

# A Study on Sales Promotion in Vijaya Dairy, Nellore

K. RAVITEJA<sup>1</sup>, M. TEJA MALATHI<sup>2</sup>

<sup>1</sup>Student, II MBA, Department of MBA, Annamacharya Institute of Technology & Sciences: Tirupati

<sup>2</sup>Assistant Professor, Department of MBA, Annamacharya Institute of Technology & Sciences: Tirupati  
(Autonomous)

*Abstract- The dairy industry plays a significant role in the Indian economy by providing nutritious products to consumers and supporting the livelihood of dairy farmers, and Vijaya Dairy, operated by the state dairy cooperative federation, is a well-known brand supplying milk and milk products such as curd, butter, ghee, and paneer through a wide distribution network while ensuring quality products at reasonable prices; the study titled “A Study on Sales Promotion in Vijaya Dairy, Nellore” aims to analyze the effectiveness of sales promotion strategies used by Vijaya Dairy to increase product awareness and sales by examining promotional tools such as advertising, discounts, retailer incentives, product availability, and customer awareness programs, where primary data was collected from consumers and retailers through questionnaires and secondary data from journals, websites, and company reports; the results show that product quality, brand trust, and availability are the major factors influencing customer purchase decisions, while sales promotion activities like advertising, retailer recommendations, and promotional offers also play an important role in attracting customers, but increasing competition from private dairy brands has created challenges for Vijaya Dairy in maintaining its market share, and the study concludes that although Vijaya Dairy has strong brand recognition and customer trust, it needs to improve its promotional strategies through modern marketing techniques, digital promotion, and expansion of retail outlets to increase sales and customer awareness in the Nellore market.*

## I. INTRODUCTION

Sales promotion offers a direct inducement to act by providing extra value over and above what is built into the product at its normal price, and these temporary incentives are usually offered at the time and place where the buying decision is made; in today’s highly competitive market environment sales promotions have become very common and are increasing rapidly as companies use them to attract customers and boost sales. Despite this direct approach, sales promotion is a complex and powerful

marketing tool with numerous creative possibilities limited only by the imagination of promotion planners, and it is often referred to as “extra purchase value” or “below-the-line selling.” Today, companies in almost all sectors adopt some form of promotional schemes to encourage purchases, ranging from automobiles to beverages, financial services to food products, household durables to services, household goods to business products, and from personal care items to textiles and apparel.

Sales promotion is an important marketing strategy used by companies to increase product awareness, attract new customers, and boost sales in a competitive market. It includes various short-term promotional activities such as advertising, discounts, special offers, free samples, retailer incentives, and promotional campaigns that encourage customers to purchase products. Sales promotion helps organizations communicate product benefits, influence buying behavior, and strengthen customer relationships. In the dairy sector, effective promotional strategies play a vital role in increasing market reach and customer loyalty.

## II. REVIEW OF LITERATURE

Manaleletal. (2015) stated that sales promotion plays a vital role in marketing and its importance has increased significantly over the years as organizations use various promotional techniques to influence consumer purchase decisions. Mohr and Sarin

VenuGopal Rao (2019) discussed the three important dimensions of sales promotion—value consciousness, deal proneness, and price consciousness—and found that these factors significantly influence consumers’ buying intentions, brand preference, and store choice. Devadas and Manohar

Krishnan (2022) focused on innovation strategies among Indian market leaders and highlighted the importance of affordability and new organizational models for achieving breakthrough innovations.

### III. NEED FOR THE STUDY

Sales promotion is important for influencing consumer buying behavior in the competitive dairy market. This study examines how Vijaya Dairy's promotional activities affect customer awareness, preference, and purchase decisions. It evaluates the effectiveness of current promotional tools and identifies gaps and opportunities to improve strategies, enhance customer satisfaction, and increase overall sales performance.

### IV. SCOPE OF THE STUDY

This study focuses on the sales promotion activities of Vijaya Dairy and how they influence customer buying behavior. It studies promotional methods such as discounts, special offers, free samples, and promotional schemes used by the company. The study also examines customer awareness, preferences, and responses to these promotions within the selected market area to understand their impact on sales.

### V. OBJECTIVES OF THE STUDY

- To study the sales promotion strategies adopted by Vijaya Dairy.
- To understand the different types of sales promotion activities used by Vijaya Dairy.
- To know how sales promotion influences customers' buying decisions.
- To suggest improvements in sales promotion strategies for better customer attraction and sales growth.

### VI. RESEARCH METHODOLOGY

The data analysis of the study is based on the research methodology used to collect and examine information about the sales promotion activities of Vijaya Dairy in Nellore. Both primary and secondary data were used in the study, where primary data was

collected from customers through questionnaires and secondary data was obtained from journals, reports, and websites. The analysis shows that Vijaya Dairy adopts sales promotion strategies such as reasonable pricing, product availability, retailer recommendations, and limited advertising to attract customers. It also reveals that different promotional activities like advertisements, product displays, and word-of-mouth promotion help create awareness among consumers. The findings indicate that sales promotion plays an important role in influencing customers' buying decisions, as most consumers prefer Vijaya Dairy products because of their quality, freshness, and affordability. Based on the analysis, the study suggests that Vijaya Dairy should improve its promotional strategies by increasing advertising, offering discounts, and expanding retail outlets to attract more customers and increase sales growth

#### Sampling Design:

- Sampling Method: Convenience sampling
- Sample Size: 222(sample size selection process as given below)

Types of shops	Total number of shops
Vijaya dairy parlours	245
Other milk selling shops	155
Reputed retailers	100
Total	500

- Sample size is being determined by using the formula of finite population
- $n = \frac{N}{1 + N(e^2)}$

Here

n: Required sample size

N: Population

e: margin of error

- in the above study
- population of study i.e total population of the study includes Vijaya dairy parlours, other milk selling shops, N:500
- e: margin of error is taken 5% i.e e value is e:0.05

$$n = \frac{500}{1 + 500(0.05^2)}$$

$$n = \frac{500}{1+500(0.0025)}$$

$$n = \frac{500}{1+0.5} = 500 \div 1.5 = 222$$

n= 222 is around 44% of total population

Types of shops	Total number of shops	44% of total population
Vijaya dairy parlours	245	110
retail outlets	155	65
, supermarkets	100	47
Total	500	222

- Sampling Area: Selected areas where Vijaya Dairy products are widely available (e.g., local markets, retail outlets, supermarkets)

#### Tools for Data Collection

- A structured questionnaire consisting of both open-ended and close-ended questions
- Likert scale questions to measure customer satisfaction and perception

#### Tools for Data Analysis

The collected data was analyzed using:

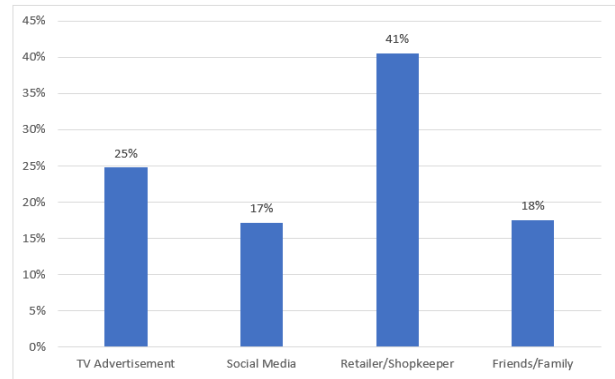
- Percentage analysis
- Tables and charts
- Simple statistical tools such as graphical representation

### VII. DATA ANALYSIS

#### 1. Source of promotion available to customers

Source of Information	Number of Responses	Percentage (%)
TV Advertisement	55	25%
Social Media	38	17%
Retailer/Shopkeeper	90	41%
Friends/Family	39	18%

total	222	100%
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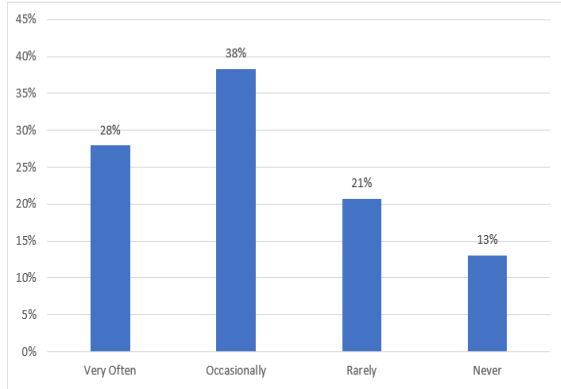


#### Interpretation:

The table shows that most respondents (41%) came to know about Vijaya Dairy promotional offers through retailers or shopkeepers, making them the main source of information. TV advertisements contribute 25%, while social media and friends/family each account for 18%, indicating that both personal and media communication influence customer awareness.

#### 2. Noticing frequency of promotional offers from Vijaya Dairy

Frequency	No. of Respondents	Percentage (%)
Very Often	62	28%
Occasionally	85	38%
Rarely	46	21%
Never	29	13%
total	222	100%

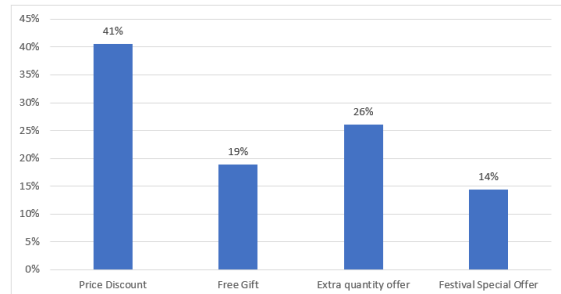


**Interpretation:**

The table indicates that most respondents (38%) occasionally notice promotional offers from Vijaya Dairy. About 28% observe them very often, while 21% rarely notice such offers. Only 13% never notice promotions. This shows that promotional activities are fairly visible and reach a significant portion of customers.

**3. type of promotional scheme mostly from Vijaya Dairy**

Type of Promotional Scheme	No. of Respondents	Percentage (%)
Price Discount	90	41%
Free Gift	42	19%
Extra quantity offer	58	26%
Festival Special Offer	32	14%
total	222	100%



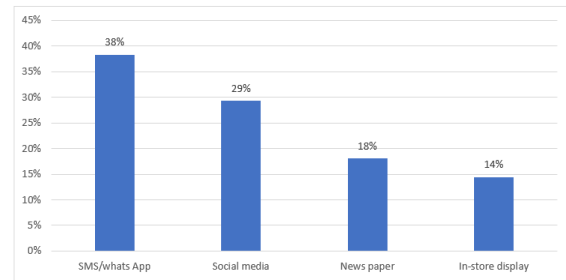
**Interpretation**

The table shows that price discount (41%) is the most commonly noticed promotional scheme among respondents. Extra quantity offers account for 26%,

while free gifts attract 19% of respondents. Festival special offers represent 14%, indicating that price-based promotions are the most effective in attracting customers.

**4. media channel prefer for spreading about offers**

Promotional Channel	No. of Respondents	Percentage (%)
SMS/whats App	85	38%
Social media	65	29%
News paper	40	18%
In-store display	32	14%
total	222	100%

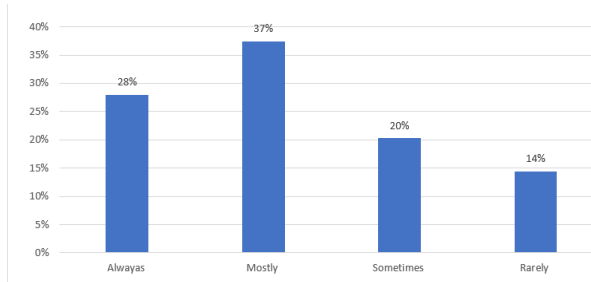


**Interpretation:**

The table shows that SMS/WhatsApp (38%) is the most preferred promotional channel among respondents. Social media accounts for 29%, while in-store displays attract 15% of customers. Newspaper promotions represent 18%, indicating that digital communication channels are more effective in reaching customer

**5. Availability of promotional offers at all retail outlets in Nellore**

Response Category	Number of Respondents	Percentage (%)
Always	62	28%
Mostly	83	37%
Sometimes	45	20%
Rarely	32	14%
Total	222	100%



#### Interpretation:

The table shows that 37% of respondents stated that promotional offers are mostly available at retail outlets. 28% said always, while 20% mentioned sometimes and 14% said rarely. This indicates that Vijaya Dairy promotional offers are generally available in most retail outlets, but availability is not completely consistent.

### VIII. FINDINGS

- Retailers are the main source of promotion awareness (41%), showing strong influence at the point of sale.
- Customers notice promotions mainly on an occasional basis (38%), indicating moderate visibility of offers.
- Price discounts are the most attractive promotional scheme (41%), followed by extra quantity offers (26%).
- Digital channels like SMS/WhatsApp (38%) and social media (29%) are most preferred for receiving promotional information.
- Promotional offers are mostly available but not fully consistent across all retail outlets.
- Traditional media and word-of-mouth have a smaller but notable role in spreading awareness compared to retailers and digital channels.

### IX. SUGGESTIONS

- Vijaya Dairy should strengthen retailer-based promotions since retailers are the main source of information.
- The company should ensure consistent availability of promotional offers at all retail outlets.
- More attractive promotional campaigns should be introduced to improve customer satisfaction.

- Price-based offers and discounts should be increased as customers prefer price benefits.
- Promotional activities should focus more on high-demand products like milk.

### X. CONCLUSION

The study shows that the sales promotion activities of Vijaya Dairy play an important role in creating customer awareness and influencing purchase decisions in Nellore. Retailers and shopkeepers are the main source through which customers learn about promotional offers, while media channels such as TV and social media also contribute to awareness. Most respondents have a positive opinion about the company's promotional activities, with many rating them as good or excellent. Customers are mainly attracted to promotions that provide direct price benefits, and milk is the most preferred product during promotional offers. Overall, promotional strategies have a strong impact on customer buying behavior, and improving the consistency and visibility of offers can further increase customer satisfaction and sales.

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