

# **A STUDY ON SALES PROMOTION TOWARDS S K A DAIRY FOODS INDIA PRIVATE LIMITED AT SALEM**

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## **ABSTRACT**

Sales promotion is one of the most important marketing tools that helps organizations increase product awareness, attract new customers, and improve sales performance. The present study focuses on the sales promotion activities of S K A Dairy Foods India Private Limited at Salem. The main objective of the study is to analyze the effectiveness of promotional strategies adopted by the company and to evaluate customer satisfaction towards these promotional activities. The study is based on both primary and secondary data. Primary data were collected from 120 respondents using a structured questionnaire, while secondary data were collected from books, journals, company records, and websites. Percentage analysis was used to interpret the collected data. The findings reveal that promotional activities positively influence customer buying behaviour and improve customer loyalty.

**Keywords:** Sales Promotion, Marketing Strategy, Customer Satisfaction, Dairy Industry, Consumer Behaviour.

## **1. INTRODUCTION**

Sales promotion is a short-term marketing strategy used by organizations to stimulate customer demand and increase product sales. It includes various promotional techniques such as discounts, coupons, free samples, gifts, contests, cashback offers, and seasonal discounts. These activities encourage consumers to purchase products immediately and strengthen brand loyalty.

The Indian dairy industry is one of the largest sectors contributing to the country's economy. Increasing competition among dairy companies has made promotional activities essential for attracting and retaining customers. Consumers today expect quality products at affordable prices along with attractive promotional offers.

S K A Dairy Foods India Private Limited, Salem, has adopted several promotional strategies to improve customer satisfaction and strengthen its market position. Promotional campaigns help

the company increase product awareness, encourage repeat purchases, and build long-term customer relationships. This study evaluates the effectiveness of these promotional activities and provides suggestions for improvement.

## **2. COMPANY PROFILE**

S K A Dairy Foods India Private Limited is a reputed dairy manufacturing company located in Salem, Tamil Nadu. The company is engaged in the production and distribution of high-quality dairy products such as milk, curd, butter, ghee, paneer, flavored milk, and other milk-based products.

The company follows modern manufacturing techniques and maintains strict quality standards to ensure fresh and hygienic products. It has established an efficient distribution network that supplies products across various districts. The company continuously focuses on innovation, customer satisfaction, and promotional activities to strengthen its market position.

## **3. REVIEW OF LITERATURE**

- **Kotler and Keller (2019)** stated that sales promotion is an important marketing tool that encourages consumers to purchase products within a short period. Promotional activities help organizations increase sales and improve customer satisfaction.
- **Philip Kotler (2018)** explained that promotional strategies play a significant role in creating brand awareness and influencing customer purchase decisions, thereby increasing customer loyalty.

- **Schiffman and Kanuk (2017)** observed that consumer buying behaviour is greatly influenced by promotional offers, product quality, and brand image.
- **Gupta (2020)** concluded that dairy companies should introduce innovative promotional techniques to improve customer satisfaction and compete effectively in the market.
- **Ramesh and Kumar (2021)** found that attractive promotional activities increase repeat purchases and improve long-term customer relationships.

#### 4. STATEMENT OF THE PROBLEM

The dairy industry has become highly competitive due to the presence of several national and regional brands. Companies continuously introduce promotional activities to attract customers and increase sales. Although S K A Dairy Foods India Private Limited conducts various promotional campaigns, customer expectations and market competition are constantly changing. Therefore, it is necessary to evaluate the effectiveness of the company's sales promotion activities and identify customer satisfaction levels.

#### 5. NEED FOR THE STUDY

- To understand customer awareness regarding sales promotion activities.
  - To evaluate the effectiveness of promotional strategies.
  - To measure customer satisfaction towards promotional offers.
  - To identify factors influencing purchasing decisions.
- To provide suggestions for improving future promotional campaigns.

#### 6. SCOPE OF THE STUDY

The study focuses on the sales promotion activities of S K A Dairy Foods India Private Limited at Salem. It covers customer opinions regarding promotional offers, product quality, pricing, and overall satisfaction. The findings will

help the company improve its marketing strategies and strengthen its competitive position.

#### 7. OBJECTIVES OF THE STUDY

**Primary Objective:** To study the sales promotion activities of S K A Dairy Foods India Private Limited at Salem.

**Secondary Objectives:**

- To identify customer awareness regarding promotional activities.
- To evaluate customer satisfaction metrics.
- To analyze factors influencing localized buying behaviour.

To examine the overarching effectiveness of core promotional strategies.

#### 8. RESEARCH METHODOLOGY

|                  |                                            |
|------------------|--------------------------------------------|
| Research Design  | Descriptive Research                       |
| Area of Study    | Salem District                             |
| Primary Data     | Structured Questionnaire Layout            |
| Secondary Data   | Books, Journals, Company Records, Websites |
| Sampling Method  | Convenience Sampling                       |
| Sample Size      | 120 Respondents                            |
| Statistical Tool | Percentage Analysis                        |

#### 9. DATA ANALYSIS AND INTERPRETATION

Table 9.1: Gender of the Respondents

| GENDER | NO. OF RESPONDENTS | PERCENTAGE (%) |
|--------|--------------------|----------------|
| Male   | 68                 | 56.7%          |
| Female | 52                 | 43.3%          |
| Total  | 120                | 100.0%         |

Inference: The analytical matrix indicates that 56.7% of the total respondents are male and 43.3% are female.

**Table 9.2: Age of the Respondents**

| AGE GROUP      | NO. OF RESPONDENTS | PERCENTAGE (%) |
|----------------|--------------------|----------------|
| Below 25 Years | 28                 | 23.3%          |
| 26-35 Years    | 46                 | 38.3%          |
| 36-45 Years    | 30                 | 25.0%          |
| Above 45 Years | 16                 | 13.4%          |
| Total          | 120                | 100.0%         |

**Inference:** The highest frequency is recorded within the 26-35 years age cohort, representing 38.3% of the demographic sample.

**Table 9.3: Occupation Matrix**

| OCCUPATION | NO. OF RESPONDENTS | PERCENTAGE (%) |
|------------|--------------------|----------------|
| Student    | 18                 | 15.0%          |
| Employee   | 48                 | 40.0%          |
| Business   | 26                 | 21.7%          |
| Others     | 28                 | 23.3%          |
| Total      | 120                | 100.0%         |

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**Inference:** Salaried corporate and industrial employees constitute the highest segment with exactly 40.0% representation.

**Table 9.4: Awareness about Sales Promotion Campaign**

| RESPONSE METRICS | NO. OF RESPONDENTS | PERCENTAGE (%) |
|------------------|--------------------|----------------|
| Yes              | 92                 | 76.7%          |
| No               | 28                 | 23.3%          |
| Total            | 120                | 100.0%         |

**Inference:** A dominant majority of 76.7% of the consumers are strongly aware of the company's active promotional schemes.

**Table 9.5: Satisfaction with Promotional Offers**

| LEVEL OF SATISFACTION | NO. OF RESPONDENTS | PERCENTAGE (%) |
|-----------------------|--------------------|----------------|
| Highly Satisfied      | 34                 | 28.3%          |
| Satisfied             | 56                 | 46.7%          |
| Neutral               | 18                 | 15.0%          |
| Dissatisfied          | 12                 | 10.0%          |
| Total                 | 120                | 100.0%         |

**Inference:** Summation of satisfaction metrics establishes that 46.7% are satisfied, alongside 28.3% who are highly satisfied.

**Table 9.6: Preferred Promotional Offer Modality**

| PREFERRED SCHEME | NO. OF RESPONDENTS | PERCENTAGE (%) |
|------------------|--------------------|----------------|
| Discount         | 48                 | 40.0%          |
| Free Gift        | 30                 | 25.0%          |
| Cashback         | 24                 | 20.0%          |
| Coupon           | 18                 | 15.0%          |
| Total            | 120                | 100.0%         |

**Inference:** Direct price discounts emerge as the most powerful incentive, preferred by 40.0% of the sample group.

## 10. FINDINGS

- Most respondents are clustered between 26 and 35 years of age.
- The primary segment of consumers comprises salaried employees (40.0%).
- A significant quantum of customers (76.7%) maintains continuous awareness of promotional events.
- Direct price reductions (Discounts) serve as the most effective structural conversion tool.
- The overall sentiment trends heavily towards positive satisfaction metrics.

Sales promotion parameters show a direct correlation with instantaneous buying decisions.

## **11. SUGGESTIONS**

1. Introduce target-oriented discount paradigms during major regional festival blocks.
2. Scale up brand positioning footprints via active digital and social media touchpoints.
3. Organize cyclic consumer engagement operations to bridge awareness deficits.
4. Deploy structural milestone and loyalty rewards systems for high-frequency repeat buyers.
5. Optimize secondary product placement grids to amplify point-of-purchase visibility.
6. Incorporate systemic continuous feedback loops across retail points.

## **12. CONCLUSION**

Sales promotion is an effective marketing strategy that helps organizations attract new customers and retain existing ones. The study reveals that the promotional activities of S K A Dairy Foods India Private Limited have a positive impact on customer satisfaction and buying behaviour. Most customers are satisfied with the promotional schemes, particularly discount offers. By introducing innovative promotional techniques, strengthening digital marketing, and improving customer engagement, the company can further enhance its market share and customer loyalty.

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