

Project Dissertation Report On

**EFFECT OF FREE SAMPLE
PROMOTION INCREMENTAL BRAND
SALE- A STUDY IN FMCG SECTOR**

Submitted By:

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CERTIFICATE

This is to certify that Niraj Kumar has satisfactorily completed the Project Report titled **“Effect of free sample promotion on incremental brand sale – A study in FMCG sector”** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration from Delhi School of Management, Delhi Technological University, New Delhi during the academic year 2020-2022.

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DECLARATION

I, **Niraj Kumar**, Roll Number **2K20/DMBA/80** hereby declare that the project work entitled “**Effect of free sample promotion on incremental brand sale – A study in FMCG sector**” was submitted to Delhi School of Management, DTU towards partial fulfillment for the award of Master of Business Administration. It is my original work and has not formed the basis for the award of any degree, associateship, fellowship, or any similar title to the best of my knowledge.

Student Name:

Date:

Place:

ACKNOWLEDGEMENT

I would like to take this opportunity to express my heartfelt gratitude and special thanks to Dr. Shikha N. Khera, Associate Professor, Delhi School of Management, Delhi Technological University, for constant encouragement and support, despite being extremely busy with her responsibilities, took the time to listen, guide, and keep me on track while I pursued my research.

Her persistence, strong curiosity, and, above all, her awe-inspiring attitude toward assisting her students were largely responsible for my work being completed. I'd like to take this opportunity to express my gratitude for her efforts. This opportunity represents a significant step forward in my professional development. I will make every effort to put my newly acquired skills and knowledge to the best possible use, and I will continue to work on improving them in order to achieve my career goals.

EXECUTIVE SUMMARY

Purpose: Yearly crores of rupees are put into the advertisements by the FMCG sector. The brand support is done, video TV advertisements are arranged and run, advanced crusades are run. Presently it makes it vital to see the impact of the free sample promotions and what it means for the clients.

The impact of free example publicizing is huge. Through this exploration we state to the issue of perceiving how viable it is, and the way that durable it is.

Methodology: A literature review was conducted, and a questionnaire was prepared for the same. The data collected was analyzed through descriptive statistics and ANOVA test.

Findings: Overall, buyer attitudes toward various unique devices on it are favourable to purchasing behaviour. This research shows that company development is a successful and practical tool for advertisers when compared to other integrated marketing tools like advertising. It demonstrates that deal promotion tools are supplementing or complementing existing business as a marketing strategy.

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Chapter 1

INTRODUCTION

Nineteenth-century cleanser producer Benjamin T. Babbitt was one of the primary known individuals, however not the very first, to offer free examples of his items. Landlords are depicted contributing free examples in the fourteenth-century sonnet *Piers Plowman*. Innkeepers repeated, 'A preference free of charge!' In 1987 C. A. Graciousness turned into the primary exhibit organization to protect selectiveness with a retailer.

A free sample or "freebie" is a portion of food or another item (for example, Excellence Products) distributed to customers in shopping malls, stores, retail places, or through various media. Tests of long-lasting items are occasionally remembered for direct marketing mailings. A free example serves to familiarize the buyer with another thing, similar to how a test drive allows a customer to examine an item before purchasing it.

Albeit a costly strategy for focusing on clients, changes to deals can be all around as high as 90% making it one of the fundamental advertising methodologies for specific business sectors. With viable inspecting, advertisers can make the brand dedication and aid an item through it. Many buyer item companies now give free samples on their websites to encourage customers to use the products on a regular basis and to collect information for mailing lists of potentially interested customers. Paint chips are tests of paint colors that are some of the times presented as free examples.

The rise of "Free samples" that attempt to compile all limited-time free sample offers in one place has coincided with the development of online promotions for special giveaways. These sites will regularly include free item tests from all around the Internet and categorize them by kind. Some item test offers may need purchasers to provide a review or mention a companion to qualify for the rewards. Whenever all necessities are satisfied, the item tests are transported to the purchaser.

Fruitful organizations realize that business advancements are among the best strategies for expanding deals, helping consumer loyalty, and elevating brand mindfulness. Deals advancements have been used for a long time with great success, and there are deals advancement processes that can function for you as well, regardless of your industry or the size of your company.

Deals can be announced through free channels such as web-based entertainment, email, or your website, or they can be the point of convergence of your paid publicizing efforts, such as LinkedIn ads or Google Ads. A successful sales promotion uses symbolism, appealing copy, and logic to appeal to your target audience's needs, values, and emotions, and then invites them to buy your products or services with a promotional offer.

From the outset, it could appear to be that offering promotions and arrangements are a pointless way of behaving that bamboozles your business. That would be horrible, assuming it was valid. In all actuality, however, your business benefits from deals advancements similarly as much as your clients:

Limit risk: A sensible approach to dealing with changes keeps your company safe. At the end of the day, your promotions are likely to create shared advantage situations if you're not supplying endless, wild alternatives that aren't possible for your firm.

Create again: The need to get going and want to be made by transient offers implies that your deals can increment fundamentally. As a matter of fact, you could wind up creating more gain than you would if you were carrying on with work to the surprise of no one.

Hold clients: You could imagine deal promotions as a drawn-out client relations procedure. BOGO (buy one, get one free) discounts are one of the most well-known types of promotions. Offering two popular items at a reduced price and for a limited period creates a sense of urgency that can help close purchases. It can likewise clear stock, which is the reason, inside business circles, BOGO promotions are regularly alluded to as "self-exchanging". Despite the fact that several firms temporarily banned this advancement process for clients during COVID-19, it may still be considered one of the best deal advancement methods available. This approach acquaints consumers with things they may not have explored earlier, and frequently warmly invites them to purchase, by providing free samples to all in the store whether or not they buy

something.

India has the most alluring FMCG market on the planet. It is the Indian economy's fourth-largest market. According to estimates, the FMCG market in India would grow from \$30 billion in 2011 to \$74 billion in 2018. Food Products is the largest segment, accounting for 43% of the whole market. Individual consideration accounts for 22% of the whole industry, whereas texture care accounts for 12%. The area's main development drivers have been easier access, developing mindfulness, and changing lifestyles.

1.1 Market Size:

The FMCG industry in India is perhaps the largest in the country. According to an FMCG industry overview, revenues in the FMCG sector hit \$52.75 billion in FY18 and are expected to reach \$103.7 billion in 2020. As India's population grows at an unprecedented rate, the FMCG industry remains a critical area for investors. Recognizing these trends in the FMCG industry, the Indian government has launched a number of initiatives to help the sector grow. Unknown FMCG companies investing in India must have a minimum capitalization of \$100 million. Indeed, even the execution of GST in India has had far - arriving at outcomes with respect to the area as the most noteworthy selling FMCG items in India, for example, cleanser, toothpaste, and hair oil go under the 18% assessment section which was before under the section of 23%.

Interests in the FMCG business in India:

The government has approved 100 percent FDI in food handling and single-brand retail, as well as 51 percent FDI in multi-brand retail. This would help FMCG companies' work, inventory network, and high perceivability throughout coordinated retail displays, resulting in increased buyer spending and item dispatches. From April 2000 to September 2020, the region received a total of US\$ 17.8 billion in FDI.

Great interest drivers, such as rising income levels and expanding urbanization, have recently electrified major and diverse interests in India's FMCG sector. Local brands have ventured into global business sectors as major FMCG companies expand their abilities to cater to the growing domestic interest. Patanjali is one among them: Patanjali's growth has propelled the brand into the global market, with ambitions to open a 100 percent send-out organized manufacturing facility in Nagpur's Milan SEZ. The Rp Sanjiv Goenka Group has committed \$14.74 million

to FMCG gatherings as an investment asset.

1.2 Advancements:

The following are some of the most recent developments in the FMCG industry:

- In November 2020, Emami Ltd. announced its entry into the home cleaning market with the 'Emasol' line of products.
- FreshToHome (FTH), which sells new fish and meat online, announced in December 2020 that it aims to double its revenue to Rs 1,500 crore in the coming year, thanks to a business-wide expansion that includes its 'FTH Daily' administration.
- In November 2020, NIVEA, in collaboration with Amazon India, sent out the first online business-ready-to-transport unit, the 'NIVEA CARE BOX,' making a step toward being more maintainable through its bundling.
- In November 2020, Bahrain's Investor expressed it had put resources into Expresses, an Indian beginning up in coordinated factors, as a component of a gathering of the neighborhood and worldwide financial backers. In excess of 1,000 clients across areas including online business, drugs, buyer products, retail, assembling, hardware, and shopper durables, Expresses has a presence in >2,000 urban communities and towns in India. The size of the speculation was not unveiled.
- In November 2020, Trade India announced that it will host the 'Purchaser Goods Expo India 2020' to overcome geological barriers and open new doors in the assembling industry and MSME sector.

1.3 Government Initiatives:

The following are some of the major initiatives taken by the government to progress the FMCG sector in India. The Indian government has approved 100 percent foreign direct investment in the money and transport sector, as well as single-brand retail, and 51 percent FDI in multi-brand retail. As all significant corporations restructure their activities into larger operations and storage, the GST is expected to transform the coordinated factors in the FMCG sector into a more modern and productive model.

1.4 Accomplishments:

Between 2008 and 2014, the number of superfood parks increased from two to thirteen. From 2008 to 2014, the safekeeping and handling limit was increased from 308,000 to 1.41 million. Between 2008 and 2014, the number of food labs increased from 31 to 42. Between 2008 and 2014, the number of food labs increased from 31 to 42.

1.5 PESTLE Analysis:

Quick shopper merchandise is viewed as the quickest developing section in India as would be considered normal to develop from \$37 billion (2013) to \$49 billion (2016). In the wake of encountering a decrease in development. FMCG area is again looking brilliant. The presentation of sachet packs has expanded infiltration of items in the market as lower pay individuals began utilizing the items: likewise, the working class is filling quickly in India. Individuals have more discretionary cash flow now than previously, they will up exchange and further develop their way of life.

1.5.1 Political

India was at first a shut economy, there were various limitations and regulations that force unfamiliar organizations to do business there, the explanation is the doubted since British additionally came as brokers and afterward involved the entire of India, making them strainers for over a century. Likewise, there are fanatics who are contrary to FDIS this is the way they shut down Wal-Mart. In any case, as the time elapsed, the government understood that they have dialed bac development by forcing such limitations, so they fired opening. Since these organizations have enormous stores, they additionally force state run administrations to pass regulations in support of themselves against a guarantee of monetary back up. Huge MNCS are found to have extorted their direction through numerous legislative charges and punishments.

1.5.2 Economic

The removal of currency restrictions and import restrictions enabled customers a larger variety of things to consider and increased competition, resulting in cheaper prices. As a result of the decrease in expansion and improvement in the nature of things, a larger share of the whole industry was acquired, which also aided in increasing efficiency and therefore sending out

more. Homegrown market was safeguarded through levies as all the import obligations were not lifted: it was lifted from things where market was at that point laid out, but where market was all the while creating obligations were yet collected upon. This will likewise empower unfamiliar organizations present in India to import stuff from abroad and sell it in India and utilize in their broad appropriation network then again it additionally gives open doors to neighborhood providers and wholesalers to offer their administrations to organizations who don't exist in India yet need to sell their items here. Now that organizations could import from anyplace, there will be more choices for them to search for providers on the planet and source the best among them with regards to cost and quality (Paul, 2008).

1.5.3 Social

The social ramifications of appearance and progress of FMCG industry is positive as individuals' way of life will get to the next level. All FMCG items are more clean and solid than loose items presented on roads and this certainly implies low mortality proportion in future as an ever increasing number of individuals will begin consuming these bundled products. Aside from this, it is the fourth greatest area in India which contributes around 2.5% to GDP and makes work for large number of youthful alumni every year. This area is overwhelmed by MNCs, and these organizations contribute many dollars every year to work on the everyday environments of poor in India, for instance Hindustan Unilever Limited began a "Venture Shakti" in country areas of India to enable ladies there to bring in some cash for them and for their families. In emerging nations like India not all the neediness destruction, schooling and different advancements activities can be taken by government. So, any drive by these organizations is a colossal assistance.

1.5.4 Technology

The innovation part comes simple to this area as the assembling arrangement expected for these sorts of items isn't super advanced rethought through an outsider agreement which is extremely normal in this industry? Introductory arrangement cost is a little high that is the reason not every one of the starters can imagine entering in this market in addition to it is possessed by monsters like Unilever and P&G who make it challenging for different organizations to get by through their essential moves. The dissemination arrangement is challenging to lay out with dependable connections, and this is the place where new contestants bomb most. They make the item yet can't make it accessible to every one of the business sectors simultaneously.

1.5.5 Environmental

These FMCG fabricate items from unrefined components that are filled in the fields and are aftereffect of horticultural exercises in the locale, subsequently they are cautious in safeguarding and protecting the climate. A portion of the endeavors incorporate setting up of green houses, utilization of natural waste, supporting cloth pickers, laying out green structures and systems that are in green, limit utilization of spotless and new water. The imperative on energy is decreased by utilizing elective wellsprings of energy like home grown squander. (Gulati, 2015). Government additionally has made some enemy of unloading regulations which precludes fabricating offices to sully any spotless wellspring of water stream.

1.5.6 Legal

Government supplanted different aberrant assessments forced on FMCG with a more straight forward methodology. Le. GST. This will help in bringing down costs as every one of the assessments forced increment the expense of creation and maker gives it to shopper. They can't come up short on rural area for benefit expansion, additionally they can't trick clients in any capacity by asserting something for their item which it is unequipped for doing in real. The law additionally disallows FMCG industry to falsely increment costs by making an item scant. The law for advertising items expresses that one organization can't ridicule the result of one more organization by unequivocally taking its name or showing its image. In any case, the main regulation that specialists miss is shopper security insurance freedoms. These organizations will generally figure out contact subtleties of their buyers and likely ones and afterward spam them through each channel.

Chapter 2

LITERATURE REVIEW

The literature overview uncovered that the Indian free example ad was not very well informed. There was extreme absence of writing connected with studies on free example promoting in India. The studies regarding the promotion business were done primarily by proficient associations and they have distributed their discoveries through different reviews and reports. A significant part of the writing on the free example promotion was accessible from the reports distributed by International Business Media.

Springer Science Business Media, (LLC 2017) investigated with regards to Free inspecting is a significant advertising apparatus to advance item data dispersion and upgrade deals. In view of client inclination and venture evaluating procedure. There were three inquiries to be investigated, including the amount, opportunity and impact of inspecting. Research shows that endeavors should choose different examining levels as indicated by various valuing systems and item types. Likewise, they demonstrate that Digital item has higher ideal inspecting level than actual item. It is never too soon for the endeavor to choose free examining.

Worldwide Journal of Retail and Distribution Management (2002) research about the viability of deals advancements in UK general stores A purchaser view. They demonstrate just value rebate advancements ended up being measurably critical on purchaser's accounted for purchasing conduct. Buy speed increase and item preliminary are viewed as the two most persuasive factors connected with a rebate. For "get one-get sans one", while the outcome isn't huge, the two factors, brand exchanging and buy speed increase are measurably critical.

IAE, University of Science and Technology of Lille (2009) distribute a paper Influences on free examples utilization inside the extravagance corrective market this paper are to decide the viability of item examining as far as use, to draw a buyer profile who is responsive to free

examples and to decide item qualities that would prompt free examples use. What's more they discoveries Launching item testing efforts is very successful as free examples use has all the earmarks of being high (72%). Directors should offer examples of new items including significant publicizing spending plans. Likewise, it is smarter to test notable brands rather than obscure ones. In addition, the creators suggest focusing on family brand clients while offering free examples. Likewise, it isn't beneficial to target customers with low-yearly spending inside the item class. At long last, the creators recommend offering tests to non-working housewives.

College of Worcester, UK (2015) investigated with regards to Something to no end, An Investigation into Online Product Sampling, In this they compose. The utilization of sites to offer free examples of items and administrations to shoppers is inescapable. Online methodologies, including the utilization of "gift" destinations and web-based media, offer purchasers free item tests by finishing a solicitation structure. In any case, this study exhibits that a critical number of solicitations are disregarded or unfulfilled. Organizations who neglect to give the mentioned tests, hazard subverting the possible advantages of offering gifts online by making client disappointment.

Branch of Management, Massey University (2007) research about the financial oddity of the "gifts" peculiarities How and why organizations offer stuff free of charge A significant stage forward in understanding the idea of "gifts" is accomplished with the development of the BIGI Model which distinguishes the four principle purposes behind gifts arrangement being Brand building, pay age, government regulation and data gathering. This paper gives significant knowledge into how "gifts" can be successfully used as an immediate promoting device and, on the other hand, normal mistakes to stay away from while utilizing the utilization of "freebies".

Contemporary Management Research (2014) Saied Sales Promotion is progressively becoming famous advancement device for shopper items. Clients are progressively getting bargain steadfast as opposed to marking faithful. Clients have become so acclimated to getting motivating forces with the bought item that related motivator has turned into a central point in buy independent direction. This study manages the effect of deals advancement on brand decision and brand steadfastness for individual consideration item among Indian clients. Significant results of the review are that, when contrasted with more seasoned individuals, youths get more impacted by motivating force offers to move brands. Brand moving was viewed as more pervasive in mature business sectors having more rivalry, low brand

separation, and in low association items. The effect of deals advancement was viewed as impartial.

McIntire School of Commerce, University of Virginia (2020) explored with regards to an exact examination of in-store testing advancements. This paper researches the effect of in store test advancements of food items on customer preliminary and buying conduct. The preliminary rate with the expectation of complimentary examples across various items and purchaser types, as well as the effect of examining on item and class buy occurrence. The consequences of this study are significant for retailers and producers who put resources into in-store free example advancements. They observe Free testing is extremely viable in instigating preliminary, particularly among lower taught purchasers. For buyers who are wanting to purchase the item in the advanced class, free examining can support changing from the intended to the advanced brand. For customers who don't have such past plans, free testing can "draw" them into the classification and support class buy.

Institute of Marketing Studies (2020) investigated about In-store item examining. They said In-store item examining has been generally utilized as a limited time procedure that furnishes imminent shoppers with a free preliminary of an item preceding buy. This paper explores the effect of in-store test advancements on buyer buying conduct.

Chapter 3

RESEARCH METHODOLOGY

3.1 Objectives of the analysis:

- To concentrate on the elements that impact the decision of free sample item purchasing.
- This examination expects to research the effect of free example advancements of various items on purchaser preliminary and buying conduct.
- To examine the distribution of freebies on the buying choice.

Yearly crores of rupees are put resources into the advertisements by the FMCG area. The brand support is done, video TV advertisements are arranged and run, advanced crusades are run. Presently it makes it vital to see the impact of the free sample promotions and what it means for the clients. The impact of free example publicizing is huge through this exploration we state to the issue of perceiving how viable it is, and the way that durable it is.

Here, descriptive examination configuration has been taken for the exploration reason. When the analyst is interested in knowing the characteristics of specific groups, such as age, sex, training level, or pay, a distinct report may be required. Other times when a distinct report may be required are when the analyst is interested in knowing the number of people in each population who have acted in a specific way, making projections of something specific, or more factors. The goal of such a review is to answer the questions "who, what, when, where, and how" about the subject at hand. We're interested in hearing your thoughts on a free example ad in the FMCG industry.

3.2 Research Approach:

Deductive:

The point of a logical methodology is to express a bunch of premises considering a hypothesis that makes sense of the impact free sample promoting on the impression of individuals towards

the FMCG area. The advancement of the speculations depends on the Theory of Planned Behavior, which will be tried and dissected by the primary information gathered. This is to figure factual normalities into quantifiable factors and interface them to speculations to empower an investigation of quantitative discoveries, which is as per a logical examination approach.

Quantitative Method:

To prevail with observing the impact of advanced showcasing on the impression of individuals towards the FMCG area, a quantitative methodology is picked for gathering and examining essential information. Just essential information assortment directed in this examination will be the quantitative review. This suits the point of testing the impact of free example promoting on the view of individuals towards the FMCG area. Utilizing a quantitative methodology empowers genuinely limited outcomes and is attainable inside the time span of this exploration. In contrast with a quantitative methodology, a subjective methodology gives more significant, top to bottom and complex outcomes.

A quantitative methodology empowers a bigger measure of information to be gathered and gives the exploration mathematical information, which later can be measurably deciphered. Perspectives can be examined through quantitative estimations by utilizing an arrangement of scale, for instance, the Likert Scale Approach. This scale approaches will be executed inside this examination and the outcomes will be deciphered through measurable investigation, further made sense of in the information investigation.

3.3 Data Collection Instrument:

The Questionnaire is shared to all the relatives, family members and was circulated in the college to get the responses.

Test Size: Responses gathered and utilized for the overview is 105 in total.

Sources of Data: Information was gathered by two techniques, online information assortment and offline.

Tools developed statistically for information examination: Following measurable devices

have been utilized for breaking down information:

- Descriptive investigation was utilized to portray the essential highlights of the information in the review and basic rundowns about the example were given appropriately.
- A chi-square test is a measurable test that is commonly used to contrast observable data with data that we would expect to acquire based on a given theory. In this investigation, the chi-square test was used to see if there is a significant difference between the normal and noted frequencies in at least one classification.
- A one-way T-test, also known as an integrity of fit test, determines if the data collected is useful in forming population predictions.
- One-way ANOVA is a statistical test that determines the likelihood of the measurable information variable's upsides for at least three independent example groups. This approach was used to discover the significant relationship between variables.

Chapter 4

ANALYSIS OF DATA

4.1 Software Tools:

- SPSS Software
- Microsoft Excel

4.2 Data Analysis Method:

- Numerical and measurable strategies including Percentages, summations, recurrence tables, arrangement, classification and graphical techniques.
- One-way ANOVA
- Descriptive Statistics
- Chi-square

4.3 Data visualization:

Descriptive Statistics:

1. Gender: 105 responses

Value	Count
Male	51
Female	54

Table 4.1: Respondent count in the survey

Source: Self-analysis

2. Income: 105 responses

Value	Count
2.5 - 5 Lacs	51
5- 9 Lacs	10
More than 10 Lacs	12
No Income	34

Table 4.2: Income Bracket of Respondents grouped by count

Source: Self-analysis

3. The number of respondents that prefer shopping are as follows:

Yes	96
No	1
Sometimes	8

Table 4.3: Shopping Response Count

Source: Self-analysis

The information shows that the people like shopping, 91.4% of people agreed for it. 7.6% of people in 105 respondents doesn't like shopping.

4. The number of respondents who prefer to buy free sample from FMCG products are as follows:

Always	54
Often	22
Some time	23

Table 4.4: Freebies count survey

Source: Self-Analysis

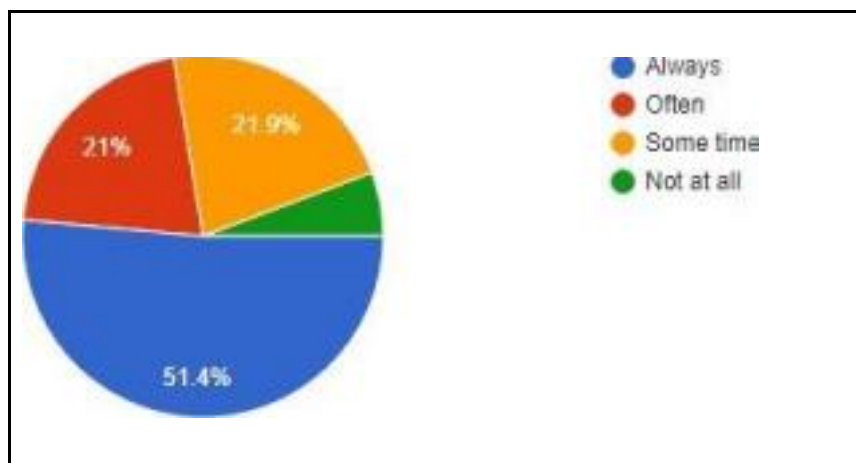


Figure 4.1: Percentage of respondents interested in free samples

Source: Self- Analysis

5. The number of respondents who feel that often are free samples provided by departmental stores are as follows:

Always	37
Often	27
Some time	35
Not at all	6

Table 4.5: Count of free samples provided by departmental stores

Source: Self-analysis

6. The products which is used most from free samples are as follows:

Health & beauty	48
Homeware	20

Food drink	28
Other	9

Table 4.6: Count of products used more from free samples

Source: Self Analysis

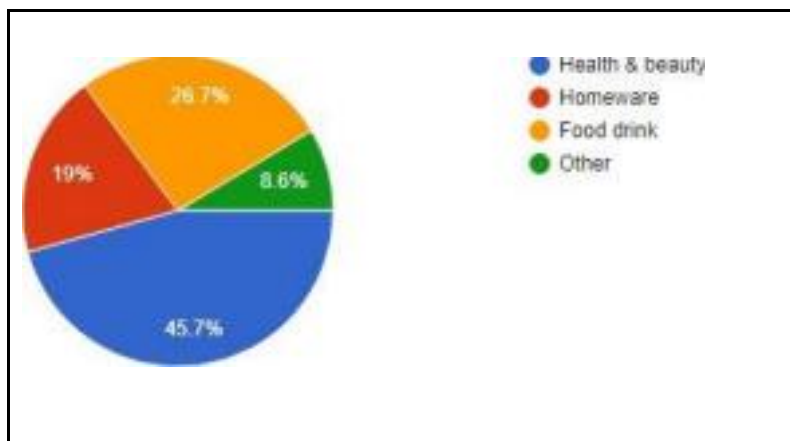


Figure 4.2: Percentage of products used more from free samples

Source: Self-analysis

- The number of respondents who have in the past one month purchased products who give free sample are as follows:

Yes	66
No	39

Table 4.7: Count of Respondents up for free products in a particular timeframe

Source: Self-Analysis

8. The number of respondents who feel that free samples in FMCG sector provide a great boost to brand awareness are as follows:

Strongly disagree	24
Disagree	18
Neutral	21
Agree	37
Strongly agree	5

Table 4.8: Response to brand awareness due to free samples

Source: Self-analysis

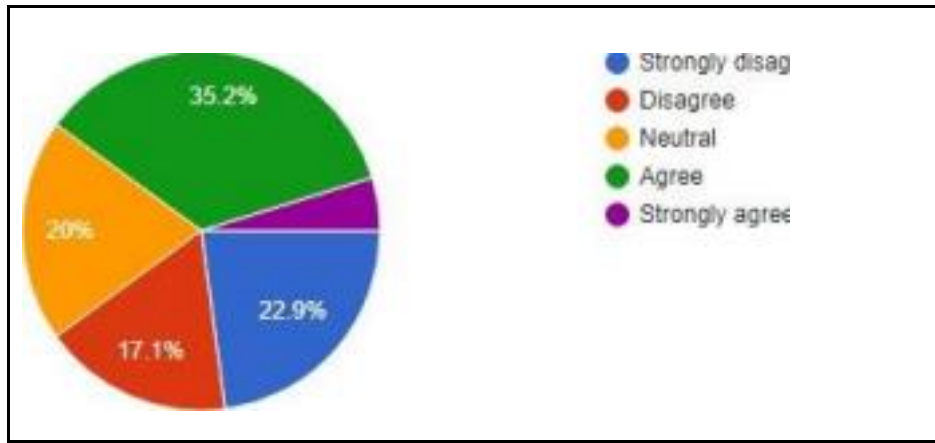


Figure 4.3: Response count on brand awareness due to free samples

Source: Self-analysis

9. The boxes, from where respondents prefer to find sales promotion schemes information.

Value	Count
Television	40
News paper	34
Radio	12
Internet	79
SMSs	17
Pamphlet	18
Banners/ Hoardings/ Wall painting	26

Point of Purchased materials	20

Table 4.9: Source of brand information

Source: Self-Analysis

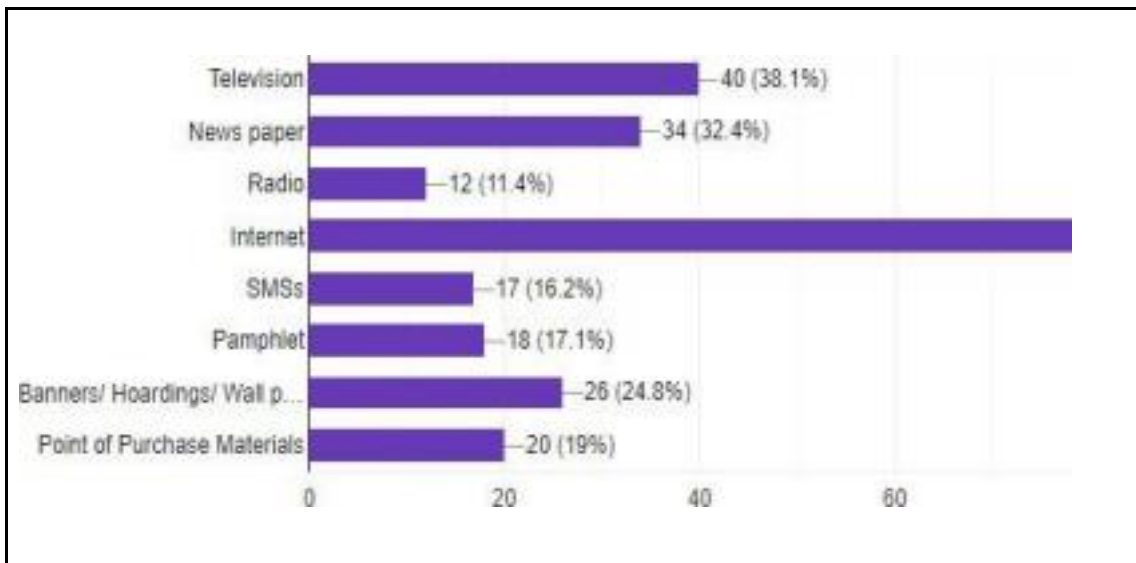


Figure 4.4: Source of brand information

Source: Self-Analysis

10. The number of respondents who will pass a sampling stand in a store and the promoter address what they usually do are as follows:

Stop at the stand	80
Do not stop	25

Table 4.10: Response to free sampling

Source: Self-analysis

11. The number of respondents who have researched about a product before using free sample are as follows:

Yes	86
No	19

Table 4.11: Response on research before using free samples

Source: Self Analysis

12. The main factors that influence the decision to switch brands are as follows:

Discount promotion	34
Tiered promotion (buy more, save more)	16
Free sample	30
Giveaways	11
Other	14

Table 4.12: Response on factors influencing switching brands

Source: Self-Analysis

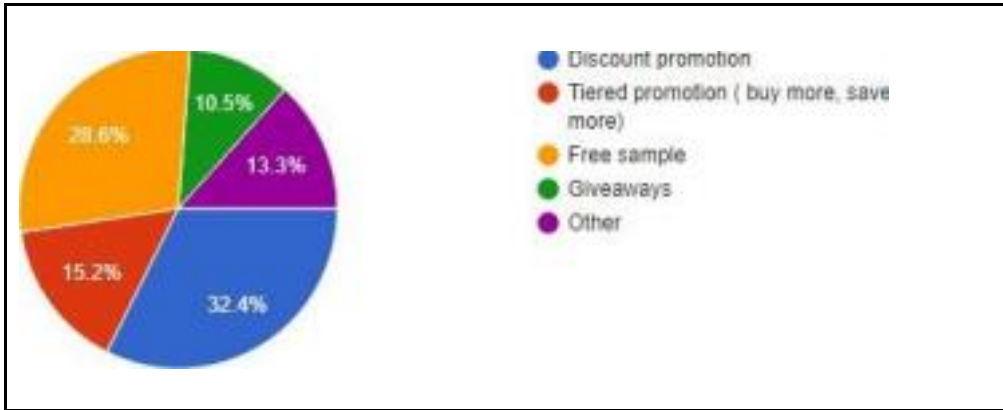


Figure 4.5: Count of factors influencing for switching brands

Source: Self- analysis

13. The number of respondents who have been pressured by the promoter to buy the free sample product are as follows:

Value	Count
Never	64
Less than 5 time	33
5to 10 time	7
More than 10 time	3

Table 4.13: Respondent count on feeling pressured by the promoter

Source: Self-analysis

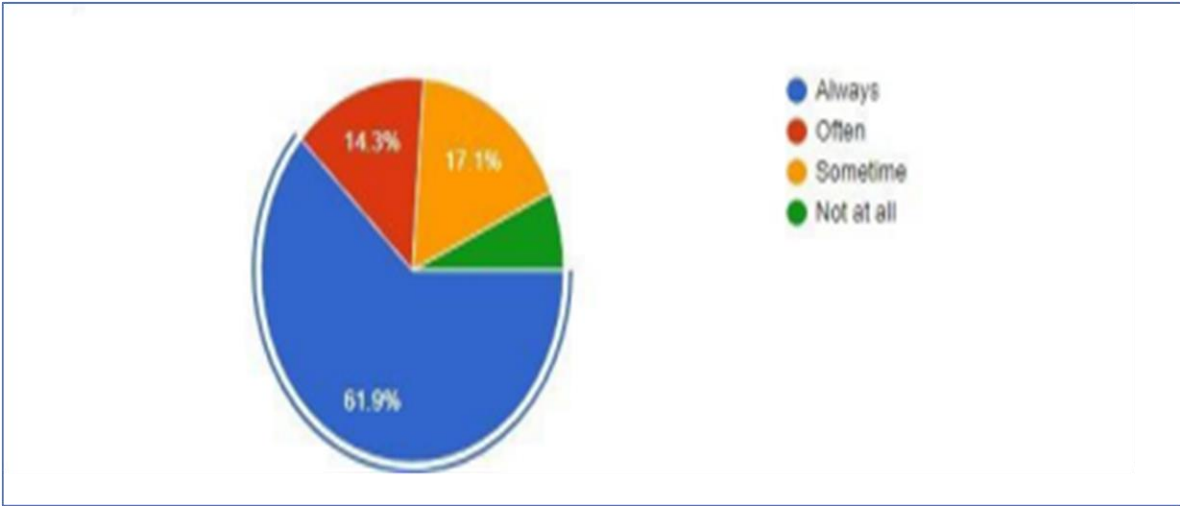


Figure 4.6: Percentage of respondents on genuine feedback

Source: Self- Analysis

4.4 Interpretation:

ANOVA

Sum of Squares		df	Mean Square	F	Sig.
Regression	.120	1	.120	.126	.723
Residual	97.442	103	.946		
Total	97.562	104			

The Independent variable is Gender.

Coefficients

Do free samples in FMCG sector provide a great boost to brand awareness?

Unstandardized Coefficients		Standardized Coefficients			
B	Std. Error	Beta	t	Sig.	
Gender	.068	.190	.035	.356	.723
(Constant)	1.717	.303		5.669	.000

ANOVA:

Sum of Squares	df	Mean Square	F	Sig.	
Regression	.058	1	.058	.035	.851
Residual	167.504	103	1.626		
Total	167.562	104			

The independent variable is Gender.

Coefficients:

Unstandardized Coefficients		Standardized Coefficients			
B	Std. Error	Beta	t	Sig.	
Gender	-.047	.249	-.019	-.188	.851
(Constant)	2.890	.397		7.278	.000

Chi - square test examination for individuals searching for deals advancement and recurrence of shopping .

Null Hypothesis (Ho): There is no critical relationship between individuals searching for promotion and recurrence of shopping.

Alternate Hypothesis (H1): There is critical relationship between individuals searching for promotion and recurrence of shopping.

Chi-square worth = 4.880 P - Value = 0.300

Since P-esteem $0.300 > \alpha = 0.05$, we don't dismiss Ho.

Consequently, there is no critical relationship between individuals searching for promotion and salary.

4.5 Overall Data Analysis:

The estimation of information shows that a large portion of individuals like shopping and invested parcel of energy for it. The patterns of individuals change with the deal's advancement particularly coupon rebate and different advancements as well. There isn't a lot of connection between the respondents who like deals promotions and investing energy for shopping or searching for deals advancements. The age, orientation, pay and the interest in shopping would have part effect in fruitful of deals advancement to the stores and the kind of deals limited time exercises.

Chapter 5

Findings & Conclusion

In today's cutthroat market, deal advertising is an obvious component for some businesses and endeavors, and buyers are acutely aware of various offer limited time strategies that are practiced.

According to the findings of the study on the impact of deals advancement on the buyer's behavior, regardless of age, orientation, occupation, or frequency of buying, deals advancement affect the consumers' adjustment of example and conduct toward distinct deals advancement systems. The research has discovered a basic method for identifying the elements that influence client purchase behavior, but it also has limitations. In this survey, only 105 people said they agreed.

The responders frequently prefer "get one, get one free" as a deal development approach, and they are more concerned with the offers offered to clients than with the administration quality and accessibility of the things. According to the findings, 91.4 percent of respondents (54 females and 51 men) enjoy shopping. Female customers are pleased with their purchases and put money aside. The research also reveals that customers are unsure about the quality of the products on offer.

The investigation also reveals that while low-wage folks are more unwilling to purchase an item with offers promotion strategies, they are also more problematic to it. The study also discovered that there is no link between monthly payments and customers looking for things that are available with deal advancement. Furthermore, clients looking for money-saving ideas tend to spend more time shopping, with no association spending more money on shopping and orientation.

For competition and stability, business and industry people have devised a plethora of deal development techniques. Deals development is one of the most important unique devices used in advertising products and services.

The study discovered that while deal advancement has an impact on buyers' purchase decisions, their entire decision is based on making purchases whenever they want. Customers may be skeptical at times, but the inclusion of limits and cost-cutting deals, as well as other similar services, satisfies them. Customers are quite satisfied with deals with limited time devices, such as cost limits, coupons, free examples, and "buy one get one free," according to the study, and deals advancement plays a big role in the showcasing programme for advertisers and shops.

Overall, the customer's attitude toward numerous special devices on it is favourable. This research shows that company development is a successful and practical tool for advertisers when compared to other integrated marketing tools like advertising. It demonstrates that deal promotion tools are supplementing or complementing existing business as a marketing strategy.

From the conclusion of this research, it is recommended that, in order to build deals in a financially sound manner and to outperform competitors, the act of deals advancement would be beneficial to work on deals by influencing shoppers purchasing behaviour.

The deals advancement Strategies makes momentary difference, so the advertisers and the finance managers require the ceaseless development to keep up with long haul relationship with clients as they might switch with the contenders with better technique.

Chapter 6

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Annexure

Questionnaire:

1. Do you like shopping?
 - Yes
 - No
 - Sometime

2. Do you prefer to buy free sample from FMCG products?
 - Always
 - Often
 - Sometime
 - Not at all

3. How often are free samples provided by departmental stores?
 - Always
 - Often
 - Sometime
 - Not at all

4. Which products do you use more from free samples?
 - Health & beauty
 - Homeware
 - Food drink
 - Other

5. In the past one month have you purchased products who give free sample?
 - Yes
 - No

6. Does free samples in FMCG sector provide a great boost to brand awareness? *
- Strongly disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly agree
7. Please tick out the boxes, from where you do prefer to find sales promotion schemes information.
- Value
 - Television
 - News paper
 - Radio
 - Internet
 - SMSs
 - Pamphlet
 - Banners/ Hoardings/ Wall painting
 - Value
 - Point of Purchase Materials
8. In case you pass a sampling stand in a store and the promoter address what do you usually do?
- Stop at the stand
 - Do not stop
9. Have you research about a product before using free sample?
- Yes
 - No

10. What is the main factor that influences your decision to switch brands?

- Discount promotion
- Tiered promotion (buy more, save more)
- Free sample
- Giveaways
- Other

11. Have you ever met with pressure by the promoter to buy the free sample product?

- Value
- Never
- Less than 5 time
- 5 to 10 time
- More than 10 time