's overall marketing strategy. Generally speaking, an organization's marketing planning process is derived from its overall business strategy. Thus, when top management are devising the firm's strategic direction or mission, the intended marketing activities are incorporated into this plan. There are several levels of marketing objectives within an organization. The senior management of a firm would formulate a general business strategy for a firm.

MARKETING STRATEGY

The field of marketing strategy encompasses the strategy involved in the management of a given product. A given firm may hold numerous products in the marketplace, spanning numerous and sometimes wholly unrelated industries. Accordingly, a plan is required in order to manage effectively such products. Evidently, a company needs to weigh up and ascertain how to utilise effectively its finite resources. As an example, a start-up car manufacturing firm would face little success, should it attempt to rival immediately Toyota, Ford, Nissan or any other large global car maker.

MARKETING SPECIALIZATIONS

With the rapidly emerging force of globalization, the distinction between marketing within a firm's home country and marketing within external markets is disappearing very quickly. With this occurrence in mind, firms need to reorient their marketing strategies to meet the challenges of the global marketplace, in addition to sustaining their competitiveness within home markets.

ORGANIZATIONAL MANAGEMENT AND LEADERSHIP

Marketing management may spend a fair amount of time building or maintaining a marketing orientation for the business. Achieving a market orientation, also known as "customer focus" or the "marketing concept", requires building consensus at the senior management level and then driving customer focus down into the organization. Cultural barriers may exist in a given business unit or functional area that the marketing manager must address in order to achieve this goal. Additionally, marketing executives often act as a "brand champion" and work to enforce corporate identity standards across the enterprise. In larger organizations, especially those with multiple business units, top marketing managers may need to coordinate across several marketing departments and also resources from finance, research and development, engineering, operations, manufacturing, or other functional areas to implement the marketing plan.

CONCLUSIONS

A marketing strategy can serve as the foundation of a marketing plan, A marketing plan contains a set of specific actions required to successfully implement a marketing strategy. For example: "Use a low cost product to attract consumers. Once our organization, via our low cost product, has established a relationship with consumers, our organization will sell additional, higher-margin products and services that enhance the consumer's interaction with the low-cost product or service,"

A strategy consists of a well thought out series of tactics to make a marketing plan more effective. Marketing strategies serve as the fundamental underpinning of marketing plans designed to fill market needs and reach marketing objectives. Plans and objectives are generally tested for measurable results.

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