

**Volume 3, Number 1, 2017**

## **Evaluating the Impact of Promotional Activity on Marketing**

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**Abstract – Promoting is part of the marketing mix. The promotional activity communicates the benefits of the products or actions of potential and current customers. The tools used in the promotional mix are advertising, direct marketing, sales promotion, public relations, personal sale and sponsorship. This study carries out a marketing analysis to promote products with promoters. The study is based on questionnaire research and literature research. At the end of this article is developed a conceptual framework for intercourse with the client in promoting direct communication strategies by exploiting the concepts of promotion such as target audience, marketing messages, communication channels, Promotional budgets and promotional performance monitoring.**

**Keywords: marketing, promotional mix, drinks, promotion, direct marketing.**

### I. INTRODUCTION

Promoting is an important means of communicating with current and potential customers, being used by all organizations wishing to highlight their products or launch them on the market. In order to make the communication process more effective, organizations need to align with customer needs and wishes [3]. This alignment can be achieved by identifying and analyzing the buyer's behavior. In this respect, the first step they need to do is to research the market, as marketing research leads to the identification of consumers' demands from them. Communication, in its essence, has been and is a relatively simple method. "Local newspaper advertising was the primary medium, and the message usually tends to provide incentives – usually a special price – to motivate customers to visit the store" [2].

At present, a variety of methods and channels are used by which an organization can promote its products, services and brand, but must pay more attention to target segments, the specificity of the offer or activities, and last but not least the budget. Technology has contributed to the use of the online promotion environment that is continually successful. However, certain products, such as beverages, food, are attractive to customers if they can be tested [3; 2].

The present work is structured on three parts. In the first part, the promotional activity of an organization is approached, the second part presents the results of a questionnaire survey on the satisfaction of young people in relation to the face-to-face promotion, and at the end of the paper is proposed a conceptual framework for intercourse with the client in promotion direct.

### II. PROMOTIONAL ACTIVITY: IMPLICATIONS, OBJECTIVES AND TOOLS

Promotion activity can be seen as the action to coordinate all the efforts initiated by sellers to create channels of information, to facilitate the sale of goods or services or to accept an idea on the market. Promotional activity must achieve the goals set by the organization that fall in the directions of information, influence or persuasion [3; 4]. Promotion objectives should be developed in accordance with the overall objectives, vision and mission of the organization (see Figure 1).

Thus, the objectives of an organization that develops a promotion strategy come from a combination of the following: competitiveness, sustainable development, sales growth, brand recognition, market share,

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competitive advantage over competing products or their position on Market, the creation of a favorable climate for future sales, the expansion process, the penetration of new markets / segments and other actions [4].

In order for these promotional objectives to be met, it is necessary to create a promotional mix using specific tools. Choosing an instrument or more is directly related to the ability of the method to meet the promotional goal. Among the promotional tools [3; 2; 4] are the following:

- Advertising: paid form of presentation and non-personal promotion of goods or services (media advertisements with the help of television, newspapers and magazines, via the Internet or radio, flyers or street posters);
- Direct marketing: non-personal contract tools such as phone are used to request a response from clients or professional magazines;
- Promotional sales (price cuts), a method especially used to increase sales over a certain period of time to encourage the testing or purchase of a product, or to launch it again;
- “Face-to-face” promotion, personal sales, which is a direct interaction with customers or potential clients, thus enabling the service agent to provide explanations of the promoted products;
- Merchandising, using and arranging presentation equipment in a store to communicate the benefits

of a product and / or present the product in a favorable and attractive way for the customer;

- Exhibitions and fairs, product presentation of organizations to communicate the potential benefits of products to current and potential customers;
- Sponsoring, improving the image of the organization or brand by financing independent activities (sports activities, company activities and others).

Through the research of the specialized literature, in Figure 2, a systematization of the methods was carried out. Most of these integrate technology, so the transposition of reality into different forms is in the shape of a wider range of applications [3; 5; 1].

In this paper, we chose to address the latter method because it focuses on direct contact with customers, but especially consumers. Depending on the products of the organizations, this method can be considered the most appropriate [6; 7; 8]. This approach to people generates certain information about their requirements. Customers need to be constantly informed about the types of products an organization can make available to them, and that is why there is promotion, to be the direct link between the customer and the product.

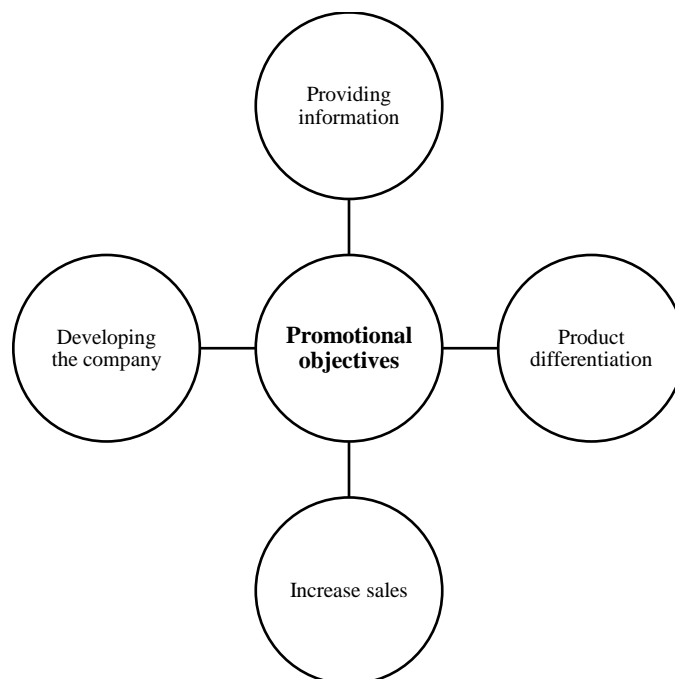


Figure 1. The main promotional objectives of an organization.

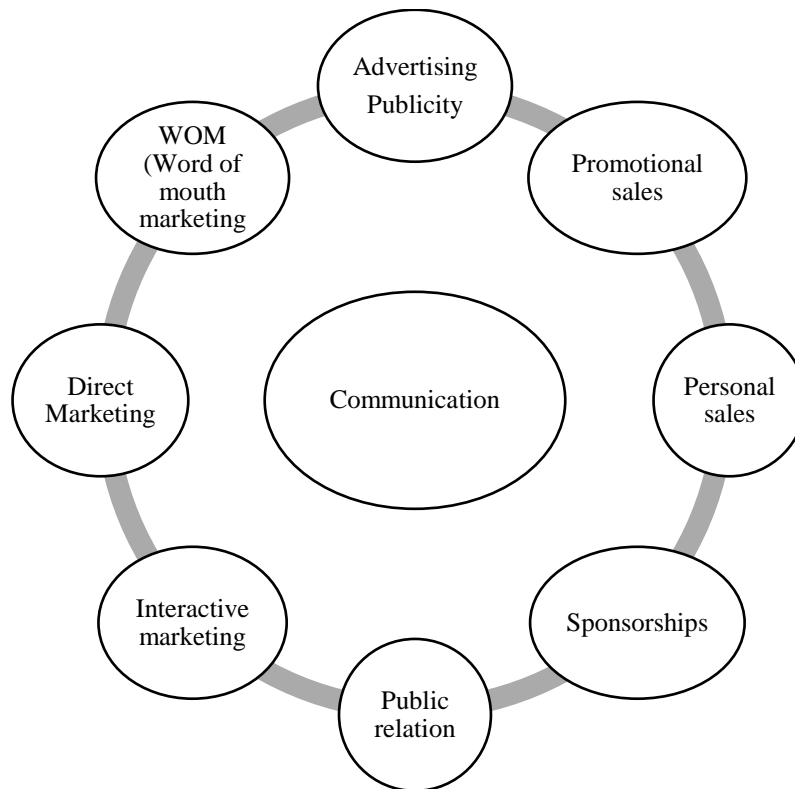


Figure 2. Tools related to the promotion activity

### III. METHODOLOGY

The methodology approached in this paper is the questionnaire survey and the inventory of the information found on the websites of the Romanian organizations. The questionnaire survey supports the Google Form platform. The sample of this questionnaire consists of 150 young people (75% feminine and 25% male). The survey was conducted among young people, with 91.3% of the age group aged 18-25. Respondents in this questionnaire come from 81.6% of the urban area and the other 18.4% from rural areas. In terms of income, most of the respondents have their own income (over 1000 lei) and 38% are parents-funded. From the employment perspective, 67.90% are students and 26.4% are young people employed. This research is based on specialized literature, questionnaire survey and own experience in the field of direct promotion (see Figure 3).

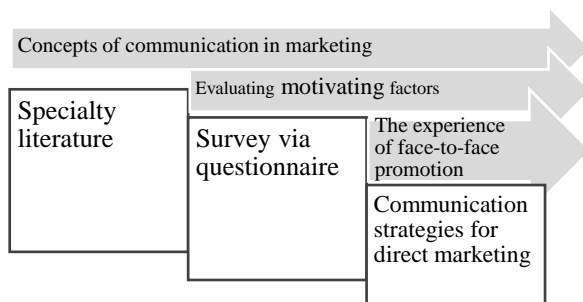


Figure 3. Structure of present research.

### IV. RESEARCH RESULTS

Within this part of the research, the results obtained from the questionnaire survey are presented and analyzed. Respondents' responses are interpreted in line with the business environment.

Because of the questionnaire, it is noted that most of the interviewed persons (90.3%) know the method of promotion through promoters, but only 9.7% of them are unfamiliar with this method (9.7%), see Figure 4.

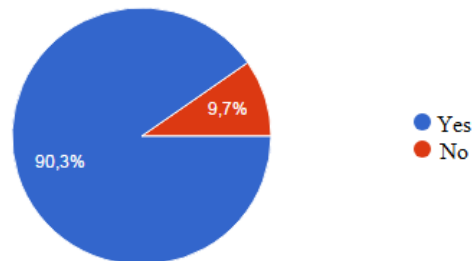


Figure 4. The popularity of the "face-to-face".

In Romania, this method is used predominantly because companies focus greatly on promoting the image of the company, but also on indirect contact with consumers.

It is noticeable that the majority of respondents consider the direct interaction between the client and the promoter (35.5% and 30.1%) to be beneficial because they reveal many of the benefits of the products. Only a small proportion of respondents (4.3%) feel that this interaction is not so important because they are not familiar with this type of promotion.

It is noticed that 58.7% of the respondents consider that “face-to-face” promotion has a significant influence on their purchasing decision because the persuasion power and the arguments put forward by the promoters are identified with the needs and desires of consumers, Figure 5.

Of the respondents, 26.1% consider that they are not influenced by this type of promotion because they know their needs and satisfy them with products they consider appropriate. Consequently, they are not considered to be influenced by promotional activity.

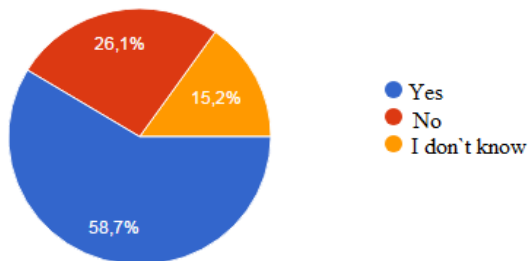


Figure 5. Decision to buy a particular product.

It is found that 95.7% of the respondents had direct contact with the promoters, while only a small part of them had no contact, Figure 6.

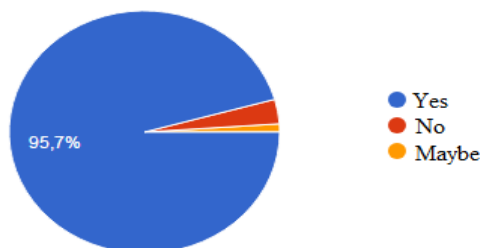


Figure 6. Customer promissory approach.

As a result of the survey conducted on the basis of discussions with respondents, this "face-to-face" promotion method is often met thanks to the benefits highlighted by direct contact with customers for informing and communicating them in connection with promotional offers and new brand Emerged.

It is noticed that in 58.5% of clients meet promoters in the locations where they are present, while only 3.2% of them have rarely met promoters, Figure 7.

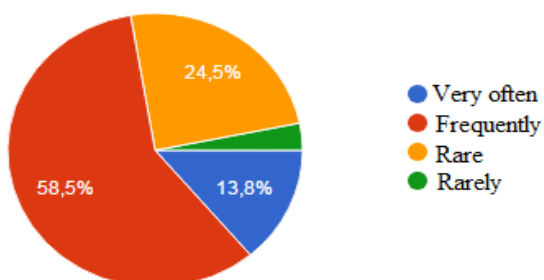


Figure 7. Frequent Encounters with Promoters.

From the perspective of promoters' interest, 83.7% of respondents encounter promoters in supermarkets

where customer density is higher and all types of psychosocial categories meet, while a relatively small number of people (13%) meet promoters in clubs and restaurants, which are predominantly visited by young teenagers, Figure 8.

When people are approached by promoters, most of the respondents, that is, 38.7% give them average attention, depending on where and when they are. It is noticed that 4.3% of the respondents are not willing to pay attention to the promoters' intervention. At the same time, 14% of people are interested and listen to what they are doing.

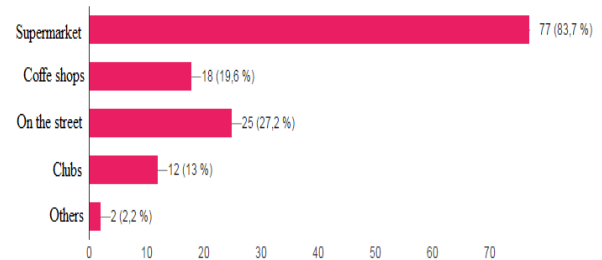


Figure 8. Places frequented by promoters.

The survey shows that the amount of time a consumer, Figure 9, has to spend on a promoter is 1-5 minutes because he considers the information to be brief and focused.

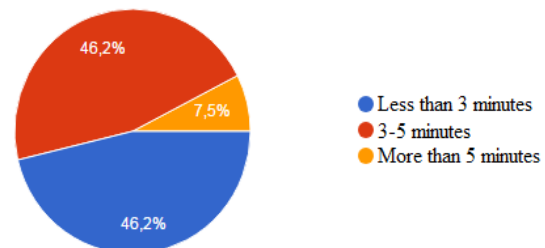


Figure 9. Time allocation for interaction with the promoter

Of the respondents, 60.2% consider that they respect what is presented by the promoters, but curiosity attracts them (54.8%), Figure 10.

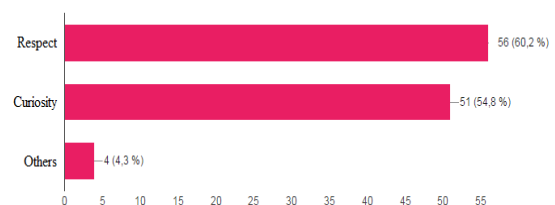


Figure 10. Reason for interacting with promoters.

The survey shows that the physical aspect of a promoter is not so important, while courtesy and persuasion are essential characteristics of the promoter, which often causes the consumer to be as receptive to the promoter's information as possible, Figure 11.

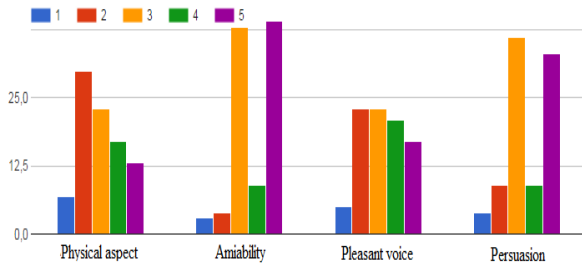


Figure 11. Importance of promoter features.

It has been noticed, Figure 12, that lack of time is one of the major problems faced by today's society, which causes consumers not to interact with promoters (55.9%). A large number of people think the insistence of the promoters makes them not engage in a conversation with them. Most people (81.3%) consider that promoters draw attention with the products offered, while in a proportion of 33% consumers consider prizes to attract more attention than products.

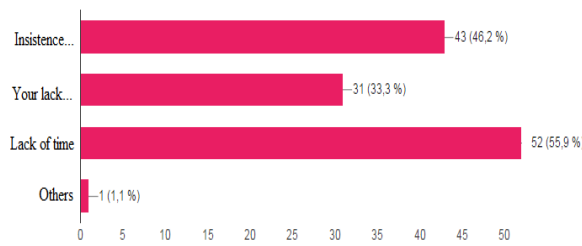


Figure 12. Reticence of dialogue with promoters.

Of the respondents, Figure 13, 43% cannot give an affirmative or negative answer to the provision of personal data, all depending on what implies the promotion and the subsequent confidentiality of the data, while 37.6% agree with the data provision. From the desire to have permanent contact with the company, as well as with the future promotional offers.

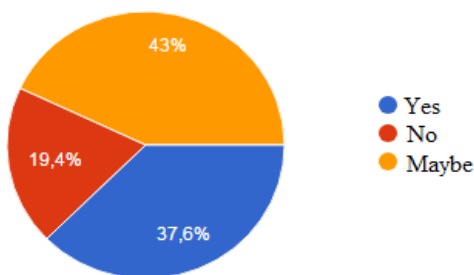


Figure 13. Accessibility to personal data.

It has been noticed that both data confidentiality (55.4%) and guaranteed winnings of a prize lead consumers to provide confidential data, Figure 14. In Romania, it is noted that although people are reluctant to provide data for reasons of insecurity, they are still attracted by winning a prize, which ultimately leads them to provide the promoters with the necessary information.

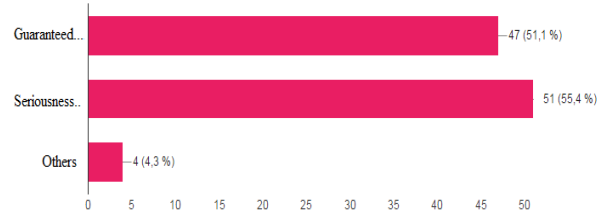


Figure 14. Privacy of personal data.

Although people react positively when awards and other earnings are available, I disagree with the places where promotions generally take place, these being the first-class restaurants with 54.8% as inadequate, the clubs with 39.2%, interaction on the streets of the city by 21.6% and shops by 16.5%, Figure 15.

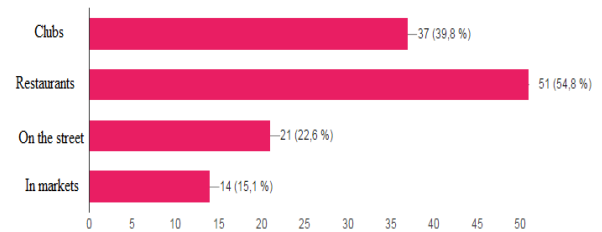


Figure 15. Inappropriate media for promotions.

Many organizations that make different promotions offer promoters equipment that translates their image with specific logos or signs, which 72% of respondents consider very important in the promotion as a person gains credibility when presenting the offers of a company with which he clearly collaborates (Figure 16).

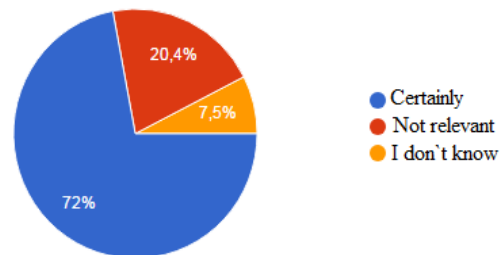


Figure 16. The importance of the promoter's clothing.

Even though promotion is a widely used method among both large and small and medium-sized companies, most people surveyed feel that this action does not influence their purchasing decision, considering that a particular drink may be good even if it is not promoted so intense, but it can have a negative effect, even if it is strongly promoted, Figure 17.

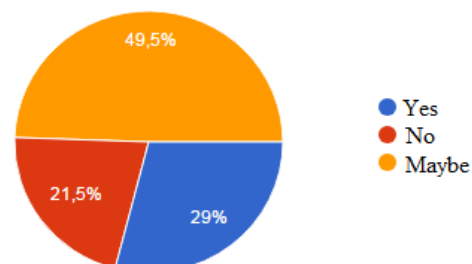


Figure 17. Influence of beverage promotion.

As noted in the previous question, promoting a drink does not matter so much to buyers. Customers often buy known products, thus being sure of their quality. People surveyed know a range of drinks promotion methods, advertisements rank first (71%), and face-to-face promotion ranked the last (49.5%) due to the fact that the advertisements, either televised, posters, have been used for a very long time, giving everyone the opportunity to get in touch with them, Figure 18.

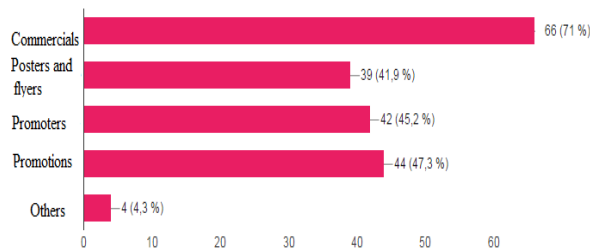


Figure 18. Promotion of soft drinks.

Drinking test testing is considered by most respondents to be a very good method because they do not have to pay to try a particular drink and can make a much smarter view, Figure 19.

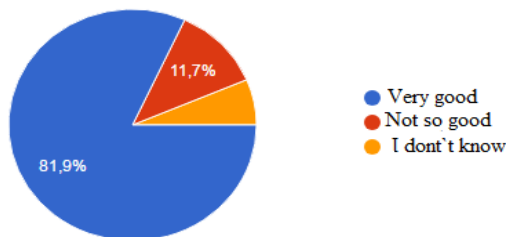


Figure 19. Promotion by testing the beverage.

Most of the people surveyed participated in free samples (65.6%), but there is also a small percentage of 14%, of respondents who did not encounter such activities (Figure 20). In addition, 20.4% of respondents have a curiosity about this action, wanting to participate.

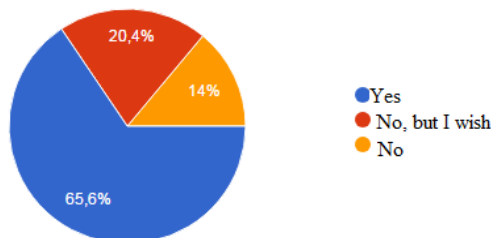


Figure 20. Attracting customers by free samples.

From the perspective of the free samples, it is noted that most of them became customers because they liked the drink, but there are a number of people who, although having a positive reaction to the product, could not become customers because of the price on who do not consider it appropriate.

The people who participated in this market survey claim 31.4% that it is a very relevant questionnaire and 11.8% think it is less relevant.

## V. A FRAMEWORK APPROACH FOR PROMOTIONAL ACTIVITY

Research has found that most customers prefer trying or tasting a product before buying it. At the same time there is a reticence from the perspective of confidentiality. Evaluating the results of the survey and of the literature, the authors propose a framework for interaction with the client in direct, face-to-face promotion (Figure 21).

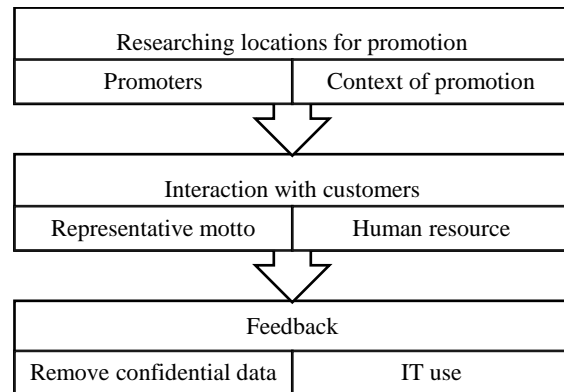


Figure 21. Conceptual framework for client intercourse in direct promotion.

The proposed framework includes the following steps:

1. Researching locations where there are current and potential customers. This step includes the selection of promoters and the promotion context (clothing, products offered, and impact on cleansers). All equipment offered to promoters must be branded and comply with the same principles as the organization.

2. Interaction with customers must be short and influence them. The presentation of the products must not extend over several minutes so that the customer does not give up this interaction. The human resource involved in promotion has an important role. These people must have communication skills, the ability to attract customers in their work, organizational and technical skills.

3. At the end of the interaction with the clients, the respondents' request for personal data should be eliminated. Various information technology (IT) tools can be used to monitor promoters, for example: tablet-monitoring programs, screen sharing with campaign coordinator, location of promoters, and more.

This framework for direct promotion contributes to attracting more customers by reducing contact time, increasing the impact of promotional activity, and eliminating the demand for personal data.

## VI. CONCLUSIONS

Promotion is an important one for each organization. The intensity of this activity is dependent on the size of the organization. If a business is large or small, profitable or has another mission, its promotional

activities must have clear objectives to help achieve its goals and business objectives.

Any promotional activity done to support this goal must have clearly defined promotional goals and are capable of contributing to the increase of rental income over a short period. Direct promotion is appreciated by young people and contributes to meeting organizational goals.

The use of a conceptual framework for customer interaction contributes to the success of promotional activity and, in this case, to increased sales of the company.

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