



## An Empirical Relationship between Reliability and Sales Promotion of Store Brands

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### Article Info

**ISSN (online):** 2582-7138

**Volume:** 05

**Issue:** 05

**September-October 2024**

**Received:** 03-07-2024

**Accepted:** 06-08-2024

**Page No:** 465-467

### Abstract

A sales promotion is a marketing activity that is designed to increase sales, influence customer. It usually involves offering a discount or some other type of incentive for customers to buy your product or engage with your brand. The main aim of this study is to find the reliability services provided by the store brands and to analyse the relationship between reliability and sales promotion of store brands. This shows that the reliability services provided by the store brands influenced to sales promotion of the concern sectors.

**Keywords:** reliability, sales promotion, high quality

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### Introduction

Sales promotions are useful in two ways. One to gather information about the type of customers you draw in anywhere they are and the other to jumpstart sales. Sales promotions include things like contests a games, sweepstakes, product give ways, samples coupons, loyalty programs, and discounts. The ultimate goal of sales promotion is to stimulate potential customers to action. The concept of sales promotion can be defined as an initiative undertaken by an organization to promote an increase in sale, usage or trial of a product or service.

Indian retailing is growing fast and imparting the consumer preferences across the country. More than 95% of the Indian retail sector falls in the unorganized sector category. Organized retail is expected to grow by double digits through 2018, thus offering huge potential for growth in coming years. The increasing competition and entry of new players has increased the focus of retailers in generating store loyalty. A sales promotion is a marketing activity that is designed to increase sales, influence customer. It usually involves offering a discount or some other type of incentive for customers to buy your product or engage with your brand.

### Review of Literature

Jegan Krishnan (2017) <sup>[1]</sup> A Study on Customer Perception Towards Organised Retail Stores in Tier II Cities Tamilnadu. International Journal of Applied Business and Economic Research ISSN: 0972-7302 || Volume 15, Number 22. The study mainly on customer perception towards organised retail stores in major cities in Tamilnadu. Organised retail sector is upcoming trend and it started booming in India. It is expected that by 2017 modern retail industry in India will be worth US\$ 175-200 billion. With the new opening of few malls on those cities people in those cities will experience organized retail boom and find quality space for shopping and entertainment, but the city with a population of 15 lakhs in each of those cities few malls are not enough there is a need for malls and so that it do enormous business in the cities. So study towards customer perception in ease.

Nishandini Ramesh (2018) <sup>[2]</sup> A Study on Customer Perception about Sales Promotion. Asian Journal of Applied Science and Technology (AJAST) (Open Access Quarterly International Journal) Volume 2, Issue 3.

The American Marketing Association (AMA) defines sales promotion as “media and non-media marketing pressure applied for a predetermined, limited period of time in order to stimulate trial, increase consumer demand, or improve product availability. It includes offering incentives and creating interest in the customers which are generally short-term marketing events with a view to stimulate, motivate and influence the purchase and other desired behavioural responses of the firm’s customers. In the broadest sense, it is everything in the marketing mix.

Sunetra Saha (2019) <sup>[3]</sup> A Study on Consumer Perception towards Promotional Techniques Used By Various Consumer Electronic Goods Retail Stores and Its Impact on Store Loyalty. UGC Approval No: 40934 Vol. 3, Issue- 1. The retail panorama in India is changing hastily and is being scrutinized by large scale investments by foreign and domestic players. Market liberalization and changing consumer behavior have sown the seeds of a retail transformation. To identify the dimensions of store loyalty, specific focus being, its antecedents example – store image, the existing store reality has been reviewed in the paper. This paper evaluates consumer electronic goods retail stores specifically, and their practices towards advertisement and promotional strategies.

R. Vignesh (2020) <sup>[4]</sup> A Study On Customer Perception Towards The Products And Services Of Inncon. Malaya Journal of Matematik, Vol. 5, No. 2. Customer perception levers the strength of organizations, which are the most essential part of growth and development of the organization. In this context, Inncon at Chennai is in the stage of strengthening up its marketing functions, thereby creating a need to embrace the impact of its policies on their clients. The project aims at finding the impact of marketing policies of Inncon towards its customers in Chennai city, which would act as a stepping stone for the company to spread the activity to the entire country. A study of company documents was initiated to understand the customer perception on customer perception and their satisfaction towards the products and services of Inncon which are generic to the organization as a whole.

Kavitha (2019) <sup>[5]</sup> A Study on Service Quality Dimensions on Green Marketing. International Journal of Management, IT and Engineering, Consumer behavior, including the results of any actions by the customer is always subjected to the risk,

the customer cannot forecast unpleasant possibilities and results. Risk has many forms: functional, physical, financial, social, and psychological. High levels of risk frustrate many customers. Communication can receive a reduced risk or even destroy it in complete. As to reduce the risk, and this enables them to act with trust in uncertain situations. Other marketing research has addressed this concept that information on risk reduces uncertainty and conflict.

Smruti Rekha Patro (2024) <sup>[6]</sup> Sales Promotion And Customer Engagement Towards Store Brands. Educational Administration: Theory and Practice, 30(5). The main aim is to analyse the influence of sales promotion activities implemented by the store brands on customer engagement and to study the impact of sales promotion activities on customer engagement. It found that customer engagement are influenced by reward points, coupons and cash back offer provided by the store brands.

Varsha V (2024) <sup>[7]</sup> A Study On Customer Perception Towards Lulu Mall In Coimbatore City. International Journal Of Creative Research Thoughts (IJCRT) Volume 12, Issue 3. A shopping center is defined as a group of retail stores and other service-providing establishments usually dedicated to supporting and serving a particular neighborhood or community. Shopping centers are not just places to buy products or service. They provide numerous advantages to the community they are located in. Shopping centers provide a one-stop shop for all your needs. This not only saves time and money for the consumers but also supports local businesses. This study reveals that the customer perception towards lulu hypermarket and to give suggestion to improve the satisfaction level of lulu hypermarket in Coimbatore city.

### Objectives of the Study

1. To find the reliability services provided by the store brands
2. To analyse the relationship between reliability and sales promotion of store brands

### Analysis and Interpretation

The Reliability services consist of eight variables and it subsequent influence over sales promotion is measured through linear multiple regression analysis. The results are shown below.

**Table 1:** Model Summary for Reliability

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.747 <sup>a</sup>	.618	.614	3.539

a. Predictors: (Constant), F8, F5, F2, F1, F7, F6, F3, F4

Source: Computed data

It gives in the above table  $R=.747$   $R$  square = .618 and adjusted  $R$  square .614. It has given that the Reliability variable creates 61% variance over the sales promotion. The

cumulative influence of eight variables of Reliability over sales promotion is ascertained through the following one way analysis of variance.

**Table 2:** ANOVA<sup>a</sup>

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	27903.196	8	3487.899	219.266	.000 <sup>b</sup>
Residual	10962.388	532	20.606		
Total	38865.584	540			

a. Dependent Variable: sales promotion

b. Predictors: (Constant), F8, F5, F2, F1, F7, F6, F3, F4

Source: Computed data

From the above table illustrates that  $f=219.266$   $p=.000$  are statistically significant at 5% level. This leads to all the eight variables cumulatively responsible for sales promotion. The

individual influence of all this eight variables is clearly presented in the following co-efficient table.

**Table 3: Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.103	.749		5.481	.000
	Reliable products	1.169	.244	.173	4.783	.000
	Positive experiences	2.016	.270	.279	7.452	.000
	Effective communication	.858	.312	.111	2.750	.006
	Promised service	1.334	.292	.187	4.575	.000
	High quality	1.953	.275	.281	7.088	.000
	On time delivery	-.658	.300	-.090	2.194	.029
	Employees courtesy	.429	.260	.061	1.648	.100
	Customer satisfaction	.719	.206	.097	3.496	.001

a. Dependent Variable: sales promotion

Source: Computed data

It was explained in the above table Reliable products (Beta=-.173,  $t=4.783$ ,  $p=.000$ ), Positive experiences (Beta=.279,  $t=7.452$ ,  $p=.000$ ), Effective communication (Beta=.111,  $t=2.750$ ,  $p=.006$ ), Promised service (Beta=.187,  $t=4.575$ ,  $p=.000$ ) High quality (Beta=.281,  $t=7.088$ ,  $p=.000$ ), Customer satisfaction (Beta=.097,  $t=3.496$ ,  $p=.001$ ) are statistically significant at 5% level. This shows that the reliability services provided by the store brands influenced to sales promotion of the concern sectors.

### Findings and Conclusions

Store brands are reliable, there is an assurance of what to expect, and trust increases when brands deliver on their promises or when they work in an anticipated way. Consumers have alternatives, and loyalty is often overstated, so a brand needs to establish itself in a meaningful way. When a brand positions itself as reliable, people notice and rely on that brand; often over other, less reliable options making reliability an excellent risk mitigator. There are lot of reliable services provided by the store brands such as, Reliable products, Positive experiences Effective communication, Promised service, High quality and Customer satisfaction This shows that the reliability services provided by the store brands influenced to sales promotion of the concern sectors.

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