



## Promotion Rationale behind Building Brand name

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**Abstract:** The main focus of the study is to determining a best promotional strategy which will impact towards building the brand name Pepperfry studio, Mysore. The data required for this study has been gained from two sources: Primary sources data which are collected through Questionnaires and Secondary sources data which are collected through books and previous research. The purpose of this study was to analysis the present customers perception towards the studio. For this, the data were collected through Questionnaires and this Questionnaires were issued to 60 present customer who use to visit the studio. The result of this Questionnaire was that the customers are happy with whatever information they got through the studio and they believe that visiting studio will impact on their purchase decision but majority of response were looking for some unique service which they didn't get. So, this study suggests the studio should come up with some unique promo codes which a customer can use only when he is buying through the stores and this unique promo codes should have some extra benefits this kind of promotional activity will help in attracting the customers

**Key words:** Promotional mix, Promotion strategy process, Sales promotion, Customer perception towards Pepperfry studio.

### I. INTRODUCTION

Promotion is called as the first step of communication done by the company to its customer. Where a company will try to give the necessary information, features, benefits about the products to its customer. set of task or activities which are used to build awareness about certain products or services to its target customer. This process is known as promotion. A set of plan or strategy which is used to execute the promotional activities that is known as promotional strategy. The main purpose of promotional strategy is to create or build awareness about the product to the people. or to attract the potential customers to buy the product or service. or to induce a new product and make the customers to buy it.

### II. BACKGROUND OF THE STUDY

Promotion strategy is a process of identifying the promotional objective, estimating the budget, selecting the best promotional mix, and implementing the strategy & reviewing the strategy. Selecting a best promotional mix plays an important role in the promotional strategy. This promotional mix are advertisement, sales promotion, personal selling, public relation, and direct marketing all these things are very important for a company to promote or communicate with its target customers or with public. Advertising is one of the strategies which is usually should by a company to communicate or to create awareness of the product to its customer.

### III. REVIEW OF LITERATURE

Mahmud I. Nour and Mohammad Salamh Almahirah and Sultan Mohammed Said and Sultan Freihat (et.al) (2014)<sup>19</sup> explains the influences of consumers purchasing decisions towards various promotional activities done by the Jordanian shareholding Ceramic and glass production companies. Nor Amira Mohd Alia and Muhammad Hanif Abdul Gafarb and Jamaludin Akbarc (et.al) (2013)<sup>22</sup> explains the use promotional strategies in the Automotive Companies in Malaysia. The main aim of this study is to identify the promotional strategies that have reached the consumer and to find till what extent does it influence the consumer to buy the product. Md. Zainal Abedin and Laboni Ferdous (2015)<sup>20</sup> which mainly focus on how promotional strategy plan an important role in the airtel Bangladesh limited and also it focusses on customer perception and promotion activity can create positive impact on customers mind. Tracy L. Tuten and Christy Ashley (2011)<sup>28</sup> how collective buying deals value translates into positive future outcomes for the firm and promotional strategies play a role in it. For the conceptual framework they are using equity theory. Chakravarthi Narasimhan (1988)<sup>5</sup> it explains the explore of equilibrium-pricing strategies for one branded product that is in monopoly market and it is a common market where everyone competes. Promotional strategy depends on the Behavior of the switching population. Jagmohan S. Raju and V. Srinivasan and Rajiv Lal (1990)<sup>15</sup> competitive price promotional strategies towards building brand loyalty. They also talk about brand loyalty and its importance in determining the price promotional strategies. They look into the loyalty towards various other brands and extract different pricing strategies and discounts. Scott A. Neslin and Stephen G. Powell and Linda Schneider Stone (et.al) (1995)<sup>27</sup> how a manufacturer's gets influenced by retailer and consumer to do an optimal advertising and trade promotion plans. Ellen C Feigherya and Kurt M Ribislb and Nina Schleichera and Rebecca E Leea and Sonia Halvorsona (et.al) (2001)<sup>11</sup> This research examines types of cigarette advertising materials done in the stores and to assess tobacco company compliance with

MSA. The conclusion of this research it that the spirit of the MSA is to protect children from cigarette advertising. Isabel Buil, Leslie de Chernatony, Eva Martínez (et.al) (2013)<sup>14</sup> explains the relationships between two elements of promotion which are advertising and sales promotion and their impact on brand equity creation. A.L Awara Bakhtiar Rasool and A.L Mohammed Abdullah Mahmood (2018)<sup>1</sup> explains the effect and impact of sales promotion on the customers buying Behavior. This study mainly focuses on increasing competition in the supermarket and also the importance of promotional tools to attract and retain the customers. Anca C. Micu (2010)<sup>4</sup>, this study mainly focus on how promotional strategy helps in telling a brand story. The increasing popularity of internet will help the do promotion in internet. Adesoga Dada Adefulu (2015)<sup>2</sup> this article examines the promotional strategies importance and its impact towards is organizational market share and profitability. Goodarz Javadian Dehkordi, Samin Rezvani, Muhammad Sabbir Rahman, Firoozeh Fouladivanda Neda Nahid & Samaneh Faramarzi Jouya (et.al) (2012)<sup>12</sup>, mainly focuses on four tools which are mobile marketing email marketing web marketing and marketing through social media and also focuses on e-marketing why marketing is done through internet or promotional activities which are done through internet. Lauren K Lempert, JD and Stanton a Glantz (2019)<sup>17</sup> This article helps to understand the appropriate policy responses and the survey is done through reading previous tobacco industries documents. Prof. Harshali Bhalerao, Dr. Dhananjay Mandlik and Miss. Diksha Ramteke (2020)<sup>24</sup> this article helps to analysis how the promotional strategy was used by the radio mirchi and how it had a great impact on its customers. Dr. Sonia S (2020)<sup>10</sup> This research is done to examine the promotional strategy and the patient's satisfaction in private hospital Chennai. it was found that there is a strong relationship between promotional strategy and which will impact in the patient satisfaction. Kinoti, P. N, Dr. Nkari, I. M, Kathuni, L. K (et.al) (2019)<sup>16</sup> mainly focuses on the rule of promotional strategy and sales promotional strategy in and insurance company. Prof. Ajay B. Jamnani (2019)<sup>23</sup> mainly aims on promotional strategy with reference to E-Commerce business which place in India. This study focuses on many businesses in digital platforms and what are the promotional strategies and how they are executing those strategy to attract their customers in India. Dr G. Agila, and Dhamayanthi Arumugam (2018)<sup>9</sup> this was done in prozone mall Malaysia it aims on the effectiveness of promotional strategy in the mall and also tells about the visual merchandising strategy. S.L Gupta and Arun Mittal (2008)<sup>26</sup> The promotional strategy has become a very important factor in the banks nowadays and this study focuses on the promotional strategies used by both public and private sector bank in India. M. Chinnadurai, and B. Kalpana (2006)<sup>18</sup> promotional strategies towards cellular services and also the customer perspective towards the promotional strategy. Doris C. Van Doren, Deborah L. Fechner & Kathy Green-Adelsberger (et.al) (2010)<sup>8</sup> they mainly speak about the importance of internet and how this internet is helping the business manager to communicate or to do marketing with his customer. Victor Lusala Aliata, Alphonse J. Odondo, Fredrick Onyango Aila, Dr. Patrick B. Ojera, Beatrice E. Abong'o, and Odhiambo Odera (et.al) (2012)<sup>30</sup> it was found that there is a significant influence between promotional strategy and actual banks performance. Udeshini Piratheepan and Ambalam Pushpanathan (2013)<sup>29</sup> it focuses on the impact of promotional strategy which will help in building the brand awareness of milk powder brand in the Nuwaraeliya district. the main objective of this study is to find out whether there is a relationship between promotional strategy and to build brand awareness or not. Nasrin Sultana (2015)<sup>21</sup> how an effective promotional mix strategy can improve the sales growth and customer loyalty of the company. Alison L. Huet, Caitlin K. Frail, Leslie M. Lake, and Margie E. Snyder (et.al) (2015)<sup>3</sup> focuses on the passive and active promotional strategy which is done in medicine therapy management service. Ina Fourie and Liezl Ball (2012)<sup>13</sup> the main purpose of this study is to know the use of promotional strategy in providing the information of product/service. Chinyere C Onyejiaku, Nwanneka C. Ghasi, and Helen Okwor (et.al) (2018)<sup>6</sup> analyze and identify the impact of promotional strategy towards the sales growth of manufacturing firms in in south east Nigeria. Dipak Khairnar and Dr Nilesh Berad (2019)<sup>7</sup> promotional strategies by retails advertisers in Pune city. This research mainly done to know the importance of promotional strategy in the Pune retail industry. Ra'ed Masa'deh, Omar Alananzeh, Ali Tarhini, and Oroub Aljudah (et.al) (2018)<sup>25</sup> this helps identify the effects of advertisement and all those promotional mix strategies during the political crisis.

#### IV. OBJECTIVES OF THE STUDY

- To analyze the customers reaction towards the pepperry studio in Mysore location.
- To evaluate the perception of the customers towards the services provided by the Pepperry studio.

#### V. RESEARCH METHODOLOGY

**5.1 Research Method:** Descriptive Method

**5.2 Sampling Method:** Simple random sampling method

**5.3 Sampling Technique:** Convenience Sample Technique

**5.4 Sample size:** Study mainly focusses on 60 customers as the respondents who as a unique or different mindset towards the pepperry studio.

**5.5 Collection of the data:** Primary data are collected through Questionnaires and Interviewing the manager and also using the survey method. Secondary data can be collected using articles or journals or by using the interview method where the interview done with the store manager this are the way where the secondary data can be obtained.

#### 5.6 Tools for the Study

**Percentage Analysis (%):** percentage analysis consists of numbers of the respondents who have been taken divided by total respondents and it will be multiplied by 100.

$$\text{Percentage analysis (\%)} = \frac{\text{No.of respondents}}{\text{Total respondents}} \times 100$$

**Chi square test:** Chi square test is used when the size of the sample is more than 50 and the formula which we use to calculate is as follows.

$$(\text{CST}) \chi^2 = \frac{(\text{O}_i - (\text{E}_i))^2}{\text{E}_i}$$

#### 5.7 Hypothesis of the Study

**H<sub>0</sub>:** There is no significant change in the customer's perception towards the services provided by the Pepperry studio.

#### VI. ANALYSIS AND INTERPRETATION

**6.1** What do you think about the information you got through Pepperry studio Mysore?

**6.2** How frequently will you visit Pepperry studio again in future?

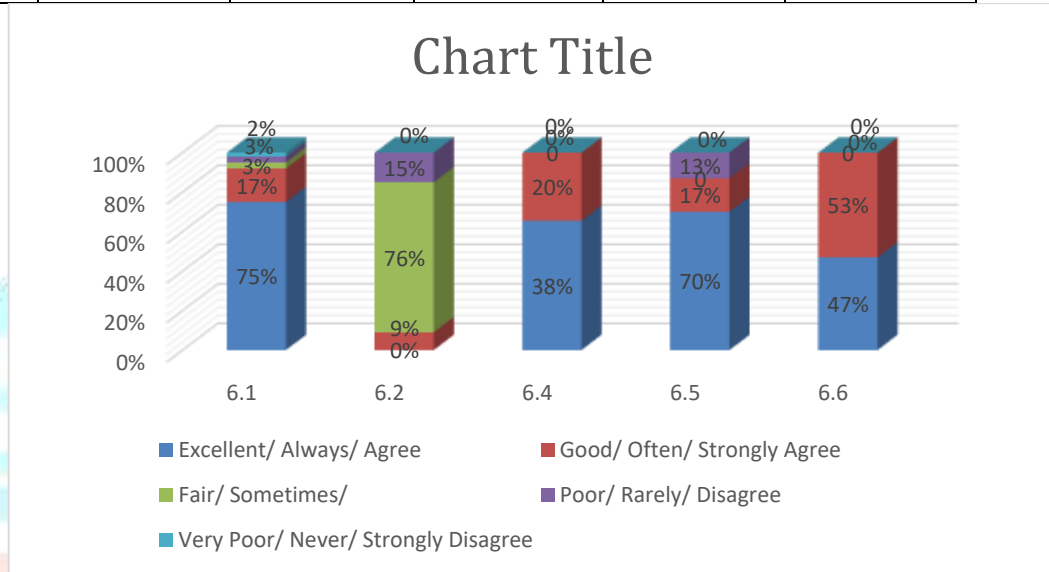
**6.3** The displays help to analysis the quality of the product?

**6.4** The visit to Pepperry studio helps in your purchase decision?

6.5 I am satisfied with the services which are provided by Pepperfry studio?

**Table 6.1** Customers studio experience

Q.no	Excellent/ Always/ Agree	Good/ Often/ Strongly Agree	Fair/ Sometimes/	Poor/ Rarely/ Disagree	Very Poor/ Never/ Strongly Disagree
6.1	75%	17%	3%	3%	2%
6.2	0%	9%	76%	15%	0%
6.3	38%	20%	-	0%	0%
6.4	70%	17%	-	13%	0%
6.5	47%	53%	-	0%	0%



**Chart 6.1** % of respondent's studio experience

**Interpretation:**

By this study we found that 75% of customers are with information got from Pepperfry studio Mysore and 76% of plans to visit sometime in future and most of customer believes that display helps to analysis the quality of the product and 70% of customers purchase decision were influenced and 53% are satisfied with service provided. Therefore, this can be concluded by knowing customers reaction towards the pepperfry studio in Mysore.

6.6 The visit to Pepperfry studio Mysore changed my mindset towards online shopping?

6.7 Will you recommend your friends or your family to visit Pepperfry studio?

6.8 By visiting the Pepperfry studio, I got the visual of product that I want to buy?

6.9 Would you like to do offline payment while ordering online?

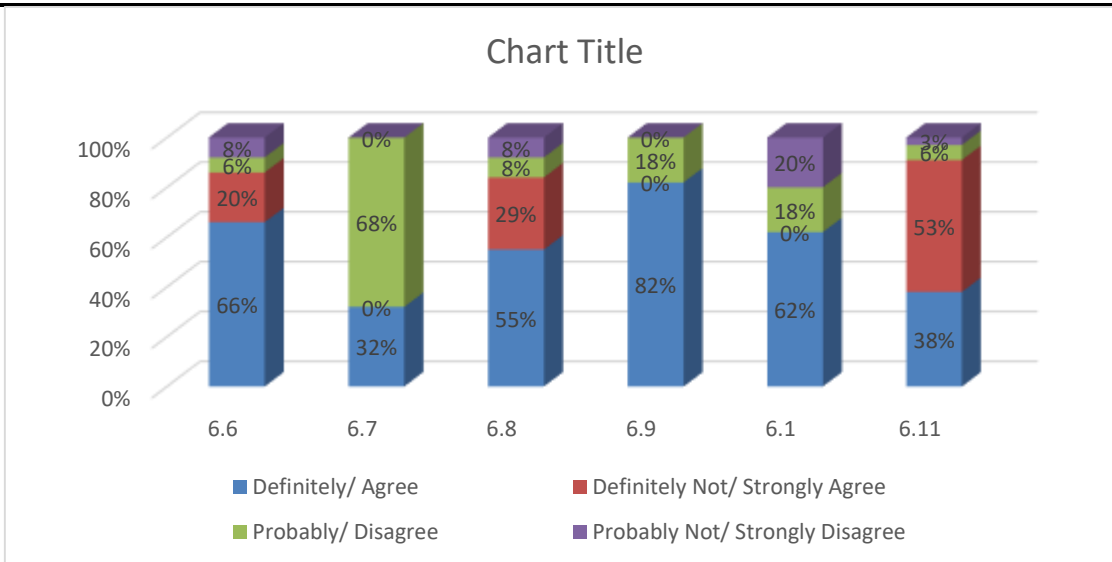
6.10 Are you happy with whatever extra services provided by the studio?

6.11 Do you agree that Pepperfry studio should come up with more service options?

**Table 6.2** Customers reaction on studio

Q.no	Definitely/ Agree	Definitely Not/ Strongly Agree	Probably/ Disagree	Probably Not/ Strongly Disagree
6.6	66%	20%	6%	8%
6.7	32%	0%	68%	0%
6.8	55%	29%	8%	8%
6.9	82%	0%	18%	0%
6.10	62%	0%	18%	20%
6.11	38%	53%	6%	3%





**Chart 6.2** % of respondent’s reaction on studio

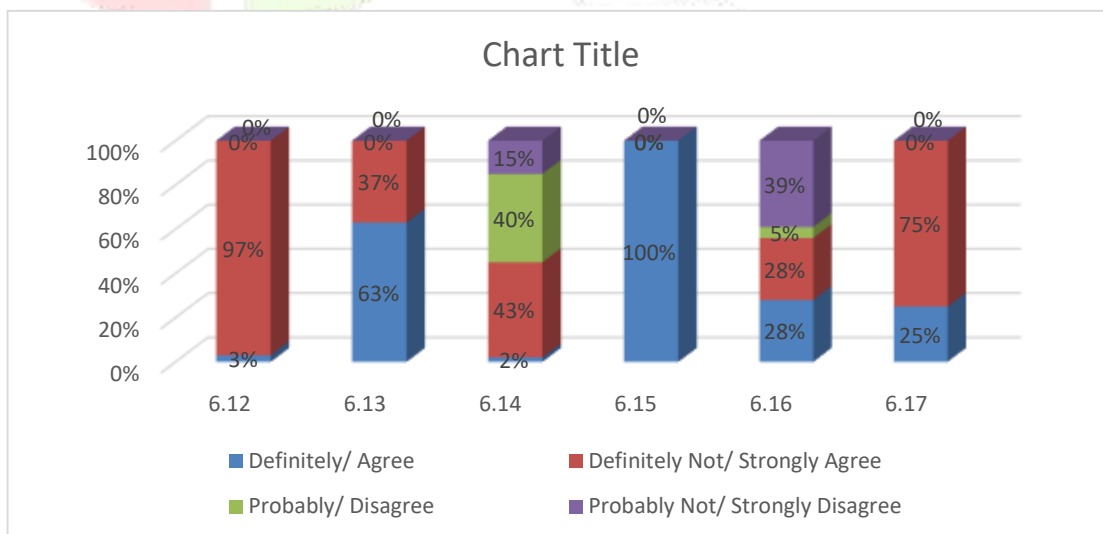
**Interpretation:**

By this study we can conclude that 66% customers mindset changed because of visit and 68% might probably recommend others to visit the studio and 55% of customers agrees that they got the visual of the product which they wanted to buy, by the help of the visit and 82% of customers like to do offline payment while ordering online and 62% of them happy with services provided in studio and 53% of them strongly agrees that studio needs some options.

- 6.12 Do you agree that ordering a product through Pepperfry studio Mysore will give you benefits than ordering through website?
- 6.13 Visiting Pepperfry studio was helpful?
- 6.14 Is there anything that you were expecting and you didn’t get it from Pepperfry studio?
- 6.15 The sales staff working in Pepperfry studio have good knowledge about their products?
- 6.16 Do you agree that there must be more products for display?
- 6.17 Do you agree that there must be more discount options available while buying products through Pepperfry studio?

**Table 6.3** Customers perception towards studio

Q.no	Definitely/ Agree	Definitely Not/ Strongly Agree	Probably/ Disagree	Probably Not/ Strongly Disagree
6.12	3%	97%	0%	0%
6.13	63%	37%	0%	0%
6.14	2%	43%	40%	15%
6.15	100%	0%	0%	0%
6.16	28%	28%	5%	39%
6.17	25%	75%	0%	0%



**Chart 6.3** % of respondent’s perception towards studio

**Interpretation:**

By this study we can conclude that 97% of them strongly agrees that ordering a product through studio will give you benefits and 63% agrees that visiting Pepperfry studio was helpful and some customers got what they expected and some didn’t get it from Pepperfry studio and all customers agrees that sales staff working in Pepperfry studio have a good knowledge about the products and 39% of them disagreed that studio need more products for display and 75% of them strongly agrees that they need more discount option while buying products through Pepperfry studio.

## 6.18 Hypothesis testing

Chi square test:

Table 6.4 Table of Observed Values

Q.no	Agree/ Definitely	Strongly Agree/ Definitely Not	Disagree/ Probably	Strongly Disagree/ Probably Not	Total
6.10	37	0	11	12	60
6.11	23	31	4	2	60
6.13	28	32	0	0	60
Total	88	63	15	14	180

## Calculation of Tabular value

$$\begin{aligned} \text{Degrees of freedom} &= (\text{columns}-1) (\text{rows}-1) \\ &= (4 - 1) (3 - 1) = 3 \times 2 = 6 \end{aligned}$$

Table 6.5 Table of Expected Values

Q.no	Agree/ Definitely	Strongly Agree/ Definitely Not	Disagree/ Probably	Strongly Disagree/ Probably Not
6.10	29.33	21	5	4.67
6.11	29.33	21	5	4.67
6.13	29.33	21	5	4.67

Table 6.6 Calculation of Chi square test

Observed Values (O)	Expected Values (E)	(O - E)	(O - E) <sup>2</sup>	$\frac{(O - E)^2}{E}$
37	29.33	7.67	58.82	2
0	21	-21	441	21
11	5	6	36	7.2
12	4.67	7.33	53.72	11.50
23	29.33	-6.33	40.06	1.36
31	21	10	100	4.76
4	5	-1	1	0.2
2	4.67	-2.67	7.13	1.53
28	29.33	-1.33	1.77	0.06
32	21	11	121	5.76
0	5	-5	25	5
0	4.67	-4.67	21.81	4.67
				$\sum \frac{(O-E)^2}{E} = 65.04$

## Interpretation:

Calculated value  $\chi^2 = 65.04$  and tabulated value = 12.592 is 6 degree of freedom at 0.05. The significance level is 5%. As you can see the calculated value greater than tabular value ( $65.04 > 12.592$ ). According to this the null hypothesis will get rejected at a significance level of 5%. Therefore, this study concludes that there is a significant change in the customer's perception towards the services provided by the Pepperfry studio.

## VII. RESULTS AND DISCUSSION

- It was found that 75% of the customers are happy with whatever information got through studio. But still Pepperfry studio should come up with some attractive display and should improve the outlook of the store so that it can influence the customers to visit the store.
- The extension of the discounts feature is expected by 89% of its customers. Therefore, studio should come up with some unique promo codes which a customer can use only when he is buying through the stores and this unique promo codes should have some extra benefits.
- Pepperfry products are preferred by its customers because of it offers and Pepperfry studios helped 55% of their customers a clear view of what they want to buy. But still the Pepperfry studio also should come of the special benefits which a customer can get only if purchases the products through the store.
- There are lots of customers who preferred offline payments. So, studio as to focus on Offline payment and the cash on delivery options and should be given more preference and should focus to use this service option a backbone of the Pepperfry studio Mysore.

- So many customers don't know the various services provided by the Pepperfry studio therefore the studio as to come up with some advertisement which shows all the information about the studio. Sponsoring any sports events or some entertainment events will help the Pepperfry studio to get the publicity in Mysore.

## VI. CONCLUSION

As per the study it is observed that Pepperfry Studio as a good brand value among its customers. But still Pepperfry studio as to come up with some extra services which will make the customer to visit the studio frequently. It is also observed that Pepperfry studio well-known or popularized in the local area which is Vijayanagar but when it comes to entire Mysore city people are not really aware about this studio's presence so the company as to come up a promotional activities such as sponsoring any sports or entertainment events or coming up with some newspaper advertisement or TV ads. At last it can be concluded that by doing all the above promotional activities the Pepperfry studio can obtain many customers and also can get popularized in its present area.

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