

A STUDY ON EFFECT OF ADVERTISING AND SALES PROMOTION ON SALES VOLUME

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ABSTRACT

Within the framework of marketing tactics, this research shows how sales promotion and advertising affect volume of sales. The main objective of the research is to comprehend how various marketing strategies, particularly sales promotion and advertising, affect how well items or services sell. This study aims to analyse the links between advertising spend, sales promotion activities, and sales volume by a thorough examination of body of current literature and empirical data. "Marketers and companies seeking to improve performance of sales and gain a winning advantage in the marketplace will find great value in the study's conclusions, which offer insightful guidance". To sum up, the effect that sales promotion and advertising have on revenue turnover highlights the critical role that marketing tactics play in achieving corporate success. Through the efficient application of these instruments, businesses may augment their brand awareness, incite customer demand, and ultimately augment revenues, resulting in long-term expansion and competition within the industry.

KEYWORDS: Discounts, Marketing Tactics, Consumer Decisions, Campaigns, Competition.

Introduction

"Advertising and sales promotion are two powerful pillars that shape customer behavior and drive sales volume in today's dynamic business environment". This introduction explores the significant financial impact that various marketing methods have on firms all across the world. Advertising acts as a brand's voice, spreading its message across a variety of media to connect with and attract target consumers. "Ads aim to leave a lasting impression, foster brand loyalty, and eventually influence consumer decisions by using captivating stories, eye-catching imagery, and convincing storytelling." Discounts, coupons, and special offers are examples of sales promotion strategies that work well in conjunction with advertising to compel customers to take rapid action. We will unravel the processes by which sales promotion and advertising impact consumer attitudes, perceptions, and purchase behaviours by looking at empirical research, industry insights, and real-world examples. Come along as we explore the exciting world of creativity and business and discover the strategies that lead to increased sales volume through targeted marketing initiatives.

Objective of the Study

- To study the relationship between sales volume and advertising and sales promotion.
- Analyse how sales promotion and advertising raise customer understanding about a specific product, hence expanding its distribution channels.
- To support and fulfil the overarching marketing goal (publicity, sales promotion, personal selling, and advertising). Ad the crucial role that each performs as a marketing tool.

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Literature Review

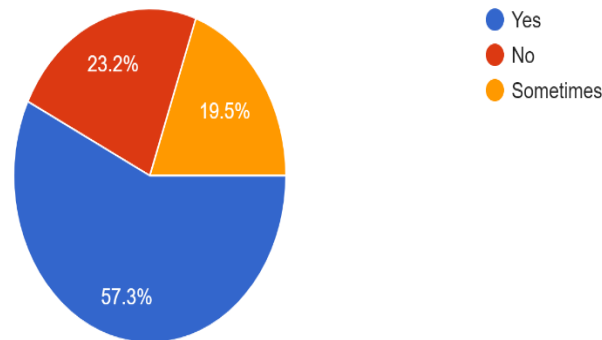
Sl. No	Title of the Paper	Author	Objectives	Observations
1	"Implementation of promotion mix in increasing sales at Janji Jiwa Coffee Volume 841"	"Mukti, et al (2024)"	"This research aims to identify the effectiveness of advertising the promotion mix at Janji Jiwa Coffee Shop Volume 841"	"The coffee shop employs a diversified approach to marketing. It is found that the coffee shop emphasizes the positive impact of the performance of sales"
2	"The Impact of Sales Promotions on Brand Equity in the Palestinian Technology Sector."	"Shawish, M. Y. A. (2024)"	"This study set out to find out how promotional activity and brand equity in the Palestinian technology sector relate to one another. The study's specific goal was to comprehend how different promotional strategies affect consumers' opinions of a brand's value, loyalty, and general image."	"The research highlights, marketing promotion had a major effect on brand equity in the Palestinian technology industry. findings provide marketing professionals in Palestine with insightful information that helps them create promotional campaigns."
3	"Factors Influencing Sales Decisions and Their Impact on Micro, Small and Medium Enterprises in Bravo Photocopy Business Blang Pulo Village."	"Wahyuni, et al (2023)"	"The purpose of this study is to look into sales decisions and how they affect MSMEs (micro, small, and medium-sized companies) in Blang Pulo village that run photocopying businesses".	"The results of this qualitative data suggests that MSMEs in the photocopy business sector in Blang Pulo village depend heavily on sales decisions for their survival and success. Customer preferences, competition, service quality, and pricing tactics are important variables that affect sales decisions."
4	"The role of advertising, distribution intensity and store image in achieving global brand loyalty in an emerging market."	"Lang L, et al (2023)"	"The study found that among Vietnamese consumers of international soft drink brands, there are both significant and non-significant connections between advertising efforts, distribution intensity, shop image, and global brand loyalty. The study shed light on subtle variations in these linkages between homogeneous and heterogeneous consumer samples, offering fresh perspectives on components of the marketing mix, brand equity, and international consumer culture."	"The study found that among Vietnamese consumers of international soft drink brands, there are both significant and non-significant connections between advertising efforts, distribution intensity, shop image, and global brand loyalty. The study shed light on subtle variations in these linkages between homogeneous and heterogeneous consumer samples, offering fresh perspectives on components of the marketing mix, brand equity, and international consumer culture."
5	"The impact of advertising creative	"Dall'Olio, F., & Vakratsas,	"The study seeks to evaluate the effect of advertising creative strategy	"The data shows that employing creative templates, focusing on particular content

	strategy on advertising elasticity.”	D. (2023)”	(ACS) on advertising elasticity. The goals include investigating possible synergies between content and execution, assessing significance about various content dimensions (experience, affect, and cognition), and creating composite metrics”	dimensions, and introducing diversity in content and execution all help consumer packaged goods firms achieve greater advertising elasticity. For marketers looking to maximise the impact of their creative advertising tactics, these findings provide insightful information.”
6	“ The Effect of Advertising and Personal Selling on Buying Decision with Brand Image as an Intervening Variable for Indofood Brand in Solo Raya”	“Maulana, D. R. P., & Lestari, W. D. (2024)”	“The study aimed to determine how brand image mediates the relationship between advertising and personal selling actions and customer behaviour.”	“Brand image is important in the link between advertising, personal selling, and consumer behaviour; and the Indofood brand has successfully used these strategies to improve sales and reputation in the Solo Raya region. The research says that how important it is to incorporate brand image management, and advertising”
7	“Insights Into the Effectiveness of Advertising During the Recession Caused by COVID-19”.	“Youn, K. (2024).”	“Investigating the value of employing suitable message appeals in advertising during a recession is main objective of this study, as opposed to cutting back on marketing expenditures.”	“The results of experiment indicate that customers' intentions to book are affected due to an interaction between message appeals and recessionary conditions” .
8	“The Influence of Promotional Content on Sales Target Effectiveness in Asik Creative.”	“Nasywaa, I. A., & Suwaidi, R. A. (2024)”.	“This study uses a quantitative to understand the link between different promotional activities and their impact on meeting sales targets for the purpose of judging the outcome about promotional content on sales target effectiveness inside Asik Creative”.	“There is significant association between the effectiveness of sales targets and promotional content, according to the t-test research. The outcome's main features tell that how important is focused promotional efforts are to hitting sales targets and have real-world applications for companies trying to maximise their marketing budgets for higher sales”.

Methodology

This research is based on secondary data for data collection. The secondary data is collected from literature reviews of scholarly articles, journals, websites and newspapers. This data is collected from published information from the websites. “A study on effects of advertising and sales promotion on sales volume” is taken through google search.

SI No	Particular	Percentage
1	Yes	57.3%
2	No	23.25%
3	Sometimes	19.5%



Findings

- Products promotions and advertisements are frequently actively sought after by consumers
- Successful advertising campaigns have a direct impact on customer interest and purchasing decisions.
- Sales promotions, like discounts or exclusive offers, that run alongside commercials might encourage customers to make purchases.
- Increasing consumer awareness and engagement through advertising boosts sales and product visibility.
- Greater sales volume and overall market success might result from the strategic alignment of sales promotion and advertising initiative
- A large number of people actively look for goods which are promoted, indicating the impact of persuasive advertising on purchasing decisions.
- Consumer attention and buying decisions are directly impacted by advertising campaigns, which may result in higher sales volumes.
- Sales promotions, such as discounts or exclusive deals, that are connected to advertisements encourage customers to make purchases.

Suggestions

Marketing techniques and customer behavior interact in a complex way when one examines how publicity shapes the performance of a company. In order to absorb current theories and approaches, a thorough literature research must be done before delving into this subject. A critical evaluation of both successful and unsuccessful campaigns may be gained by examining case studies of organizations which have operated with these tactics. This process offers concrete results of the importance the campaigns in the real world. Correlations between advertising spending, sales promotion efforts, and subsequent sales volume is possible to be found more easily when information study practices are employed. Determining how advertising and sales promotions affect purchasing decisions, brand perception, and price sensitivity requires an knowledge about the dynamics of consumer behavior. The research is further refined by market segmentation, which outlines the distinct reactions of different customer segments to particular marketing stimuli. Furthermore, analyzing the techniques' long- and short-term effects and calculating their return on investment yields useful information for both business executives and marketers.

Conclusion

In conclusion up, sales promotion and advertising changes the amount of sales. Businesses can raise awareness of their brand, spark interest, and create demand for their products by implementing targeted advertising campaigns. In a same vein, successful sales promotion strategies like discounts, coupons, and unique agreements will motivate customers to buy, increasing sales volume. However, more variables, including as the target market, and the caliber of the supplied goods or services, affect how successful these initiatives are.

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