

Phalanx: A Quarterly Review for Continuing Debate

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IN-HOUSE PROMOTION: ROLE IN TRIGGERING IMPULSE BUYING¹Dr. Raghvendra Mishra, ²Dr. Nilesh Chole**Abstract:**

With aggressive competition, marketing communication has become integral part of sales promotion. Companies are striving hard to adapt innovative strategies to sell products and services offered. With increased variants of product and services and customer awareness due to IT revolution it has now become a cumbersome task for companies to persuade purchaser to buy their products/services. In order to stimulate impulse buying and initiate want recognition shopping entities are paying immense attention on in store promotional strategies. This paper tries to investigate how effective are in store promotions and what impact it left on decision making process of buyers. This research data is collected from hundred respondents on Nagpur using a structured questionnaire. The study revealed that in store promotion are effective tools to boost sales and it does influence customer while shopping.

Keywords: In store promotion, impulse buying, Marketing communication.

Introduction:

In this era of competitive world where cutthroat competition is there companies are striving hard to adapt innovative strategies to sell products and services offered. With increased variants of product and services and customer awareness due to IT revolution it has now become a cumbersome task for companies to persuade purchaser to buy their products. The decision making process of buyers has become peculiar due to numerous product varieties and customer awareness. In the present scenario companies are paying immense attention on marketing communication as it is one of the crucial method of conveying and persuading potential buyers. In order to stimulate impulse buying and initiate want recognition companies adapt in store promotional strategies. Mostly in order for creating demand for convenience goods Point of Sale displays is one of the popular system. Today with increased varieties of goods and services customers are always in dilemma while deciding purchase priorities and most often prompted to take impulsive buying decision.

What is in store promotion?

In store promotion is a form of promotion which one can often see inside any shopping house such as small retailers of super stores/Departmental stores. The main objective behind in store promotion is to entice customers to enhance their sales by purchasing more goods which were not intended to be purchased normally. It is related to creation of instant demand and impulse buying by the customer. Mostly it results in purchasing of convenience goods (FMCG's) such as chocolates, beverages, toiletry products, small household accessories etc. In store promotion is a special type of retailer promotion which is offered to in store customers with an objective of impulse buying it generally includes communications related to special offers, discounts, price drops, Combo offers such as "buy one get one free" product bundling, free samples distribution for product promotion etc. It is a strategic method for changing customer mindset at the time of real purchase. It is evident from previous researches that customers buying decisions deviate from the plan they come with while shopping, a well planned and executed in- house promotional strategies leads to overbuying which results in extra profits to the retailers.

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