

A STUDY ON THE EFFECTIVENESS OF SALES PROMOTION IN QATAR

A PROJECT REPORT

Submitted

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By

JEANLY JOSEPH

Reg. No. 0720400013



In partial fulfillment of the requirements of

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for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION



**DEPARTMENT OF MANAGEMENT STUDIES
KUMARAGURU COLLEGE OF TECHNOLOGY**

JULY 2008

CERTIFICATE



**DEPARTMENT OF MANAGEMENT STUDIES
KUMARAGURU COLLEGE OF TECHNOLOGY
COIMBATORE**

BONAFIDE CERTIFICATE

Certified that this project titled “A STUDY ON EFFECTIVENESS OF THE SALES PROMOTION IN QATAR” is the bonafide work of JEANLY JOSEPH (0720400013) who carried out this research under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

Faculty Guide

Director

Evaluated and viva-voce conducted on

Examiner I

Examiner II



شركة الحلول للطاقة والصناعة ذ.م.م.
Energy & Industrial Solutions W.L.L.

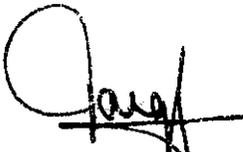


ATTENDANCE CERTIFICATE

To Whomsoever it may Concern

This is to certify that Ms. Jeanly Joseph has completed her summer project on Sales Promotion activities from 15/06/2008 to 19/07/2008 in Qatar with M/s. Energy & Industrial Solutions W.L.L - Doha, Qatar.

Best Regards,
For Energy & Industrial Solutions W.L.L,


Operations Manager



DECLARATION

DECLARATION

I, hereby declare that this project report entitled "**A STUDY ON EFFECTIVENESS OF SALES PROMOTION IN QATAR**", has undertaken for academic purpose submitted to Anna University in partial fulfillment of requirement for the award of the degree of Master of Business Administration. The project report is the record of the original work done by me under the guidance of **DR.K.CHITRA** senior lecturer during the academic year 2008-2009.

I, also declare hereby, that the information given in this report is correct to the best of my knowledge and belief.

PLACE : COIMBATORE

DATE : 24.10.2008

SIGNATURE OF THE CANDIDATE


.....

ACKNOWLEDGEMENT

ACKNOWLEDGEMENT

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

One of the most competitive markets in the world is the retail industry. In Qatar the retail industry is flourishing with wide range of products. There are many giant retailers in the industries like Carrefour, lulu, splash, food world, toy r us and also various local industries. There high competition between these retailers and provided different sales promotion offers to attract the customer. Against this back ground this study is conducted to understand the effectiveness of sales promotion among the customers in Qatar

The study aims to identify the preference of sales promotion offers in Qatar and to identify the best source in order to reach towards the customer through promotion. further it attempt to identify the attitude of the customers toward each products(cosmetics, car, furniture, life insurance)which provided sales promotion. The study assumes the characteristics of the descriptive research. A sample of one hundred fifty consumers which is divided into thirty each among different nationality in Qatar, they are Indians, phillipnos, qatars, Romanians, palastaians and data are collected through specially designed questionnaire

The study reveals the most preferred sales promotional techniques is the cash refunded and premium and best source of sales promotion is advertising and print media. most of the respondents feel that advertising can reach to them. Further the demographic variable like gender, occupation, income, have significant influence on the factors influencing the sales promotion offers .The findings would would enable the marketing strategies to frame suitable strategies to enchace the sales promotion techniques to retain the customers.

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CHAPTER 1

INTRODUCTION

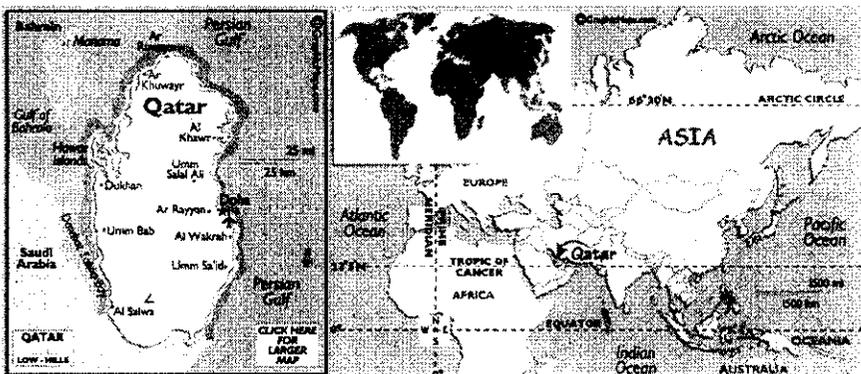
Chapter 1

Introduction

1.1 Background study

(Consumer promotion ,sometimes called sales promotion .These are the incentives aimed at a firms customer .Sales promotion are directed toward individual and firms that use the product and do not resell it to another business. Thus the sales promotion in both consumer markets and business to business markets. Sales promotion is one of the five aspects of promotional mix .In Qatar sales promotion is mainly based on the occasions or for the season. During the eid period most of the sales promotions will be took place, because that during this period they purchase new furniture's, cloths etc .These promotions can be targeted at the consumer are called consumer sales promotions. Sales promotions targeted at retailers and wholesale are called trade sales promotion.

Brief history of Qatar



Qatar, officially State of Qatar, independent emirate (1995 est. pop. 534,000), 4,400 sq mi (11,400 sq km), on a largely barren peninsula in the Persian Gulf, bordering Saudi Arabia and the United Arab Emirates (U). The capital is Doha. The economy of Qatar is dominated by oil and natural gas, which accounts for 70% of export income. Oil and gas revenues have been used to diversify the economy, including the development of chemicals, steel, cement, and fertilizer industries and banking. A minority (20%) of the population is Qatari's; the rest are largely other Arabs, Palestine, Phillipino, Romanians, Pakistanis, Indians, and Iranians. Arabic is the official language, but English is also widely spoken.

Qatar was ruled by Bahrain from the 1700s until the mid-1800s, when Great Britain and the Ottoman Empire began vying for control of the peninsula. It was a British protectorate from 1916 until 1971, when it became independent. In the 1980s and 90s Qatar had territorial disputes with Bahrain and Saudi Arabia. During the Persian Gulf War (1991) international coalition forces were deployed on Qatari soil.

The present emir, Sheikh Hamad bin Khalifa al-Thani, came to power in 1995 after ousting his father. In the late 1990s Sheikh Hamad eased press censorship and promoted ties with Iran and Israel. Since 2001 Qatar has allowed U.S. use of the Al Udeid air base, and the headquarters for the U.S. invasion of Iraq (2003) were in the country. Sales promotion includes several communications activities that attempt to provide added value or incentives to consumers, wholesalers, retailers, or other organizational customers to

stimulate immediate sales. These efforts can attempt to stimulate product interest, trial, or purchase. Factors affecting whether a promotion receives retail support include: (1) margins on the item, (2) importance of the item (volume and extent of competitive action by other retailers), (3) manufacturer's reputation (for cooperation with retailers and for support of brand), (4) the buyer's belief about potential sales increase of promoted item, and low on the list, (5) size of the promotional incentive.

While not many promotions that are accepted by retailers get the hoped-for price reduction, major display, and big feature in retailer advertising, the rewards for the promotions that do are substantial.

The trend in Qatar over the past couple of years is definitely in favour of organised retail. It is estimated that by 2010 over 80% of the trade will be with modern hypermarkets. These sales promotions have a greater impact on the purchase buying of the customers and for the growth of the retail sectors.

The study was carried out in Energy & Industrial Solutions which is having four retail stores. The study was extended to other retail shops such as the Carrefour, home center, food world, lulu center as well as the hypermarket in which this company is the main suppliers of the products.

1.2 Review of Literature

The review of literature is based upon the research on sales promotion conducted from the year 2007 to 1993.

Arvydas,Pilelienė, Lina,(march2007) ¹, The study is mainly based on the impact of sales promotion.Product valuation is the core determinant of the customer choice. Every product can be described as a particular set of components or attribute. In other words, customer's decision-making is based on conjoint analysis of different attributes of a product rather than analysis of every single attribute separately. Actually, while evaluating a product, a customer does not pay the same attention at all product attributes. People tend to differentiate the attributes which are really important and form their attitude towards a product on the basis of these attributes. A perfumery product (a well-known fragrance brand) was chosen as the basis for determining the impact of sales promotion efforts on product valuation and customer purchase decision-making. In order to model customer's choice and determine the attributes of the product which are most likely to affect product valuation and customer decision-making

shu-ling liao, (Mar2006) ², In this study sales promotion is the major marketing tool which attracted the customers for their utilitarian driving force. The present study explores the preferential effects of non monetary consumer promotions moderated by product category. Results show that both product-related and reward-timing nonprice promotions take a major part in influencing consumer preferences for the sales promotion. The preference for same-product sales promotion is stronger than for other-product sales promotion. Also, instant-reward sales promotion is better preferred over

delayed-reward sales ¹promotion. If other product than the one on promotion is provided as buying incentiv²e, it was found to top the preference for shopping goods.

Prendergast, Gerard, Shi, Yi-Zheng, Cheung, Ka-Man, (march 2005) ³, The study which carried out the sales promotion devices and need to be able to assess the effectiveness of these tools. Consumer response (brand switching, purchase acceleration, stockpiling, product trial, spending more) to five different sales promotion tools (price discounts, in-store demonstrations, coupons, sweepstakes and games, and 'buy one get one free') was investigated through a survey of 206 supermarket shoppers in Hong Kong. Price discounts and buy-one-get-one-free offers were felt by the consumers to be the most effective promotional tools for inducing purchase acceleration, stockpiling and spending more. In-store demonstrations were felt to be mainly effective in encouraging product trial. Coupons were considered effective mainly in inducing stockpiling and purchase acceleration. Sweepstakes and games, in contrast, were felt to be relatively ineffective in terms of generating all types of consumer response.

Peattie, Sue, (Nov2003) ⁴, In this study it discusses the applicability of sales promotions within not-for-profit marketing, and argues that some of the widely

¹**Impact of Sales Promotion Efforts on Customer's Choice, Social Research (13923110); Vol. 2007 Issue 1, p13-19, 7p**

²**The Effects of No monetary Sales Promotions on Consumer Preferences, journal of American academy of business, Vol. 8 Issue 2, p196-203, 8p.**

³**Behavioural response to sales promotion tool, International Journal of Advertising, Vol. 24 Issue 4, p467-486, 20p**

held prejudices about sales promotions have acted to obscure their potential contribution to a range of NFP markets. Understanding this potential requires a clearer understanding of the strengths and weaknesses of specific sales promotion techniques. The paper then focuses on a Specific type of sales promotion, which represents a potentially valuable and versatile tool for NFP marketers, the sales promotion competition. It details the benefits that sales promotion competitions can offer NFP marketers, and also contributes some guidelines to aid in running them effectively.

Luke, frennand(Jul2003) ⁵, The major objective of this study in order to choice of appropriate retail sales promotion techniques which are important decisions for retailers. This study is based on two different promotional tools — coupons and two-for-one promotions — supposed to trigger different promotional responses. Moreover, the potential influences on this pattern of consumers' traits are included. Through contrasting two types of promotional tools, we highlight ³commonalities in the process of promotion use, but nonetheless significant and interesting differences, both in the whole process and in the influence of individual-difference variables. Results and implications for retailers as well as for researchers are discussed

Annie,landures(march 2003) ⁶, This study reports the results of an experimental study where four characteristics of premium-based sales promotions were manipulated in the context of a computer purchase: the

⁵ A model of consumer response to two retail sales promotion techniques, *Journal of Business Research*, Vol. 56 Issue 7, p513, 10p

⁶ An experimental investigation of factors affecting consumers' perceptions of sales promotions *European Journal of Marketing*; 2003, Vol. 37 Issue 11/12, p1746-1761

attractiveness of the premium, the extent to which it fits the product category, the reception delay of the premium, and the mention of its value. The results show that these factors had interactive effects on consumer reactions. Thus, although the attractiveness of the premium generally had a positive impact on consumer appreciation of the promotional offer, a promotion including an unattractive premium was nevertheless positively evaluated if the premium was a good fit to the product category. Sales promotions, including a premium that fits well the product category, were less likely to be perceived as manipulative. However, if the product-premium fit was poor and the premium was not attractive, mentioning the value of the premium helped to reduce the perceptions of manipulation intent. The authors conclude that more research is needed on this managerially ⁴relevant topic in light of the complex dynamics that appear to underlie the relationships between the characteristics of premium-based promotions and consumer reactions.

Nijs, Dekimpe, Steenkamp, Hanssens; (march 2001)⁷, In this study price promotions have increased in both commercial use and quantity of academic research over the last decade, most of the attention has been focused on their effects on brand choice and brand sales. By contrast, little is known about the conditions under which price promotions expand short-run and long-run category demand, even though the benefits of category expansion can be substantial to manufacturers and retailers alike. This paper studies the category-demand effects of consumer price promotions across 560 consumer

⁷ **Category-Demand Effects of Price Promotions, Marketing Science, Vol. 20 Issue 1, p1-22, 22p**

⁸ **Sales Promotions and the Choice Context as Competing Influences on Consumer Decision Making. Journal of Consumer Psychology; , Vol. 9 Issue 1, p1-16, 16p**

product categories over a 4-year period. The data describe national sales in Dutch supermarkets and cover virtually the entire marketing mix, i.e., prices, promotions, advertising, distribution, and new-product activity. The research design uses modern multivariate time-series analysis to disentangle short-run and long-run effects. First, we conduct a series of unit-root tests to determine whether or not category demand is stationary or evolving over time. The impulse-response functions derived from these VARX models provide estimates of the short- and long-term effects of price promotions on category demand. We present our results in the form of empirical generalizations on the main effects of price promotions on category demand in the short and the long run and through statistical tests on how these effects

Nowlis, Stephen .(march 2000)⁸, ,In this study it is that brand switching is one of the most researched topics in marketing, Building on the notion that buyers have a (category-specific) consideration set of price-quality tiers, we propose that sales promotions and the choice set composition (or the choice context) have compensatory effects on brand switching between price quality tiers. Specifically, if one of these factors causes buyers to switch to a higher price-quality tier within their brand-tier consideration set, then the other factor is less likely to induce switching in the same direction (to an even higher tier) and more likely to induce switching in the opposite direction. This general proposition leads to several specific hypotheses, including (a) the likelihood of switching between particular brand tiers due to price promotions can be predicted based on the choice set composition; (b) asymmetric switching,

⁹ **Retail Promotions and Retail Store Performances: A Test of Some Key Hypotheses.** Walters, Rockney ,*Journal of Retailing*; April1999⁷, Vol. 64 Issue 2, p153, 28p

whereby consumers are more likely to switch up from a low tier to a promoted high-tier brand than from a high-tier to a promoted low-tier brand, is reduced or eliminated if consumers consider three price-quality tiers; and (c) the compromise effect is reduced when the lowest tier brand offers a price promotion. These hypotheses were supported in a series of studies, which also examined rival explanations. The theoretical and practical implications of the findings are discussed.

Walters, Rockney , (April1999)⁹ , Retail promotions or special sales events are designed to increase store traffic and sales and, ultimately, store profits. The effect of retail promotions on store profit is uncertain, however, because promotions are believed to increase sales of full-margin product complements and decrease sales of full-margin product substitutes. The relative magnitude of these effects determines whether the promotion will increase or decrease store profit. In this study, the promotional effects created by advertised price promotions and direct mail price promotions were examined in a specialty store setting. Using consumer judgments to establish products substitutable for, and complementary to, the merchandise to be promoted, product substitution effects and complementary effects of promotions were investigated along with the impact of promotions on store traffic profit. The study indicates that the substitution effects created by the promotions were stronger than the effects of the promotions on complementary merchandise and that store traffic plays a key role in determining whether a promotion will be effective in increasing retailer profit.

As a consequence of these effects, advertised price promotions had a negative impact on retailer profit, while direct mail promotions had a positive effect on retailer profit.

Gupta, Sunil, (Nov1998),¹⁰ , The effectiveness of a sales promotion can be examined by decomposing the sales 'bump' during the promotion period into sales increase due to brand switching, purchase⁶ time acceleration, and stockpiling. The author proposes a method for such a decomposition whereby brand sales are considered the result of consumer decisions about when, what, and how much to buy. The impact of marketing variables on these three consumer decisions is captured by an Erlang-2 interpurchase time model, a multinomial logit model of brand choice, and a cumulative logit model of purchase quantity. The models are estimated with IRI scanner panel data for regular ground coffee. The results indicate that more than 84% of the sales increase due to promotion comes from brand switching (a very small part of which may be switching between different sizes of the same brand). Purchase acceleration in time accounts for less than 14% of the sales increase, whereas stockpiling due to promotion is a negligible phenomenon accounting for less than 2% of the sales increase.

¹⁰ **Impact of Sales Promotions on When, What, and How Much to Buy.**Gupta, Sunil,*Journal of Marketing Research (JMR)*; Nov88,⁷ Vol. 25 Issue 4, p342-355, 14p

¹¹ **Sales Promotion.**Wylie, KennethEndicott, R. Craig,*Advertising*⁷Age; 5/17/93, Vol. 64 Issue 21, pS-1-S-8, 2p

¹² **Sales Promotion Effectiveness Can Be Measured.**Adler, Lee,*Journal of Marketing*; Oct63⁷, Vol. 27 Issue 4, p69-70, 2p

Wylie, Kenneth Endicott, R. Craig, (Nov 1997)⁷, This study focuses on the move by marketers in the U.S. to push sales promotion agencies to find ways to reverse their declining sales within budget. This drive is leading to sea changes in the sales promotion industry. Sales promotion agencies are adding direct response, database and micron-marketing services. Direct-response agencies, in turn, are buying promotion operations. And with promotion agencies also adding media advertising capabilities, general advertising agencies have taken on promotional marketing tasks--and also continue to buy promotion shops. Integrated marketing and promotional marketing better define the work of the more progressive sales promotion agencies of today's market

Adler, Lee (Oct 1996)¹², The study analyzes whether the results of sales promotion can be predicted, with a reference to the prediction model suggested by the economic theorist John H. Weber. According to the author, Weber did not draw distinctions between the various kinds of sales promotion activities which can be engaged in. A discussion is presented about the problem of measuring effectiveness. The author claims that objectives must be considered before indicating how to⁷ evaluate sales promotion and that sales volume is the ultimate criterion of sales promotion value.

Rhea, Marti, Massey (Oct/Nov 1995)¹³, The study examines the differences in perception of the relationship between sales and promotion, and the effectiveness of the agency-client relationship. The research used data from

¹³ contrasting view of effectiveness in sales promotion relationships., *Journal of Advertising Research*;³, Vol. 29 Issue 5, p49-56, 8p

¹⁴ An Investigation of Consumer Response to Sales Promotions in Developing Market, *Journal of Advertising Research*; ⁴, Vol. 38 Issue 3, p47-56, 10

sales-promotion agencies and from advertising agencies engaged in providing sales-promotion services for their clients. The potential client problem are effectiveness measures and timeliness of client communications with the sales-promotion agency. The 20 measures of client effectiveness were classified into three factors: work pattern, organizational and relationship. In the area of subcontracting, both advertising- and sales-promotion agencies use outside vendors to perform some promotion-related functions. Interorganizational relationships are at the core of total system functioning.

Huff, Lenard, Aiden, Dana, (May/Jun 1994)¹⁴, The study considering the importance of consumer sales promotions in the marketing mix of many consumer products throughout the world, there is a notable lack of research devoted to examining consumer response to sales promotions outside North America and Western Europe. In addition, relatively little research focuses on non-price promotions such as sweepstakes. This study develops and tests models explaining consumers' attitudes toward and use of coupons (a price-oriented promotion) and sweepstakes (a non-price promotion). The models are designed specifically for developing or newly industrialized countries with collectivist cultures and are tested with consumer samples from Taiwan, Thailand, and Malaysia. Aggregated data supports the models, yet cross-national differences also suggest that managers should consider cultural and economic differences when planning sales promotion strategy in developing or newly industrialized countries.

Gardner, Mreyl,Strang, Roger (nov1993)¹⁵,Through this study it find out the field of sales promotions has grown in importance as increasingly large budgets are allocated to its use. An understanding of how consumers respond to promotions is important in developing effective strategies for sales promotions and other associated elements of the communications mix.

1.3 Statement of the problem

In the modern period every business is growing at a high rate and it is now necessary that every business have to competitive enough in order to retain their customer.Inorder to retain customers and to stable in business it is that the sales measures to be taken into account These can be monetary as well as non monterey, which will help for fast moment of the goods

In this, study is carried out in Qatar and in order to how far it is effective towards different nationality's like qatarian's,indian's over there ,phillipno,palastian's,romanian's.And different sales promotion techniques which have been used for the promotion indifferent products .the level of satification they have achieve out of the sales promotion

Through this study the effectiveness of the sales promotion towards different nationality can be obtain and this will help the business to more competitive and survive in the market .this also help in order to identify the techniques which are mostly preferred by the customer

1.4 Objective of the study

The objective of the study

- In order to determine effectiveness of sales promotion towards different nationalities in Qatar
- To find out the attitude of the customers towards the sales promotion.
- To determine the best techniques which have an influence on customer.
- To find out of the influence of promotion mix on different products.

1.5 Scope of the study

The scope of the study is find out the effectiveness of the sales promotion and their preferences towards the techniques.the study is taken place among 5 different nationalities in Qatar they are Indians phillipno,palastain qatars,Romanians with a sample of 150 responents.

1.6 Methodology

The methodology deals with type of study, sample design, data collection and tools of analysis

Type of study

The study assumes the nature of descriptive research. The descriptive research describes the characteristics of a group in a given situation offers ideas for future research and helps to make certain simple decisions. This study describes the effectiveness of the sales promotion towards the

customers in Qatar, how far the sales promotion techniques have an influence over the customers

Sample design

The sample size is 150, this is divided 30 each sample from different nationalities like Qatari's, philipinos, palastians, Romanians, Indians.

Method of data collection

Survey research is one of the important areas of measurement in social research. The board area of survey research encompass any measurement procedures that involve asking question of respondents survey are roughly divided into two broad areas ,questionnaires and interviews. Most of the data's were collected by questionnaires, and then with the personal interview, the Qatari's language was difficult so translator was kept for the collection

Tools for analysis

SPSS is used for analyzing the data collected. The study uses percentage analysis, mean, and ANOVA.

1.7 Limitation of the study

- Time constraints was the limitation
- There is possibility of a bias in the respondents
- The respondents are among the five nationality
- Difficult to find out the Qatar nationalities and languages

1.8 Research Gap

The study was carried on effectiveness of sales promotion which is not carried out before among the various nationality like Indian's, Phillipino's, Qatar's, Romanian's, palastian in Qatar

1.8 Chapter scheme

Chapter 1: introduction

The first chapter deals with the background, objectives, scope of the study, methodology used in data collection limitation, brief introduction of all chapters

Chapter 2: organization profile

Organisation profile includes details on the history of the organisation, management and organisation structure, market potential, competitive strength of the company

Chapter 3: macro and micro analysis

This chapter deals with over all position of the sales promotion in global environment and the Indian context. it explain the position of sales promotion

Chapter 4: data analysis and interpretation

This chapter comprises of the tables and charts it gives the tabular distribution of the collected data, analysed percentage values, graphical representation results.

Chapter 5: conclusion

This chapter deals with findings of the study and gives suggestion that the researcher put forward to the management

CHAPTER 2

ORGANISATION PROFILE

CHAPTER 2

ORGANISATION PROFILE

2.1 HISTORY OF ORGANISATION

Energy & Industrial Solutions W.L.L. (EIS) is a dynamic and expanding company having its presence in the region since 2005. Energy & Industrial Solutions W.L.L is a member company of EIS Group of Companies with diversified interests in various fields like Trading, Construction, Manpower, Logistics, retailing, advertising etc.

In its past history of steady Expansion and progress EIS has made significant achievements in various fields by successfully and promptly carrying out a wide range of activities in the field of Trading, Logistics, Construction and Manpower.

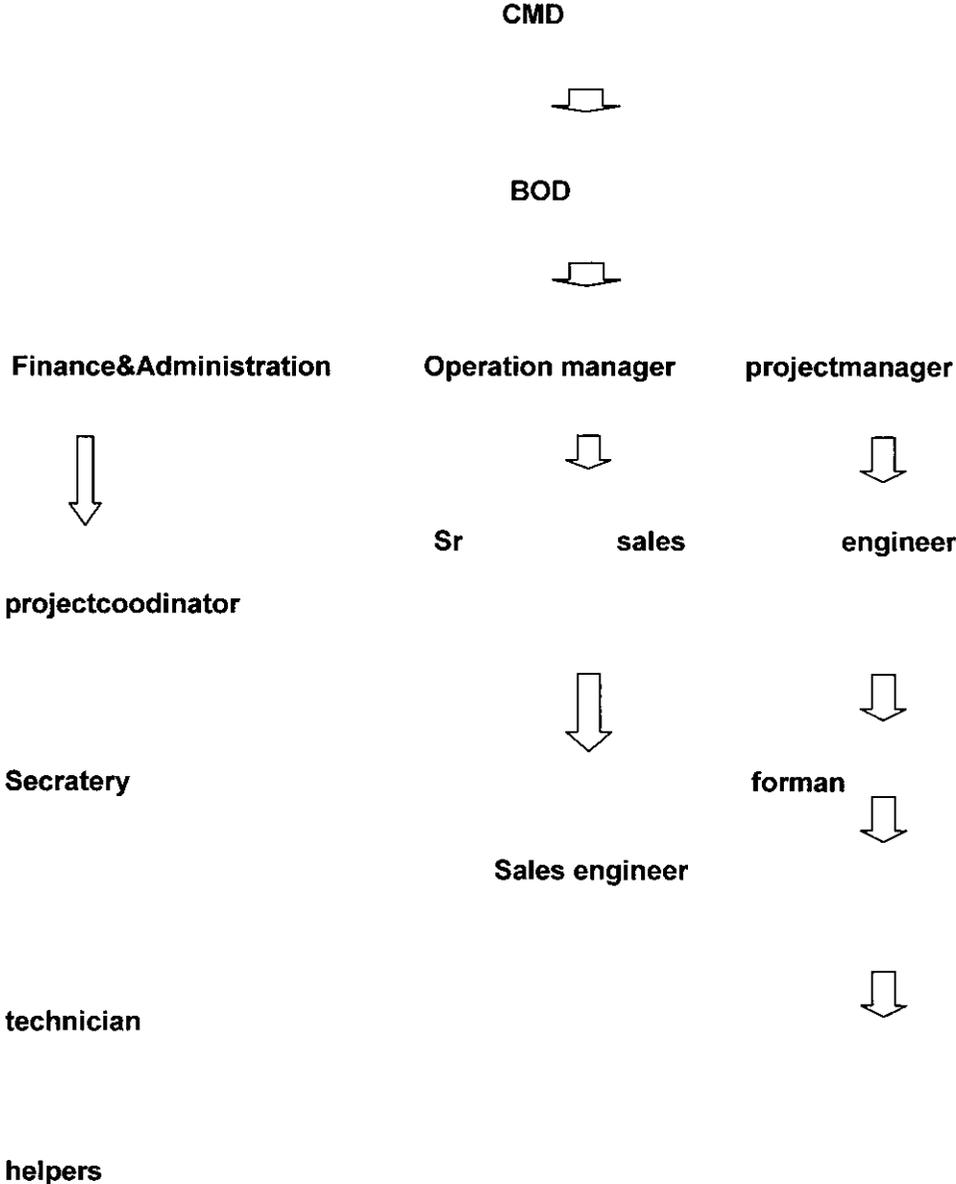
Far from resting on its success, the Company mission is to continue to deliver innovative project Solutions and Excellence in all the activities the group is getting involved. The management of EIS is committed to the pursuit and Continuous improvements in the performance of any activities it undertakes in order to meet safely, environment friendly and cost effectively the requirements of clients and regulators, thereby creating opportunities for its employees and value to Shareholders.

2.2 Management:

The Top Management at EIS has their expertise in various disciplines including Construction & Contracting Services, Trading, Logistics and Manpower.

The management philosophy is based on responsibility and mutual respect. The Company has an environment that encourages "C4A," which is: Creativity, Concepts, Competencies, Connections, and Achievement. This C4A concept is our tool in performing the Shareholders Value Creation for EIS.

2.3 Organisation structure



2.4 Procedure for marketing

Determinations, Review, Response and handling of Customer Requirement are the main purpose of marketing in this co

The New Enquiries are generated through the following Modes

Direct Contact with customer, Direct Contact by the customer, Tenders

Enquiries, References etc. All the enquiries generated, are reported through Enquiry register and the Operations Manager determines the customer requirement from the enquiries. In this determination includes, but not limited to Scope of work, Validity of tender/enquiry, Other customer requirements like warranty, liabilities etc., Statutory and other interested parties requirements, Organisational Policy and standard, Organizational capability, Liaisoning activities Past experience in the similar scope of activities. The Sales Engineer review the customer requirement for feasibility to meet the customer requirement through Feasibility Review as mentioned in the enquiry register.

If the feasibility review is not successful, enquiry is dropped. If necessary, the same is informed to the customer. Operations Manager interacts with the Customer during the progress of determination and review stages in case of any clarification, if required.

2.5 Customer Satisfaction Survey

Once in six months Marketing Engineer conducts Customer Satisfaction Survey with all major customers to determine the level, at which EIS is fulfilling their requirement, satisfaction /dissatisfaction level of the

customers. The survey is conducted by circulation the Customer Satisfaction Survey Form. Based on the Survey, Customer Satisfaction Index is calculated using the calculation

$$\text{Index} = [\text{Marks Scored}] \times 100 / \text{Max Scoring Marks}$$

This index will give fair discretion on the organizational performance, satisfaction and the dissatisfaction level.

Customer Compliant handling

Customer compliant are received either by the Operations Manager/Marketing Engineer through Non conformance report. Based on the Action Plan Operations Manager consolidate the causes and initiates respective corrective and preventive action as per the Procedure of Corrective and Preventive Action.

2.6 Purchasing procedure- Import materials

Operations Manager in coordination with Marketing Engineer will review for purchasing the materials from the approved supplier's list-EIS/D/ASL

The purchasing activity not limited to Floating of enquiry to minimum 3 supplier as referred in the Approved supplier List-EIS/D/ASL ,Receipt of Quotation from the suppliers,Scrutinizing the quotation,Negotiating the price against the specification specified by the customer with the supplier –if required,Approval from the management,Release of Purchasing document in favour of the supplier

Operations Manager is responsible for the approval of purchasing documents and ensures that all the purchasing information's are provided in the Purchasing Document are adequate & accurate.

The Purchasing which involve the following activity: Material Specification ,Inspection requirement, Packing Requirement, Despatch Requirement, Documents Requirements (includes Technical & commercial),Unit price,Taxes,Duties ,Delivery date &,Other Commercial Issues

Before the issue of the Purchasing document Operations Manager ensure the receipt of Corrective & Preventive Action from the suppliers for the previous non-conformances through the Non-Conformance report (EIS/F/NCR/00). If not received, Operation Manager organize for the purchase from the next alternate source available in the Approved supplier List-EIS/D/AS

Local Purchasing

On receipt of the Purchase order from client, Sales Engineer organizes for the purchasing activities. This includes

Floating the enquiry to suppliers from the Approved Supplier List (EIS/D/ASL).

Receipt of Quotation

Scrutinizing the Quotation

Preparation of LPO or arranging the cash for cash purchase against the lowest bidder and approval from Operations manager

Issue of copy of the LPO to Supplier or arranging the cash purchase

Follow up till the receipt of the material.

On receipt of the material Sales Engineer review the date of receipt, price, quantity and quality aspects through the Delivery Note/Invoice received from the supplier. Inspection activities are carried out by respective Sales Engineer through the supplier documents. This provides the input for the Evaluation of the Suppliers.

2.7 ADVERTISING PROCEDURE

Based on the customer need and satisfaction the attractive captions and advertisements will be designed

Sales promotion will be carried out during the summer season winter and special promotions on eid

These sales promotion activity will be extent to all the outlate of the company.

Different techniques will be taken into consideration during this period

Exhibition were conducted during ramdan period as a part of sales promotion as well as advertising.

Corrective Action:

Based on the magnitude and the effect of the non conformity, corrective actions are initiated, which depends upon

Nature of non-conformance

Type of non-conformance

The sequence is mentioned below:

Determination of Problem

. Necessary corrective action may be taken by any one of the following:

1. Segregation
2. Rejected as scrap
3. Use for alternate application
- 4.

Accepted on concession basis

3. Corrective action Planning, includes

- a. Significance of the problem
- b. Operating cost
- c. Dependability and safety aspects
- d. Evaluation of needs
- e. Determination and implementation of action needs
- f. Customer satisfaction

Implement the actions Planned

5. Verification for implementation & record the results of action taken

6. Effectiveness of the corrective action.

7. Details of corrective actions are recorded in the **Corrective Action Report**
(EIS/FM/CAR)

PREVENTIVE ACTION:

Based on the magnitude and the effect of the potential non conformity, preventive actions are initiated, which depends upon:

Nature of nonconformance

Cause of nonconformance

The sequence is mentioned below:

Identification of potential cause of non-conformance

Planning of preventive action, which includes:

- 1 Evaluation of product & process
- 2 Process performances and measurements
- 3 Analysis and its output
- 4 Customer needs and requirements
- 5 Market analyses
- 6 Past experiences
- 7 Evaluating the needs for preventive action
8. Appropriate mistake proofing technique

3. Implementation of preventive action

Effectiveness of the preventive action.

Verification of the preventive action

Details of preventive actions are recorded in the **Corrective Action Report-** (EIS/FM/CAR).

Both the corrective and preventive actions implemented are reviewed in management review meeting.

2.8 Main clients of organisation

1. . videohome

p.o. box: 4668, doha – qatar.

2. jumbo electronic's

p.o. box: 23965, raslaffan – Qatar

3. doha asian games organising committee

p.o. box: 2843, doha – qatar (thru gulf agency)

4. archirodon construction (overseas) co.

p.o. box: 22256, doha – qatar.

5. daewoo e&c, laffan

p.o. box: 50078, doha – qatar.

6. strabag qatar,

p.o. box: 22980, doha – qatar.

7. fluor mideast limited

p.o. box: 24489, doha – qatar.

8. gem advertising company

p.o. box: 2119, doha – qatar.

9. penisula(news paper)

p.o. box: 20070, doha – qatar

10 tfcn asia, look company

p.o. box: 23105, doha – qatar.

GENERAL

The study which have been carried out towards other retail shops with the help of this company. These company have four retail shop of their own .They will be the major suppliers of many retail shops like Carrefour, lulu center, lulu hypermarket, home center, food world in which study have been carried out.

CHAPTER 3

MACRO AND MICRO ANALYSIS

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MACRO ANALYSIS

The growth of sales in a country is directly related to the level of business activity and the health of the economy. In India, last decade of the 20th century has witnessed a phenomenal growth in sales promotion in business. The growth recorded in 1990-1991 was 17.1% and improved each year till 1994-1995 when it showed a growth of 49.5%. This is due to the first major economic boom in the country since then the growth rate has been shown down and has settled at almost 18% in 1998-1999

The benefits of sales promotion as the perceived value attached to the sales promotion experience, which can include both promotion exposure e.g., seeing a promotion on a product and usage e.g., redeeming a coupon or buying a promoted product. This definition implies that consumers respond to sales promotion because of the positive experience they provide or, consistent with their customer value.

The coupons and temporary price reductions are the most common form of sales promotions, most research has assumed that monetary savings is the only consumer benefit of sales promotions. Consequently, although many

studies have examined the inconvenience of using promotions, comparatively few have examined their benefits to the consumer. The purpose of this research was therefore to provide an integrative framework of the consumer benefits of. Sales promotion. By studying how and when promotions work, these frameworks have implications for how to improve the

Effectiveness of sales promotions as they increase their presence in the marketing mix.

The benefits of sales promotions for the consumer is the monetary savings they provide. However, sales promotions may also enable consumers to upgrade to higher-quality products by reducing the price of otherwise unaffordable products which will often lead to a higher price being paid. Because they signal the availability of the brand at the point of sale and advertise its promotional status, sales promotions can also reduce consumer search and decision costs and therefore improve shopping convenience

Furthermore, sales promotions can enhance consumers' self-perception of being smart or good shoppers and provide an opportunity to reaffirm their personal values. Because they create an ever-changing shopping environment, sales promotions can also provide stimulation and help fulfill consumers' need for information and exploration. Finally, sales promotions are often simply fun to see or use the entertainment benefit. It is worth noting that the last five benefits can be achieved above and beyond any monetary savings.

Monetary promotions are perceived as offering more savings and more opportunities to upgrade to a higher quality product and to express core values but provide less entertainment and fewer opportunities for exploration. Surprisingly, given the importance of the convenience benefit for the evaluation of monetary promotions. The convenience benefits of a promotion outside its shopping Environment, in which monetary promotions receive higher score on the value expression benefit, which suggests that consumers gain more self-esteem.

The sales promotions can provide savings and improve shopping convenience by reducing search and decision costs. Similarly, everyday low price policies run the risk of alienating hedonic deal-prone shoppers who value the entertainment or exploration benefits of sales promotions. The multi benefit framework suggests that sales promotions may be appropriate under conditions that would not call for promotions if a purely monetary framework was followed. The traditional goals assigned to sales promotions are to increase trial, price discriminate, and serve as short-term tactical weapons in a price competition. The multibenefit framework suggests that sales promotions may also be appropriate in order to deliver a higher customer value through higher hedonic benefits or improved shopping convenience under conditions of low competition or consumer homogeneity that traditionally would not call for promotions .Focusing on the nonmonetary. Hedonic benefits of sales promotions brings opportunities for innovative uses

MICRO ANALYSIS

The study of the sales promotion which is carried out in Qatar among different nationalities. Let us know some of the sales promotional techniques which have been used among the customers in qatar . The economic conditions and the market of this country are highly competitive towards the worlds.these sales promotional techniques can be divided into two consumer as well as the trade promotional techniques.they are detailed below

Consumer sales promotion techniques

- **Price deal:** A temporary reduction in the price
- **Loyal Reward Program:** Consumers collect points, miles, or credits for purchases and redeem them for rewards.
- **Cents-off deal:** Offers a brand at a lower price. Price reduction may be a percentage marked on the package.
- **Price-pack deal:** The packaging offers a consumer a certain percentage more of the product for the same price
- **Coupons:** coupons have become a standard mechanism for sales promotions.
- **Loss leader:** the price of a popular product is temporarily reduced in order to stimulate other profitable sales
- **Free-standing insert (FSI):** A coupon booklet is inserted into the local newspaper for delivery.

- On-shelf couponing: Coupons are present at the shelf where the product is available.
- Checkout dispensers: On checkout the customer is given a coupon based on products purchased.
- On-line couponing: Coupons are available on line. Consumers print them out and take them to the store.
- Mobile couponing: Coupons are available on a mobile phone. Consumers show the offer on a mobile phone to a salesperson for redemption.
- Online interactive promotion game: Consumers play an interactive game associated with the promoted product.
- Rebates: Consumers are offered money back
- Contests/sweepstakes/games: The consumer is automatically entered into the event by purchasing the product.
- Point-of-purchase; impulse buying

Trade sales promotion techniques

- Trade allowances: short term incentive offered to induce a retailer to stock up on a product.
- Dealer loader: An incentive given to induce a retailer to purchase and display a product.
- Trade contest: A contest to reward retailers that sell the most product.
- Point-of-purchase displays: Extra sales tools given to retailers to boost sales

Generally, price is the most important factor in promoting sales. Some firms have successfully offered special, low introductory prices on consumer products to gain a foothold in the market and develop customer awareness and loyalty. However, it is evident that product quality and after-sales service are also becoming important selling factors in the Qatari market. Advertising and participation in sales promotions and other trade events is often helpful for raising consumer awareness and gaining market share, but effectiveness will vary according to product.

Although the main focus of this research is the effectiveness of the sales promotions in Qatar, the promotions have compensatory influences on choice. Thus, promotions are expected to exert a moderating influence on customers. sales promotions, especially monetary promotions, as a subsequent consequence of price competition caused by myopic management. These critics argue that, in the short run, the proliferation of monetary promotions denotes their capacity to rent market share, In the long run, it is feared that sales promotions increase price sensitivity and destroy brand equity in both with retailers and consumers.

The study is mainly focus on study individual variables, these studies do not examine the nature and the number of the specific consumer benefits of sales promotions. As a result, most analytic and econometric models of sales promotions simply assume that monetary savings are the only benefit that motivates consumers to respond to sales promotion

That monetary and nonmonetary promotions provide different consumer benefits suggests that their effectiveness may depend on the congruence or

the match that these benefits have with the product, consumer, or purchase occasion. In this section, we examine how targeting a sales promotion. According to the benefits it provides can increase its effects on brand choice. Specifically, we develop a benefit congruency framework that predicts the types of products for which monetary and nonmonetary promotions are most effective. This analysis provides a means to test whether the added complexity of the multi benefit framework can be justified on the grounds of an improved ability to predict the effectiveness of a promotion and not only on the grounds that it more accurately represents consumer cognitive structures

CHAPTER 4

ANAYSIS AND INTERPRETATION

CHAPTER 4

ANAYSIS AND INTERPRETATION

This chapter deals with analysis and interpretation of data collected through questionnaire. The research which have been carried out among five different nationality in Qatar

- INDIAN'S
- PHILLIPINO'S
- QATAR'S
- ROMANIAN'S
- PALASTIAN'S

Profile of the respondents

Profile of the respondents in term of education, religion occupation, gender, country, income are discussed below

TABLE 1: EDUCATION OF THE RESPONENTS

Education Qualification	No Of Respondents	Percent
Diploma	20	13.2
Engineer	26	17.2
Graduation	60	39.7
ITC	2	1.3
Post graduation	32	21.2
Schooling	10	6.6
Total	150	100.0

From the above table it can be seen that most(39.7%) of the respondents are graduate and post graduate are (21.2%) then the respondents were engineers (17.2%),the diploma class coming (13.2%) and 8% of the respondents belong to other categories among the five nationality.

TABLE 2:RELIGION OF RESPONENTS

Religion	No of respondents	Percent
Buddhist	1	.7
Christian	69	45.7
Hindu	13	8.6
Muslim	66	43.7
none	1	.7
Total	150	100.0

From the table it is that most of the respondents are Christians 45.7% even though it is a Muslim country it have been found that there are much of other citizens. The Muslims are 43.7 %percentage as the respondents. then The respondents of 8.6% are Hindus

TABLE 3: OCCUPATION OF THE RESPONENTS

Occupation	No of respondents	Percent
Employee	48	31.8
Housewife	12	7.9
Others	28	18.5
Professional	62	41.1
Total	150	100.0

From the table it can be seen that most 18% of the respondents are engineers, 8.6% of the respondents are managers and secretary, 7.9% housewife are the respondents, then respondents 7.3% teachers. rest respondents below 10%

TABLE 4: GENDER OF THE RESPONENTS

Gender	No of respondents	Percent
Male	100	66.2
Female	50	33.1
Total	150	99.3

From the above table out of the 150 respondents there are 67% male and 33% are females from the five nationality

TABLE 5: COUNTRY OF THE RESPONENTS

Country	No of respondents	Percent
Indian	30	19.9
palastian	30	19.2
phillipnos	30	19.9
Qatari's	30	19.9
Romanians	30	20.5
Total	150	100.0

The respondents are taken place on the basis of the country 20% from Indian,20% palatines,20% Philippines, 20%Qatari's, 20%Romanians each have been taken sample of 30 each

TABLE 6: SALARY STATUS OF RESPONENTS

salary	No of respondents	Percent
QR 1000 to 10000	112	74.2
QR 10001 to 20000	9	6.0
QR 20001 to 30000	10	6.6
QR 30001above	2	1.3
Total	150	100

From the above table the income level of the respondents have been obtain there are 74.2% of them falling under 1000 to 10000 ,6.6% under the categories of 20001 to 30000 and only 8% under the 10001 above categories these values in Qatar riyal.

Sources of awareness of sales promotion measure :

cosmetic

Source	Mean	Rank
Television	1.818	1
Print media	2.746	2
Friends and relative	3.76	4
Banners and hoarding	4.046	5
Salesman	2.993	3
Internet	4.172	6
Others	4.888	7

From this table we will be determine the best source which is suitable for the sales promotion in the cosmetic area it is the other means like television which attract the respondents with 1.818 ,then by the influence of the print media by 2.746

Sources of awareness of sales promotion measure :

Furniture

Source	Mean	Rank
television	2.626	2
print media	3.18	3
friends and relative	3.48	4
banners and hoarding	3.873	6
salesman	3.741	5
internet	3.9	7
others	2.4	1

The sales promotion toward furniture is others by 2.4 such as word of mouth ,impulse buying and television by 2.626 and with the help of the print media by 3.18 and least source by internet 3.9

Sources of awareness of sales promotion measure : Car

Source	Mean	Rank
television	2.46	1
print media	2.913	2
Friends and relative	3.373	3
banners and hoarding	4.574	7
salesman	3.827	5
internet	3.673	4
others	3.833	6

The car sales promotion can be reached through the television of 2.46 and print media are used by 2.913 and by friends and relatives by 3.373 .The least rank towards the banners and hoarding by 4.57

Sources of awareness of sales promotion measure : Life insurance

Life insurance

Source	Mean	Rank
television	3.333	5
print media	2.626	2
friends and relative	3.0467	4
banners and hoarding	3.62	6
salesman	2.846	3
internet	3.4429	7
others	1.02	1

The life insurance promotion sources is mainly through the others by a mean of 1.02 and followed by the print media with a mean of 2.62 which attract the respondents

Satisfaction level of the respondents on sales promotion techniques among Indians

Products	satisfaction		Neutral		Dissatisfaction	
	frequency	percentage	frequency	percentage	frequency	percentage
cosmetics	15	10	74	49.3	66	44
furniture	27	18	60	40	47	31.3
car	66	44	53	35.3	38	25.3
life insurance	66	44	44	29.3	1	3.3

Most of the attitude of Indian towards cosmetic is neutral by 49.3% and in furniture the attitude is also neutral by 40%, In car it is that the customer attitude is satisfied by 44% and in the case of the insurance it is satisfied by 44%.

Satisfaction level of the respondents on sales promotion techniques among philipinos

Products	satisfaction		Neutral		Dissatisfaction	
	frequency	percentage	frequency	percentage	frequency	percentage
cosmetics	5	16.7	17	56.7	13	43.3
furniture	6	20	9	30	8	26.7
car	14	46.7	13	43.3	6	20
life insurance	15	50	6	20	2	6.7

Most of the attitude of philipino towards cosmetic is neutral by 56.7% and in furniture the attitude is also neutral by 30%, In car it is that the customer attitude is satisfied by 46.7% and in the case of the insurance it is satisfied by 50%

Satisfaction level of the respondents on sales promotion techniques among Romanian

Products	satisfaction		Neutral		Dissatisfaction	
	frequency	percentage	frequency	percentage	frequency	percentage
cosmetics	4	13.3	10	33.3	14	46.7
furniture	4	13.3	15	50	10	33.3
car	12	40	9	30	12	40
life insurance	14	46.7	8	26.7	2	6.7

Most of the attitude of Romanian towards cosmetic is dissatisfied by 46.7% and in furniture the attitude is also neutral by 50%, In car it is that the customer attitude is satisfied by 40 % and dissatisfied by some of facts and in the case of the insurance it is satisfied by 46.7%

Satisfaction level of the respondents on sales promotion techniques among Qatar

Products	satisfaction		Neutral		Dissatisfaction	
	frequency	percentage	frequency	percentage	frequency	Percentage
cosmetics	1	3.3	15	50	16	53.3
furniture	4	13.3	10	33.3	10	33.3
car	15	50	11	36.7	6	20
life insurance	12	40	9	30	2	6.7

Most of the attitude of Qatar's towards cosmetic is dissatisfied by 46.7% and in furniture the attitude is also neutral by 50%, In car it is that the customer attitude is satisfied by 40 % and dissatisfied by some of facts and in the case of the insurance it is satisfied by 46.7%

Satisfaction level of the respondents on sales promotion techniques among Palastian

Products	satisfaction		Neutral		Dissatisfaction	
	frequency	percentage	frequency	percentage	frequency	percentage
cosmetics	2	6.7	17	56.7	12	40
furniture	6	20	13	43.3	11	36.7
car	12	40	10	33.3	5	16.7
life insurance	12	40	11	36.7	2	6.7

Most of the attitude of palastian towards cosmetic is dissatisfied by 46.7% and in furniture the attitude is also neutral by 50%, In car it is that the customer attitude is satisfied by 40 % and dissatisfied by some of facts and in the case of the insurance it is satisfied by 46.7%

The techniques that have been used by respondents on different products

INDIAN RESPONENTS

techniques	cosmetic		furniture		car		insurance	
	No:	percentage	No:	percentage	No:	percentage	No:	percentage
coupons	26	86.7	27	90	28	93.3	25	83.3
price packs	27	90	26	86.7	24	80	20	66.7
premium	8	26.7	9	30	8	26.7	8	26.7
cash refund	2	6.7	1	3.3	1	3.3	1	3.3
advertising	1	3.3	1	3.3	1	3.3	1	3.3
patronage	1	3.3	1	3.3	1	3.3	1	3.3
Pop	22	73.3	22	73.3	22	73.3	19	63.3
contest	12	40	12	40	10	33.3	10	33.3
sweepstakes	13	43.3	13	43.3	13	43.3	13	43.3
game	7	23.3	6	20	7	23.3	5	16.7
sample	7	23.3	2	6.7	2	6.7	2	6.7
tie in	26	86.7	24	80	25	83.3	4	13.3
novelty	4	13.3	5	16.7	5	16.7	5	16.7

From the above table that the respondents have been experienced different techniques on different products, in cosmetic the price pack is mostly preferred and least used by patronage and advertising .In the case of furniture ,coupons are mostly used and least used by cash refund ,patronage, advertising. In case of car the coupons and then tie in. In case of the insurance it is that coupons are mainly used and by tie in



PHILLIPNO RESPONENTS

techniques	cosmetics		furniture		car		insurance	
	No:	percentage	No:	percentage	No:	percentage	No:	percentage
coupons	26	86.7	27	90	27	90	23	76.7
price packs	27	90	25	83.3	20	66.7	14	46.7
premium	10	33.3	9	30	9	30	9	30
cash refund	3	10	0	0	0	0	0	0
advertising	0	0	0	0	1	3.3	1	3.3
patronage	2	6.7	2	6.7	1	3.3	1	3.3
Pop	22	73.3	22	73.3	22	73.3	20	66.7
contest	10	33.3	10	33.3	5	16.7	5	16.7
sweepstakes	14	46.7	14	46.7	14	46.7	14	46.7
game	8	26.7	7	23.3	8	26.7	6	20
sample	2	6.7	1	3.3	1	3.3	1	3.3
tie in	23	76.7	23	76.7	23	76.7	23	76.7
novelty	2	6.7	6	20	6	20	6	20

From the above table that the respondents have been experienced different techniques on different products, in cosmetic the price packs is mostly used and advertising is not at all used .In the case of furniture ,coupons are preferred and cash refund , advertising are not at all used. In case of car the coupons are mainly used and tie in .In case of the insurance coupons are mostly used and least preferred by cash refunded

ROMANIAN RESPONENTS

techniques	cosmetics		Furniture		car		insurance	
	No:	percentage	No:	percentage	No:	percentage	No:	percentage
coupons	26	86.7	28	93.3	29	96.7	23	76.7
price packs	27	90	27	90	22	73.3	16	53.3
premium	7	23.3	8	26.7	7	23.3	7	23.3
cash refund	3	10	1	3.3	1	3.3	1	3.3
advertising	1	3.3	1	3.3	1	3.3	1	3.3
patronage	1	3.3	1	3.3	1	3.3	1	3.3
Pop	23	76.7	24	80	24	80	20	66.7
contest	16	53.3	16	53.3	12	40	12	40
sweepstakes	10	33.3	9	30	9	30	9	30
game	8	26.7	8	26.7	8	26.7	7	23.3
sample	6	20	2	6.7	2	6.7	2	6.7
tie in	25	83.3	26	86.7	28	93.3	26	86.7
novelty	5	16.7	7	23.3	7	23.3	7	23.3

From the above table that the respondents have been experienced different techniques on different products, in cosmetic the price pack is mostly preferred and least used by patronage and advertising. In the case of furniture ,coupons are used and least used by cash refund ,patronage, advertising. In case of car the coupons are mainly used and then tie in. In case of the insurance it is that tie in are mainly preferred and by coupons and least preferred by cash refund, patronage, advertising.

QATAR RESPONENTS

techniques	cosmetics		furniture		car		insurance	
	No:	percentage	No:	percentage	No:	percentage	No:	percentage
coupon	22	73.3	26	86.7	26	86.7	23	76.7
price pack	28	93.3	27	90	24	80	20	66.7
premium	8	26.7	9	30	8	26.7	8	26.7
cash refund	3	10	0	0	0	0	0	0
advertising	0	0	0	0	1	3.3	1	3.3
patronage	1	3.3	2	6.7	1	3.3	1	3.3
Pop	22	73.3	22	73.3	21	70	8	26.7
contest	8	26.7	8	26.7	5	16.7	5	16.7
sweepstakes	17	56.7	17	56.7	17	56.7	17	56.7
game	9	30	9	30	9	30	9	30
sample	3	10	1	3.3	1	3.3	1	3.3
tie in	24	80	26	86.7	26	86.7	26	86.7
novelty	4	13.3	7	23.3	7	23.3	7	23.3

From the above table that the respondents have been experienced different techniques on different products, in cosmetic the price packs is mostly preferred and advertising is not used .In the case of furniture ,coupons used and least preferred cash refund ,advertising .In case of car the coupons and tie in are mainly used and least preferred by cash refund.In case of the insurance it is that tie in and coupons are used least preference towards cash refund

PALASTIAN RESPONENTS

techniques	cosmetics		Furniture		car		insurance	
	No:	percentage	No:	percentage	No:	percentage	No:	percentage
coupon	25	83.3	29	96.7	29	96.7	25	83.3
price pack	26	86.7	26	86.7	22	73.3	17	56.7
premium	11	36.7	11	36.7	10	33.3	10	33.3
cash refund	0	0	0	0	0	0	0	0
advertising	0	0	0	0	0	0	0	0
patronage	0	0	0	0	0	0	0	0
Pop	21	70	21	73.3	22	73.3	20	66.7
contest	11	36.7	11	23.3	7	23.3	7	23.3
sweepstakes	15	50	15	50	15	50	15	50
game	9	30	9	30	9	30	9	30
sample	1	3.3	0	0	0	0	0	0
tie in	27	90	27	90	27	90	27	90
novelty	5	16.7	9	30	9	30	9	30

From the above table that the respondents have been experienced different techniques on different products, in cosmetic the tie in is mostly used and least used by patronage, cash refund advertising .In the case of furniture ,coupons are used and least used by cash refund ,patronage, advertising .In case of car the coupons are mainly used and then tie in .In case of the insurance it is that tie in and coupons are mainly used

Sales promotion activities towards respondents

Hypothesis

Null hypothesis - There is no significant difference among the respondents regarding Preference given to various sales promotion techniques.

technique	education		religion		occupation		income		gender		country of origin	
	frequency	significant	frequency	significant	frequency	significant	frequency	significant	frequency	significant	frequency	significant
coupons	0.268	0.34	0.947	0.49	2.67	2.7	1.972	1.49	0.14	2.13	0.6	0.575
free packs	0.246	0.949	2.96	0.134	0.2	0.493	1.07	0.709	0.312	1.24	1.84	0.18
premium	4.012	0.713	0.781	0.053	0.753	0.456	3.2	0.452	0.234	2.35	0.298	0.826
cash refund	1.012	0.265	3.11	0.507	0.602	0.724	0.431	1.25	3.12	4.14	1.38	0.313
advertising	2.13	0.16	1.11	0.659	0.092	4.66	0.373	0.452	4.14	2.16	0.667	0.615
merchandise	0.214	0.09	3.56	0.338	265	0.363	2.42	0.212	1.11	0.16	0.126	0.969
amount of purchase	2.67	0.185	0.788	0.338	0.724	1.212	0.808	1.34	0.685	1.11	8.95	0.02
t-test	1.28	0.769	0.814	0.843	1.12	1	1.29	1.12	7.09	1	0.417	0.68
deepstakes	0.211	0.887	0.175	0.687	0.467	2.14	0.685	0.41	1.29	2	0.25	0.667
incentive	1.494	0.824	0.506	0.097	1	0.321	0.707	3.2	0.681	0.363	1.27	0.345
reliability	2.301	0.15	3.54	0.039	0.417	0.743	2.66	3.413	0.262	0.267	3.54	0.039
total	150	100	150	100	150	100	150	100	150	100	150	100

INFERENCE

From the above table sales promotion towards respondents on the basis of demographic, in case of education there is no significance difference among the respondents towards sales promotion. But in case of religion there is significance difference between the respondents towards novelty that is 0.039 which is accepted where the significant value is 0.05. in the case of occupation, income and gender there is no significant difference between the respondents where as in the case of country of origin there is a significance difference among the respondents towards patronage 0.02 and novelty 0.039. so it is accepted that there is a significance difference.

Sales promotion activities towards products

Hypothesis

Null hypothesis - There is no significant difference among the products regarding Preference given to various sales promotion techniques.

ANOVA

Techniques	cosmetic		Furniture		car		insurance	
	frequency	Significant value	frequency	Significant Value	frequency	Significant value	frequency	Significa value
cosmetic	0.725	0.82	1.035	0.435	0.798	0.722	0.651	0.8
Price packs	1.24	0.256	1.42	0.116	0.515	0.942	1.39	2
premium	0.964	0.512	1.04	0.441	0.779	0.712	0.43	0.9
advertising	4.55	5.91	0.855	0.612	0.931	0.558	1.14	0.4
patronage	1.12	0.372	0.937	0.565	1.1	0.368	1.13	0.3
Point of purchase	0.655	0.753	1.218	0.329	2.86	3.45	0.64	0
contest	1.712	0.165	1.092	0.456	0.792	0.69	0.373	0.9
tie in	1.286	0.257	1.47	0.37	1.03	0.491	2.5	9
novelty	0.893	0.607	1.83	0.038	0.989	0.499	0.849	0

INFERENCE

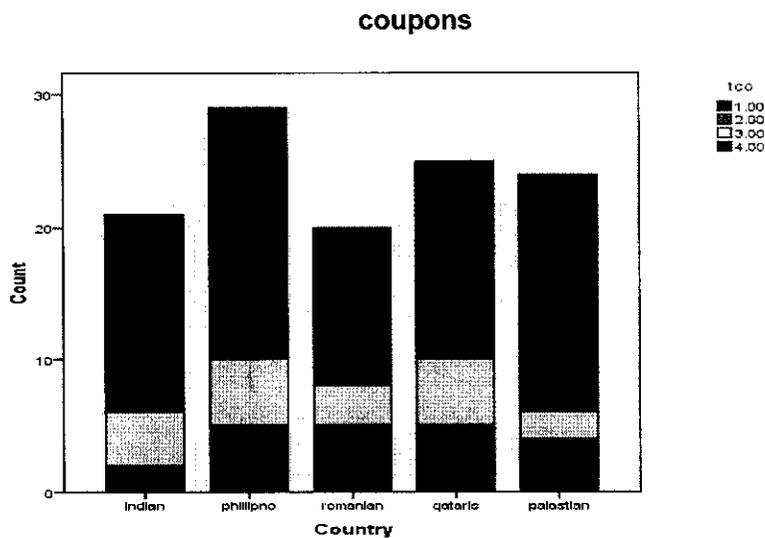
From the above table it is that based upon the cosmetic the there is no significant difference among the respondents regarding the sales promotion techniques. When it is based upon the furniture there is a difference on the novelty by sig .038 . Where the significant value by .05 .It is accepted. And in the car no difference have been find out. In case of the insurance also there is no significant difference towards the respondents.

Respondents Preference towards sales promotion techniques

Techniques	Indian's		phillipon's		Qatar's		Romanian's		pala
	frequency	percentage	frequency	percentage	frequency	percentage	frequency	percentage	
coupons	22	73.3	29	96.7	25	86.2	20	64.5	24
price packs	27	90	25	83.3	26	89.7	28	90.3	27
premium	10	33.3	18	60	8	27.6	14	45.2	13
cash refund offer	6	20	5	16.7	3	10.3	8	25.8	6
advertising	2	6.7	30	100	1	3.4	4	12.9	1
patronage	15	50	16	53.3	17	58.6	15	48.4	12
point of purchase	12	40	8	26.7	12	41.4	8	25.8	14
contest	7	23.3	10	33.3	7	24.1	9	29	6
sweepstakes	7	23.3	7	23.3	9	31	7	22.6	6
game	5	16.7	4	13.3	2	6.9	5	16.1	4
sample	9	30	7	23.3	8	27.6	10	32.3	7
tie-in	19	63.3	10	33.3	13	44.8	21	67.7	18
novelty	9	36	10	33.3	13	44.8	9	29	12

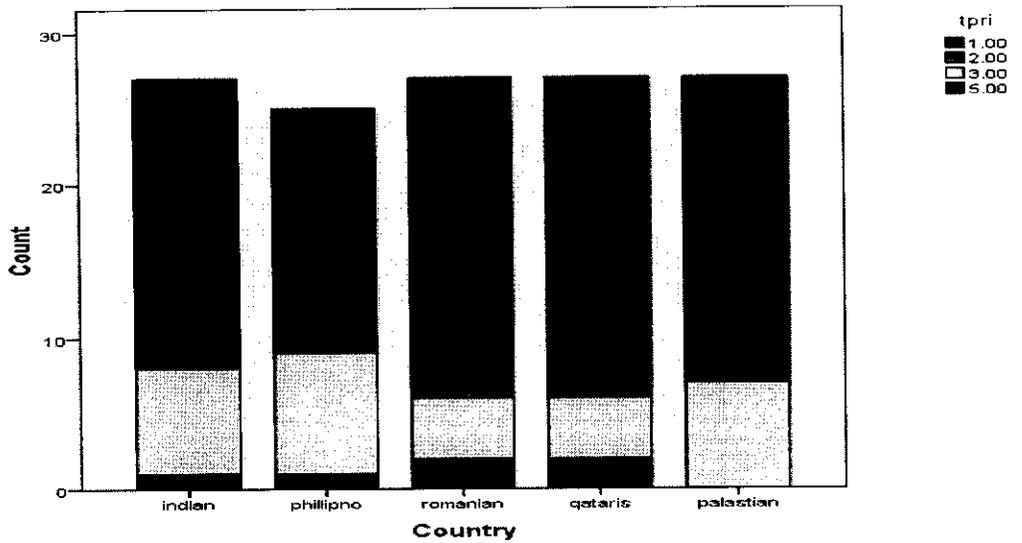
The majority of the Indians prefer the sales promotion through the price packs by 90%, then the coupons with 73.3. The Phillipino's prefer coupons 83.3%, least preferred by game 13.3%. The customers or the respondents in Qatar they like to prefer the most preferable for them among the sales promotional techniques given by retailers according to ranking the respondents price packs 89% offer then go for the coupons techniques 86% and it is noted that there is less impulse purchase by respondents. The Romanians even they go for the price pack by 90.3%. The Palestinians they also go for the price pack and coupons.

Preference of sales promotion techniques towards different nationality



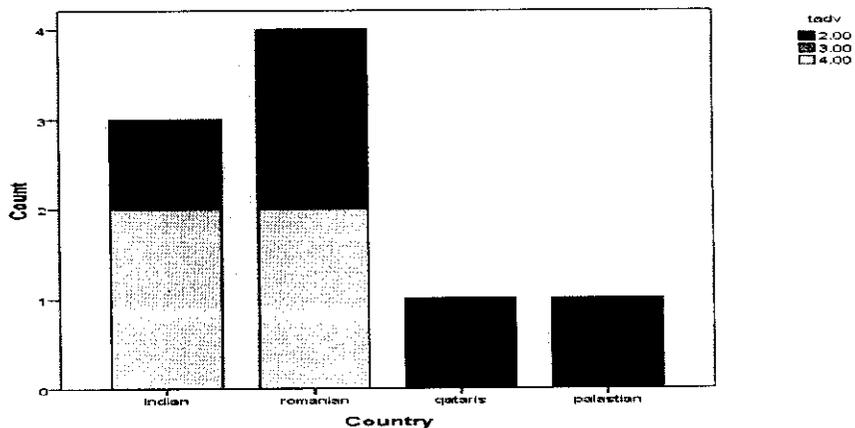
This coupons are mostly preferred by the Phillipinos as an offer and least preferred by Indians in Qatar the Romanians are in the neutral stage

Price pack



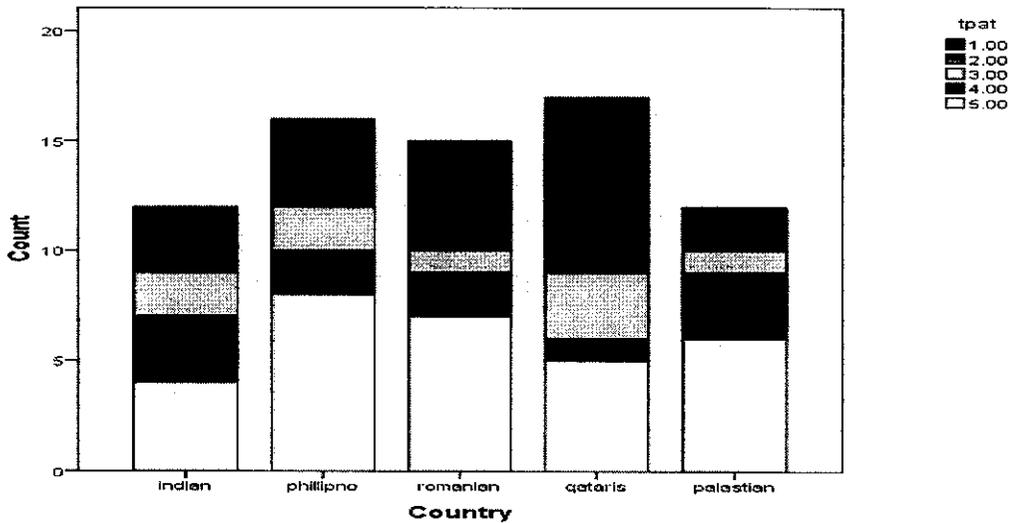
The price pack which is mostly preferred by the Indian respondents and least preferred by the palastian in their purchase. Even qataris also like to prefer the price pack

Advertising specialities



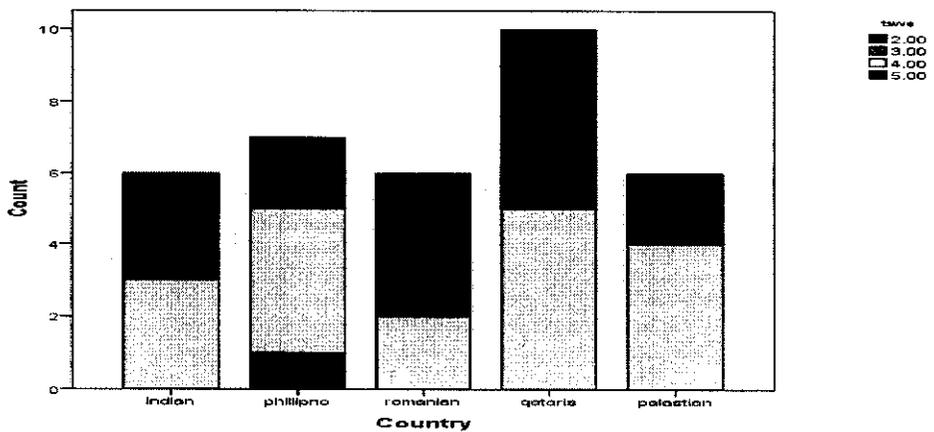
From the above graph it is that the advertising is equally preferred by the qataris ,Indians,romanians palastians and other nationalities are not at all ready to prefer the advertising specialities phillipnos

patronage



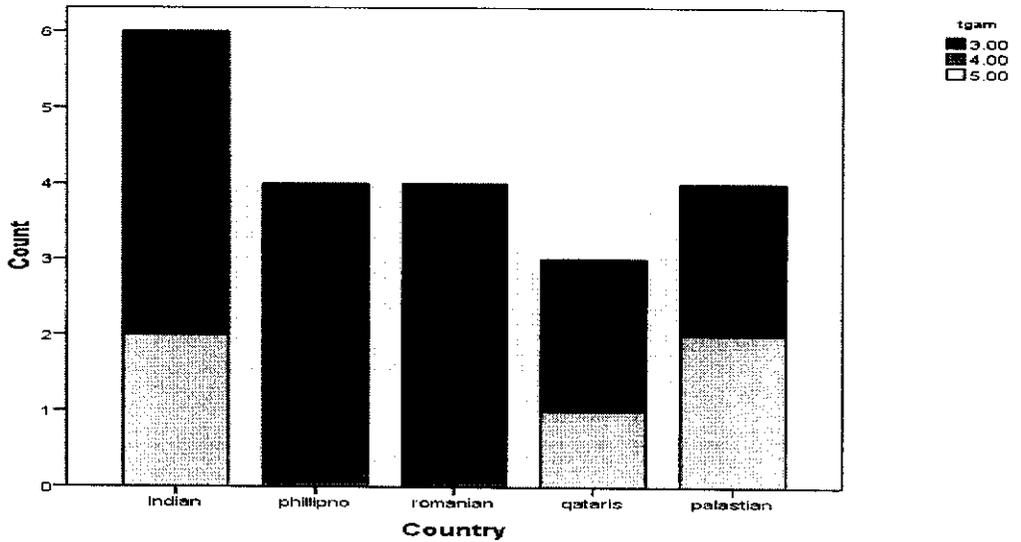
From the above chart the qatars like to prefer the patronage rewards to be used were as the philipinos are the respondents were least prefer this offer

Sweepstakes



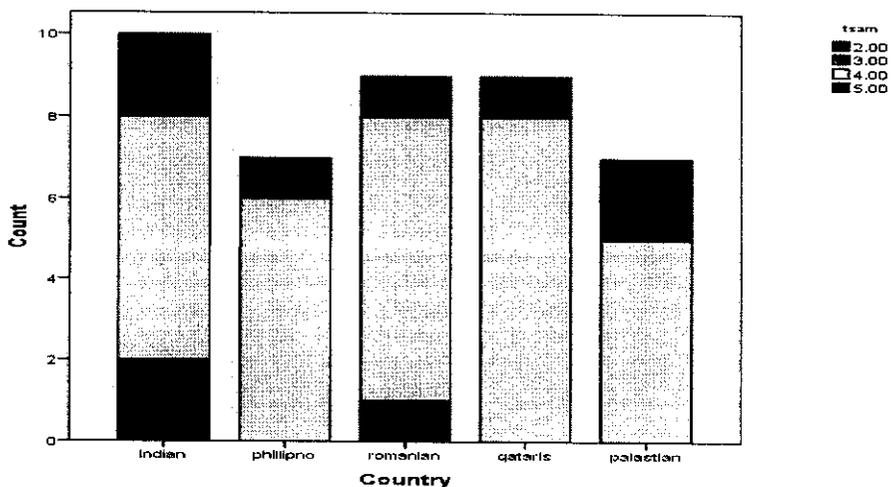
From the above chart this sweepstakes were much preferred by the qatars as well as the Romanians and this is least preferred by the phillipnos . among the Indians and the palastians this techniques is not much familiar

Promotional game



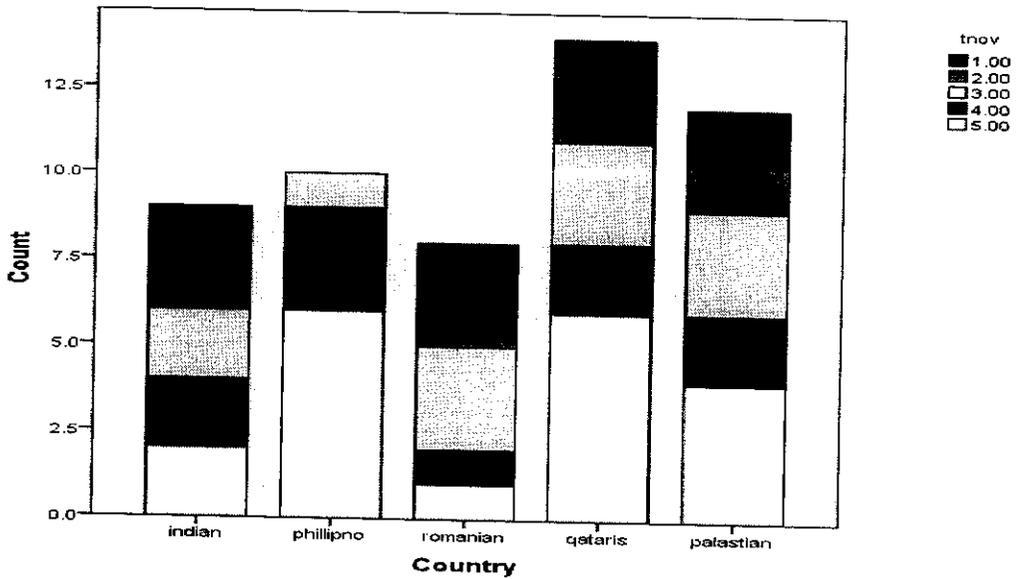
From the above chart the promotional games which are much attractive towards the Indians and the Romanians and this techniques which are not much preferred by the qatars but it is much offered in Qatar.

Sample techniques



From the above table it is understood that the sample which is much preferred by Indians and then by the philipnos as well as the palastiansand not much familiar among the philipnos and qatars

novelty



From the above table it is known that it is much preferred by the qatars and this is least preferred by the philipnos were as the Indians are in the state of neutral even though they are not much preferred by qatars also these all techniques have an impact on the countries too

CHAPTER 5

CONCLUSION

CHAPTER 5

CONCLUSION

This chapter deals with the findings and suggestion for the study

RESULTS AND DISCUSSIONS

The findings of the study are given below

Profile of the respondents

The following findings are derived from the profile of respondents

- Majority of the respondents are male
- Majority of the respondents are graduate
- The occupation status of the respondents is employees
- Most of the respondents belong to the income level 1000 to 10000 Qatar riyal
- Most of the respondents are Christians even though it is a Muslim country
- Respondents are based upon five different nationality such as Indian, phillipno, Romanian, palastian, Qatar's

Sources for sales promotion

- For the cosmetic source which is suitable for the sales promotion, it is the television which attract the respondents and by the influence of the print media.

- The source for sales promotion toward furniture is others such as word of mouth ,impulse buying and least source by internet
- The car sales promotion can be reached through the television and print media. The least rank towards the banners and hoarding
- The life insurance promotion sources is mainly through the others and followed by the print media which attract the respondents

Satisfaction level of the respondents on sales promotion techniques

- The satisfaction level of the Indian respondents towards the sales promotional techniques .In cosmetics as well as in furniture it is neutral. In case of car and insurance they are satisfied
- The satisfaction level of Phillipino towards cosmetic and furniture is neutral .In car it is that the customer attitude is satisfied and in the case of the insurance it is also satisfied
- Romanian towards cosmetic is dissatisfied and in furniture the attitude is also neutral. In car it is that the customer attitude is satisfied and dissatisfied by some of facts and in the case of the insurance it is satisfied
- Qatar's towards cosmetic is dissatisfied and in furniture the attitude is also neutral. In car it is that the customer attitude is satisfied and the insurance
- Most of the palastian towards cosmetic is dissatisfied and in furniture the attitude is also neutral , In car it is that the customer attitude is satisfied and even in insurance

The techniques that have been used by respondents on different products

- The Indian respondents have experienced different techniques on different products, in cosmetic the price pack is mostly used and least used by patronage and advertising. In the case of furniture, coupons are used and least used by cash refund, patronage, advertising. In case of car the coupons are mainly used. In case of the insurance it is that coupons are mainly used.
- The Phillipino respondents towards techniques on different products, in cosmetic the price packs is mostly used and advertising is not at all used. In the case of furniture, coupons are used and cash refund. In case of car the coupons are mainly used. In case of the insurance it is that coupons and tie in.
- In the case of Romanian, cosmetic the price pack is mostly used and least used by patronage and advertising. In the case of furniture, coupons are used. In case of car the coupons are mainly used and then tie in. In case of the insurance it is that tie in and coupons.
- The Palastian respondents have experienced different techniques on different products, in cosmetic the tie in is mostly used and least used by patronage, cash refund advertising. In the case of furniture, coupons are used and least used by cash refund, patronage, advertising. In case of car the coupons are mainly used and then tie in. In case of the insurance it is that tie in and coupons are used.

Sales promotion activities towards respondents

- Among the Indians, education that there is no significant difference among the respondents regarding the sales promotion techniques. when it is based upon the religion there is a difference on the cash refund and premium. And in the occupation no difference have been find out. In case of the income there is significant difference towards the respondents that by premium and sweepstakes . In case of the gender no difference have been found out
- In the case of Phillipino it is that based upon the education the there is no significant difference among the respondents regarding the sales promotion techniques. when it is based upon the religion there is a difference on the patronage . In case of the income there is significant difference towards the respondents that by tie in In case of the gender and occupation there is no difference have been found out
- In case of the Romanians, the education ,income, gender, occupation the there is no significant difference among the respondents regarding the sales promotion techniques. when it is based upon the religion there is a difference on the point of purchase .
- Among the qatar's, the education, occupation, income, gender, religion the there is no significant difference among the respondents regarding the sales promotion techniques.
- In case of the palastian, the education ,religion ,income ,gender the there is no significant difference among the respondents regarding the sales promotion techniques. When it is based upon the occupation there is a difference on the advertising and patronage

Sales promotion activities towards products

- Respondents towards the cosmetic found out there is no significant difference among the respondents regarding the sales promotion techniques. When it is based upon the furniture there is a difference on the novelty .so it is accepted that there is a difference.And in the car no difference have been find out. In case of the insurance also there is no significant difference towards the respondents.

Respondents Preference towards sales promotion techniques

- The majority of the Indians prefer the sales promotion through the price packs then the coupons The Phillipon's prefer coupons and least preferred by game promotional techniques
- The respondents in Qatar they like to prefer among the sales promotional techniques given by retailers price packs offer then go for the coupons techniques .
- The Romanians even they go for the price pack which are more preferred by them.
- The palastians they also go for the price pack and even likely to prefer the coupons techniques

Recommendations

The following recommendation emanates from the study

- 1.findings show that majority of the respondents are male with income level between 1000 to 10000 Qatar Riyal.while framing strategies to maintain the market share from the customers from the economical level segmentation efforts can be done in order to attract customers in other income levels
- 2.Most of the customer prefers coupons and price packs techniques from the retailers ,more measure to be taken on these areas
- 3.Advertisement is the most influencing factor among the sales promotional techniques and television is the most preferred medium of advertising and hence more advertisement can be telecasted to attract consumers
- 4.The impulse buying in Qatar is less. In order to improve this there should much more promotional stragies should be used
- 5.There is significant difference between the novelty towards the furniture .so that the customer attitude and perception matters for the purchase of a product.

Conclusion

Retail in Qatar is highly competitive due to increase in the number of consumer belonging to middle and higher income class and the consumption pattern and opening up of economy due to liberalization, privatization and globalization. Against this background the study has attempted to highlight the profile of the respondents, perception about the sales promotional techniques, best sources for the sales promotion, attitude of the customer on the sales promotion. The findings would enable the retailers to frame suitable strategies to enhance the market and the customers in Qatar

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WEB SITES

1.www.google.com

2.www.wikipedia.com

3.www.ask.com

4.www.ebscohost search.com

ANNEXURE

QUESTIONNAIRE

Personal details

1. What is your highest level of education attained? _____
2. What is your religion _____?
3. Your present age: _____ years
4. Your occupation -----
5. What is your average personal income per month? _____ (approximate)
6. Your gender: a: Female b: Male
7. Marital status: _____
8. Please state your country of origin : _____
9. Number of members in the family -----
10. No of earning members in the family -----
11. No of years you are in Qatar-----

Sales Promotion Techniques

The following are common sales promotion techniques employed by retailers. Please select FIVE of these techniques and RANK them in order of preference 1 = most preferred, 5 = least preferred.

- _____ Coupons (certificate that gives buyers a saving)
- _____ Price pack (cent-off deals): the reduced price is marked by the retailer/manufacturer)
- _____ Premium (goods offered either free or at low cost)
- _____ Cash Refund Offer (Consumers send a 'proof of purchase to the manufacturer)
- _____ Advertising Specialties (useful articles imprinted with an advertiser's name as gifts)
- _____ Patronage Reward (cash or other awards for the regular use of a certain product)
- _____ Point-of-purchase promotions (display or demonstration that takes place at point of sale)
- _____ Contest (call for consumers to submit an entry)
- _____ Sweepstakes (call for consumers to submit their names for a draw)

_____ Game (it presents consumers with something –bingo numbers, missing letters, every time they buy, which may or may not help them to win a prize)

_____ Sample (a small amount of a product offered to consumers for trial)

_____ Tie-in (a sample or other promotion for one product with the purchase of another)

_____ Novelty (a claim that the offer is limited in supply)

The following are common sales promotion techniques employed by retailers for five selected items. Please state the techniques that have been used for the products listed below. Please write Y – Yes, been used and N – No, not been used. Please write the relevant alphabet in the boxes below.

Sales Promotion Activities	cosmetic	Furniture	Car	Life Insurance
Coupons (certificate that gives buyers a saving)				
Price pack (cent-off deals): the reduced price is marked by the retailer/manufacturer)				
Premium (goods offered either free or at low cost)				
Cash Refund Offer (Consumers send a 'proof of purchase to the manufacturer)				
Advertising Specialties (useful articles imprinted with an advertiser's name as gifts)				
Patronage Reward (cash or other awards for the regular use of a certain product)				
Point-of-purchase promotions (display or demonstration that takes place at point of sale)				
Contest (call for consumers to submit an entry)				
Sweepstakes (call for consumers to submit their names for a draw)				
Game (it presents consumers with something – bingo numbers, missing letters, every time they buy, which may or may not help them to win a prize)				
Sample (a small amount of a product offered to consumers for trial)				
Tie-in (a sample or other promotion for one product with the purchase of another)				
Novelty (a claim that the offer is limited in supply)				

Please rank the source through which you come to know about the promotional offer for each product category (1= most preferred , 6 = least preferred)

Sales Promotion Activities	cosmetic	Furniture	Car	Life Insurance
TV advertisement				
Print media				
Friends/Relatives/Neighbours				
Banners/hoarding				
Sales person				
Internet				
Others				

The following are common sales promotion techniques employed by retailers for four selected items. Please rate these techniques in order of preference. 1 = most preferred, 5 = least preferred. Please write the relevant number in the boxes below.

Sales Promotion Activities	cosmetic	Furniture	Car	Life Insurance
Coupons (certificate that gives buyers a saving)				
Price pack (cent-off deals): the reduced price is marked by the retailer/manufacturer)				
Premium (goods offered either free or at low cost)				
Cash Refund Offer (Consumers send a 'proof of purchase to the manufacturer)				
Advertising Specialties (useful articles imprinted with an advertiser's name as gifts)				
Patronage Reward (cash or other awards for the regular use of a certain product)				
Point-of-purchase promotions (display or demonstration that takes place at point of sale)				
Contest (call for consumers to submit an entry)				
Sweepstakes (call for consumers to submit their names for a draw)				
Game (it presents consumers with something – bingo numbers, missing letters, every time they buy, which may or may not help them to win a prize)				
Sample (a small amount of a product offered to consumers for trial)				
Tie-in (a sample or other promotion for one product with the purchase of another)				
Novelty (a claim that the offer is limited in supply)				

Please mention your attitude towards the sales promotion offer, which you received from purchasing the following products by providing a tick mark .

Sales Promotion Activities	cosmetic	Furniture	Car	Life Insurance
Pleased me				
Satisfied				
Neutral				
Dissatisfied				
Very much dissatisfied				

Thank you for taking the time to complete this survey!