

Sales Promotion Activities During Ganesh Festival: An Empirical Study with Reference to Pune City.

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Abstract

In today's competitive market, sales promotion activities during the festival comes handy to the traders and corporate organizations to overcome their several sales/marketing issues or problems arise for the short term. In Indian market festivals period are extensively used for sales promotion activities. Through this study, an attempt has been made to understand the major objectives of sales promotion in Ganesh festival its benefits to the Ganesh festival organizers (Ganesh Mandals) and benefits to the traders/corporate organizations. This study also highlights the nature of the sales promotion mix offered by traders/corporate organizations, specifically during the festival period.

Keywords – Sales promotion, festival period, Benefits of sale promotion

Introduction – The history of Indian Independence Struggle has many institutional practices which have large social, political and economic implications today also. An instance in the case is the celebration of the Ganesh festival as a huge public event in the cities like Pune and Mumbai. Today, Ganesh festival is one of the most celebrated festivals of Pune and Mumbai. The nature of the Ganesh festival has changed now. Socio-political awareness no longer being the primary motive of this festival. During the celebration of this festival, the economic activities trade and business activities get an impetus in form of increased employment income and production of a variety of good and services and other sales promotion activities by well-known traders and corporate organizations to sale their new product or introduce a new product to the consumers. Many traders and corporate organizations treated the Ganesh festival as a significant element in their sales promotion activities. Taking into account the significance of Ganesh festival in the market, the present study focused on the objectives of sales promotion practices followed by the traders and corporate organizations and its benefits to them and the Ganesh festival organizers.

Literature Review – 1) Anil Sardana and Shruti Gulati, (2018), have discussed on the seasonal marketing especially during the festival periods. Authors have pointed out that the festival period helps traders to capitalize on the varied demand through varied sales promotion activities. Through the study, authors have explained the concept of marketing in the festival periods and its importance. Through the study, authors have also analyzed the possible ways of strategizing marketing or sales promotion activities during the festival period. Authors have concluded that sales promotion activities and marketing during the festivals bridges the gap between the traders/corporate organizations and consumers.

2) Anu Sharma and Himani Avasthi, (2019), have discussed the various sales promotional strategies adopted by the Indian traders during the festival seasons. Through the study, authors have also focused on the effectiveness of these strategies and advantages to the traders and manufacturing organizations. Through the study, authors have observed that traders and organizations design the sales promotion by employing a combination of advertising, personal selling and publicity. Authors have observed that various strategies are used by the traders and manufacturing organizations to target the customers.

3) Stanley George, (2015), has discussed on the segmentation of consumer durable market based on festival buying motives. Through the study, the author has observed that the festive season contributes to almost 45-50% of the Indian consumer durable industry sales and festivals constitute the main buying period all over India. Through the study, the author has focused on the buying motives consumers during festivals about durable goods. Authors have suggested that traders/corporate organizations can focus on developing strategies to make consumer durable shopping during festivals as a pleasant family experience with an upgrading and renewal feel.

4) Varsha Malwade, (2018), has discussed the sales promotional practices of traders during the Ganesh festivals in Mumbai. Through the study author has attempted to estimate the promotions to which the festival has impacted the economy of Mumbai and sales of food items, consumer durable goods cloths etc. author has tried to assess whether the today's trend of celebrating Ganesh festival reflects the rational with which the festival originally began. The author has discussed the benefits of innovative sales promotion practices to the traders/corporate organizations, festival organizers and consumers also.

III) Significance of the study – The present study could be a useful addition to the literature pertaining to the sales promotion practices during the festival periods in India; The present study also useful to know the various benefits of sales promotion practices implemented during the festival periods to the traders/corporate organizations and Ganesh festival organizers (that is Ganesh Mandals). There are very few studies available pertaining to this topic; hence the significance of this kind of study.

IV) The objective of the study –

- 1) To know the major objectives of traders/corporate organizations pertaining to sales promotion activities in the Ganesh festival.
- 2) To understand the nature of the sales promotion mix implemented in Ganesh festival.
- 3) To highlight the benefits achieved by the traders/corporate organizations by implementing sales promotion activities in the Ganesh festival.
- 4) To highlight the benefits achieved by the Ganesh festival organizers (Ganesh Mandala) due to sales promotion activities implemented by the traders/corporate organizations in the Ganesh festival.

V) Scope of the Study –The scope of the present study is confined to know about the sales promotion mix objectives of sales promotion during the festival and its benefits to the traders/corporate organization and festival organizers (Ganesh Mandal).

VI) The technique of sample selection – Convenient sampling technique has been adopted to the selection of a population of traders, corporate organizations and Ganesh festival organizers in Pune city.

VII) The regional scope of the study –The regional limit set for the survey population is Pune city only.

VIII) Research Methodology – For the study purpose, descriptive research methodology has been followed. For collecting primary information from the respondents (traders/corporate organizations and festival organizers (Ganesh Mandals)) questionnaire is used. The primary information is analyzed by using the percentile method. Secondary information collected through study papers, articles published in national/international Journals and published books.

Results and Discussion

Table No. 1

Traders/corporate organization's major objectives of sales promotion

Sr. No.	Particulars	Frequency	Percentage
01	To introduce new product to customers	04	8%
02	Build up brand image and organization image	06	12%
03	Countering competition	05	10%

04	Expansion of the short term market for new product	09	18%
05	All the above	26	52%
06	Total	50	100%

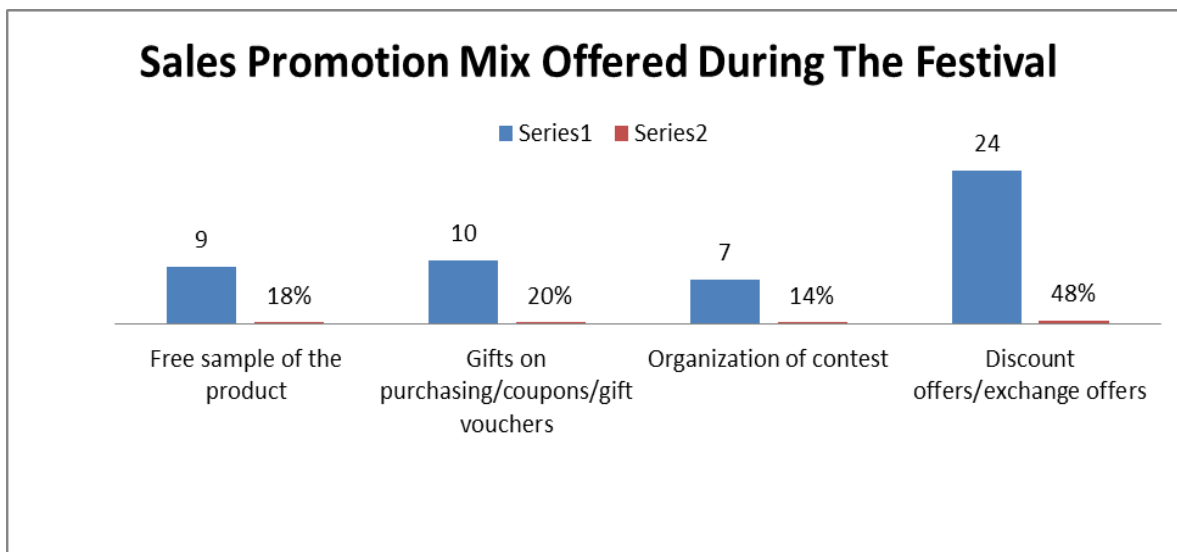


Creation of awareness is another major area for respondents (traders/corporate organizers), 8% of them have stated that to introduce a new product to consumers is the main objective of sales promotion activities in Ganesh festival. 12% of respondents implement sales promotion activities in the Ganesh festival to build up brand image and organization image among consumers. 10% of respondents stated that they are implementing sales promotion activities to countering the market competition. Expansion of the short term market for the new product is the main objective of 18% of respondents. Traders or corporate organizations may fix more than one objectives of sales promotion. Through the study, it is observed that majority of the respondents (52%) are implementing the sales promotion activities during the festival period to fulfill all the above-mentioned objectives.

Table No. 2

Nature of sales promotion mix offered during the festival.

Sr. No.	Particulars	Frequency	Percentage
01	Free sample of the product	09	18%
02	Gifts on purchasing/coupons/gift vouchers	10	20%
03	Organization of contest	07	14%
04	Discount offers/exchange offers	24	48%
05	Total	50	100%

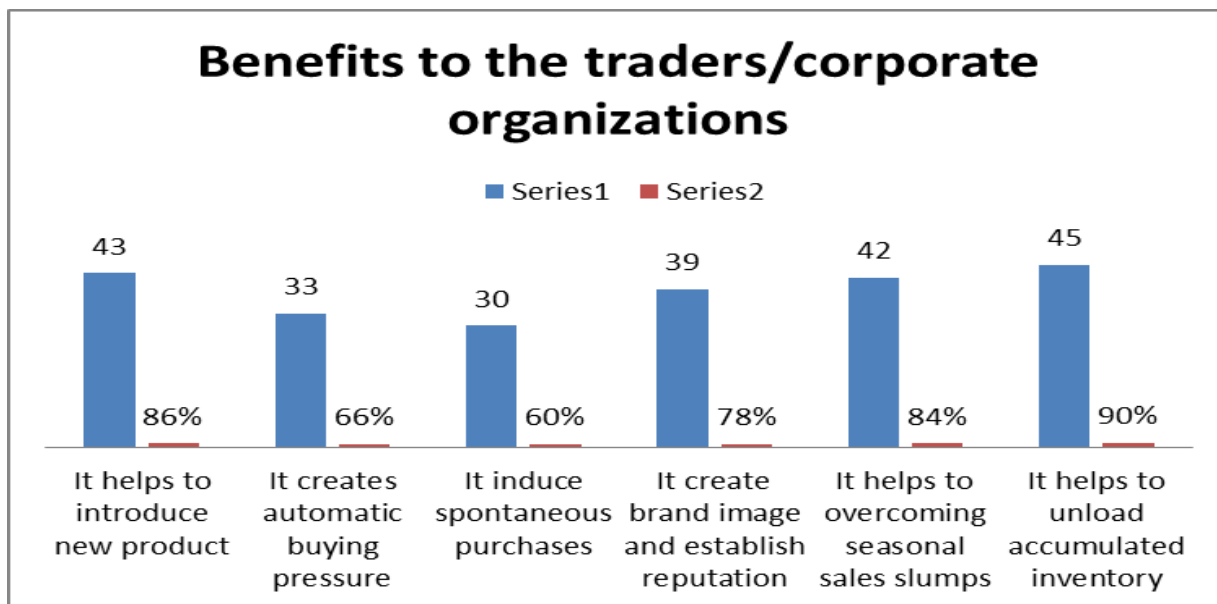


For the traders and corporate organizations resorting to sales promotion during the Ganesh festival, a variety of tools or techniques are available. The above table indicates the nature of tools or techniques (sales promotion mix) followed by the traders/corporate organizations for the sales promotion. As per the collected information 18% respondents distribute the free sample of their products especially in the case of cosmetic products and food products) for the purpose of sales promotion 20% respondents offers gifts coupons, or gift voucher the sales promotions purpose. Contests of various kinds' constitute another widely and commonly used sales promotion tools. According to the information provided by the respondents, 14% of them adopt this tool for sales promotion. The major intention behind this to create widespread action and news around the brand name of an organization. To get the customer interested in the brand and induce them to buy it is the main purpose of conducting customer contest during the Ganesh festival. Many traders/corporate organizations followed the competition-oriented pricing method by offering discounts. The discount means pricing below the level adopted by competitors in the market. As per the information provided by the respondent's majority of them (48%) offers a discounted price for their products or exchange offers (exchange of the old product with new products) clearing the Ganesh festival-Discounted prices on products inducing the customer to purchase the products.

Table No.3

Benefits to the traders/corporate organizations (Multiple Responses)

Sr. No.	Particulars	Frequency	Percentage
01	It helps to introduce new product	43	86%
02	It creates automatic buying pressure	33	66%
03	It induce spontaneous purchases	30	60%
04	It create brand image and establish reputation	39	78%
05	It helps to overcoming seasonal sales slumps	42	84%
06	It helps to unload accumulated inventory	45	90%



In today's competitive market the sales promotion activities especially in festival season proved as a very important tool to introduce a new product to the consumers stated by 86% of respondents. According to these respondents, the introduction of a new product is a direct and almost open inducement to the consumers to immediately try the product. In the opinion of 66% respondents, implementing sales promotion activities during the Ganesh festival creates buying pressure automatically and it helps in accelerating selling rate. In the opinion of 60% respondent's festival season provide traders and corporate organizations with the opportunity of introducing and displaying their innovative products which induce consumers for spontaneous purchasing. This brings traders/corporate and consumers in direct contact with each other.

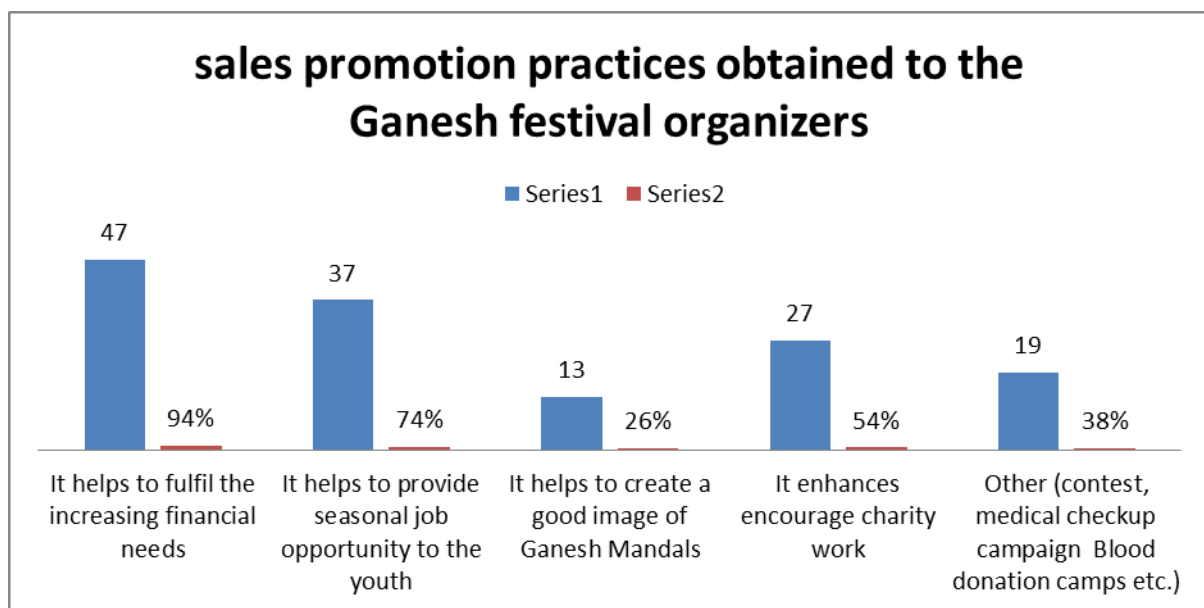
According to these respondents "seeing believes" is a concept behind the implementation of sales promotion during the festival period. 78% of respondents have stated that sales promotion activities in festivals help in creating brand image among the consumers, which helpful for establishing the reputation of the organization in the market. 84% of respondents have opined that sales promotion helps overcome the seasonal sales slumps. These respondents have stated that sales promotion is normally not advertisement or publication function, but it is an internal affair between the organization and its trade and it gives wide publicity to their new product during festival periods. According to the 90% respondent's, sales promotion during Ganesh festival and other festivals helps to unload accumulated inventory, because in every business turnaround of inventories is rather slow, interest on the capital tied up in the inventory becomes the most significant element of the total inventory carrying cost. Increased market competition has resulted in the accumulation of stocks, sales promotion helps to overcome this problem.

There are several Ganesh Mandals registered in Pune city. Ganesh festival is the most important festival celebrated in Pune. It is the most important festival for large scale merchant or trade turnover. Therefore from the study point of view, it is equally important to understand what kind of benefits obtained by the Ganesh festival organizers by sale promotion activities implemented by the traders/corporate organizers, during Ganesh festival. The following table indicates the fact in this regard.

Table No.4

Benefits of sales promotion practices obtained to the Ganesh festival organizers (Ganesh Mandals) (Multiple Responses)

Sr. No.	Particulars	Frequency	Percentage
01	It helps to fulfill the increasing financial needs	47	94%
02	It helps to provide seasonal job opportunity to the youth	37	74%
03	It helps to create a good image of Ganesh Mandals	13	26%
04	It enhances encourage charity work	27	54%
05	Other (contest, medical checkup campaign Blood donation camps etc.)	19	38%



As per the information provided by the respondents Ganesh festival organizations, they benefited in fulfilling the increased financial needs for organizing and managing all the activities of Ganesh Mandals during the festival period. In the opinion of 74% of respondents due to implementation of sales promotion activities, there is a seasonal job opportunity available to the unemployed youths. According to the 26% respondents, sponsorship by well-known organizations or traders helpful for the Ganesh Mandals to create their good image among the public. 54% respondents have opined that due to the sponsorship and sales promotion activities they can do charity work very easily because the availability of adequate finance with the Ganesh festival organizers 38% respondents have stated that due to adequate availability of finance they can organize consumer contest and apart from this Ganesh festival organizers can also organize other public utility programmes like blood donation camps, free medical checkup campaign, scholarship for poor students etc. which will help in creating a good image of traders/cooperate organizations among the public and may help to increase their sales.

X) Findings and conclusion –

1) Based on collected primary information, it is found that majority of the respondents are having certain objectives for implementing sales promotion during the Ganesh festival. Introduction of new products countering market competition, expansion of short term market to build up the brand image is some of the major objectives of sales promotion.

2) As per the collected information, there are many types of sales promotion mix offered by the traders/corporate organizers. Distribution of free sample, gifts on purchasing, gift vouchers, discount offers etc. are some of the major sales promotion mix offered by traders/corporate organizations.

3) According to the information provided by the respondents, it is found that traders and corporate organizations are obtaining many benefits due to implementing sales promotion practices during Ganesh festival period. The sales promotion practices help them to introduce new products, to establish brand image and reputation, to unloading accumulated inventory etc. are some of the major benefits obtained by the traders and corporate organizations.

4) According to the information provided by the Ganesh festival organizers (Ganesh Mandals), it is found that festival organizers are also obtaining many benefits from sales promotion practices implemented by traders/corporate organizations. These sales promotion practices help them to fulfill the increasing financial requirements, it also provides seasonal job opportunities to the youth and it encourages them to do charity work.

It is concluded that sales promotion practices during the Ganesh festival yield the best results when they are well coordinated with Ganesh festival organizers and proper implementation of various elements of sales promotion practices and proper following of principles of sales promotion practices especially, during the festival periods. When used in combination of the effective sales promotion mix, the sales promotion practices stand a good chance of meeting the aims of increasing profitability, increasing scope of market etc.

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