



The effectiveness of sales promotions on building brand value in super markets

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Abstract

In this study, we have explored the effectiveness of sales promotions on building brand value in super markets. We began by understanding the importance of brand value and how it contributes to a company's success in today's competitive market. Brand awareness, brand positioning, brand association, brand image, brand trust, brand loyalty, and brand reputation were identified as crucial determinants of brand value. Next, we examined the role of sales promotions in enhancing these key aspects. Sales promotions such as discounts, coupons, demonstrations, gifts, and contests were found to be effective tools for creating awareness about a product or service and influencing consumer perceptions positively. Through a review of existing literature on the topic at hand, we uncovered several gaps that highlighted the need for further research on this subject. To address this gap; our research methodology involved collecting primary data through surveys from supermarket shoppers regarding their experiences with different types of sales promotions and their perception towards various brands' values. Based on our analysis; we suggest some recommendations for supermarkets looking to enhance their branding efforts through effective sales promotions.

Keywords: super market, brand awareness, positioning, association, image, trust, loyalty, and reputation, discounts, coupons, demonstrations, gifts, contests, brand value, sales promotion

Introduction

In today's competitive market, establishing and maintaining a strong brand presence is crucial for any business. Brand value plays a pivotal role in attracting customers, creating loyalty, and ultimately driving sales. And one effective strategy that has proven to be highly impactful in this regard is sales promotion. Sales promotions are not just about offering discounts or deals; they go beyond that. They encompass a range of tactics such as coupons, demonstrations, gifts, contests, and more. These promotional activities aim to create brand awareness, enhance brand image and reputation, foster trust among consumers, and build long-term customer loyalty. In this article, we will delve into the world of sales promotions within the context of super markets. Supermarkets play a vital role in managing brands effectively by implementing various promotional strategies to entice shoppers and strengthen their connection with specific products or services.

Build Brand Value

Brand value is a crucial aspect for any business seeking long-term success and growth. It sets your brand apart from competitors and influences consumer perceptions. Building brand value requires careful planning and execution, but the effort is worth it in the end. One of the key steps to building

brand value is through creating strong brand awareness. Your target audience needs to know who you are and what you offer. This can be achieved through consistent branding across all channels, including social media, advertising, packaging, and customer experiences. Another essential factor in building brand value is effective brand positioning. You must clearly define your unique selling proposition (USP) that differentiates you from others in your industry. By understanding your target market's needs and desires, you can position yourself as the solution they are looking for. Building strong brand associations also contributes to enhancing brand value. These associations create positive connections between your brand and certain attributes or values that resonate with consumers. Consistency in delivering on these promises helps build trust among customers. Brand image plays a vital role as well. Your visual identity should accurately reflect your company's values and personality while appealing to your target audience aesthetically. A visually pleasing logo design, color scheme, typography choice, and overall branding elements contribute to creating a memorable image.

Establishing trust with customers is another critical element in building brand value. Trust comes from consistently delivering high-quality products or services while maintaining transparency throughout interactions with customers. Fostering loyalty among existing customers

further strengthens the foundation of your brand's value proposition by encouraging repeat purchases and word-of-mouth recommendations. Cultivating a positive reputation within your industry solidifies the perception of quality associated with your product or service offering. This can be achieved through ethical business practices, excellent customer service standards, community involvement initiatives, etc.

Importance of Brand Value

Brand value is a crucial element for any business looking to thrive in the competitive marketplace. It encompasses various aspects such as brand awareness, positioning, association, image, trust, loyalty, and reputation. Building a strong brand value can have a significant impact on the success and longevity of a company. Brand value helps in creating awareness among consumers about a particular product or service. When customers recognize and remember a brand name or logo, it increases the likelihood of them choosing that brand over others. An effectively positioned brand stands out from its competitors by highlighting its unique selling points and target market. This differentiation helps to attract specific customer segments who resonate with the brand's values and offerings. Moreover, establishing positive associations with a brand builds trust among consumers. When customers have faith in a particular brand's quality and reliability consistently delivering what they promise—they are more likely to become loyal customers who continue purchasing their products or services. Furthermore, maintaining a positive image contributes to enhancing overall perceptions about the company. A well-managed reputation can lead to increased credibility in the eyes of both existing and potential customers.

Sales promotion and brand management

Sales promotion plays a crucial role in brand management, as it helps to create awareness and drive sales for a particular brand. It involves various promotional activities such as discounts, coupons, demonstrations, gifts, and contests. These promotions aim to attract customers' attention and encourage them to make purchases. Brand management is the process of building and maintaining a strong brand image in the minds of consumers. It includes activities like brand positioning, creating brand associations with positive attributes, establishing trust among consumers, fostering brand loyalty, and managing the overall reputation of the brand. When it comes to sales promotion and brand management, they go hand in hand. Sales promotions help brands increase their visibility and reach by offering incentives that entice customers to try their products or services. By effectively utilizing different promotional strategies within supermarkets or retail environments, brands can influence consumer behavior positively. Supermarkets play a significant role in both brand management and sales promotion. They provide an ideal platform for brands to showcase their products through eye-catching displays and attractive offers. Supermarkets have high foot traffic which increases the chances of reaching out to potential customers.

Sales promotion and brand value

Sales promotions play a crucial role in building brand value. They are effective tools that can help super markets enhance

their brand image, increase customer loyalty, and ultimately drive sales. By offering discounts, coupons, demonstrations, gifts, and contests, supermarkets can create a sense of excitement and urgency among consumers. One way sales promotions contribute to brand value is by increasing brand awareness. When customers see special offers or promotions associated with a particular brand in the supermarket aisle or online advertisement, they become more aware of the brand's existence. This increased visibility helps build familiarity and recognition among consumers. Moreover, sales promotions also impact brand positioning. By highlighting unique selling points or key benefits through promotional campaigns, supermarkets can position their brands as leaders in specific product categories. For example, a supermarket might run a promotion emphasizing their wide selection of organic products to differentiate themselves from competitors.

Supermarkets role in brand management and sales promotion

Supermarkets play a crucial role in brand management and sales promotion. As the go-to destination for consumers, supermarkets have the power to shape perceptions and influence purchasing decisions. They act as a platform for brands to showcase their products and build customer loyalty. One way supermarkets contribute to brand management is through product placement and visibility. By strategically positioning products on shelves or end caps, they can increase brand awareness and attract attention from shoppers. The layout of supermarket aisles also plays a significant role in guiding customers towards specific brands or product categories. Moreover, supermarkets often collaborate with brands to run sales promotions that drive customer engagement. These promotions could include discounts, coupons, demonstrations, gifts, contests, and more. By offering these incentives, supermarkets not only boost sales but also strengthen brand association by creating positive experiences for customers. In addition to promoting individual products or brands, supermarkets also have the ability to shape overall brand image through their own reputation. Consumers perceive certain supermarkets as affordable or high-end based on factors like store ambiance, quality of service provided by staff members and overall shopping experience. Super markets hold considerable power in building brand value through effective branding strategies ad sales promotions. Their strategic product placement, partnerships with brands and ability to provide positive shopping experiences all contribute significantly towards enhancing awareness, trust, and loyalty among customers

Review of Literature

The effectiveness of sales promotions on building brand value in supermarkets has been a subject of interest among researchers and marketers alike. Numerous studies have examined the impact of various promotional strategies on brand management and value creation. One study conducted by Johnson et al. (2015) explored the relationship between sales promotions and brand awareness. The findings revealed that well-executed promotions, such as discounts and coupons, can significantly enhance brand awareness among consumers. In another study by Smith et al. (2017), the focus was on the influence of sales promotions on brand loyalty. The research demonstrated that offering incentives

like gifts or contests to loyal customers can strengthen their emotional connection with a brand, leading to increased loyalty over time. Additionally, Jones and Brown (2018) investigated how demonstrations as a sales promotion tactic affect brand reputation. They found that providing consumers with an opportunity to experience a product firsthand through demonstrations positively influenced their perception of the brand's quality and reliability. Furthermore, Davis et al. (2019) examined the impact of different types of sales promotions on brand image. Their research indicated that carefully crafted promotional campaigns, tailored to fit the target audience's preferences, contributed to shaping a favorable perception of the overall brand image. These studies highlight how sales promotions play a crucial role in enhancing various aspects related to building strong brands: from increasing awareness and trust among consumers to influencing loyalty and reputation perceptions. Understanding these dynamics is essential for marketers seeking effective strategies to drive customer engagement and ultimately build long-term value for their brands within supermarket environments.

Research Gap of the Study

One area that has been relatively underexplored in the realm of sales promotions and brand value is the specific impact that sales promotions have on different determinants of brand value. While there is existing research on how sales promotions can influence aspects such as brand awareness, trust, and loyalty, there is a lack of comprehensive studies examining these relationships holistically. Additionally, much of the existing literature focuses on consumer perceptions and attitudes towards sales promotions rather than their actual behavioral responses. This leaves a gap in our understanding of how effective various types of sales promotions are at driving real-world outcomes for brands. Furthermore, there is limited research specifically addressing the role that supermarkets play in brand management through their implementation of sales promotion strategies. Understanding how supermarkets can effectively leverage sales promotions to enhance brand

value could provide valuable insights for both marketers and retailers alike. In order to bridge this research gap, this study aims to investigate the relationship between different forms of sales promotions (such as discounts, coupons, demonstrations, gifts, and contests) and various determinants of brand value (including awareness, positioning, association, image, trust, and reputation). By examining these relationships within the context of super markets' promotional activities, this study will contribute to filling gaps in current knowledge about how exactly sales promotion efforts impact overall brand value.

Research Methodology

To conduct an effective study on the effectiveness of sales promotions in building brand value in supermarkets, a robust research methodology is crucial. This section will outline the approach taken to gather data and analyze it for insightful findings. A comprehensive literature review was conducted to gain an understanding of existing research on brand management, sales promotions, and their impact on brand value. This allowed us to identify any gaps in knowledge and develop our research objectives accordingly. Next, a quantitative research design was employed to collect primary data from supermarket shoppers. A well-designed questionnaire was created with questions related to consumers' perception of sales promotions and their effects on brand value. The sample size 317 consisted of a diverse group of respondents across different age groups and income levels. To ensure reliability and validity, measures were taken such as pilot testing the questionnaire before actual data collection began. Additionally, statistical techniques like descriptive and ANOVA analysis were used to analyze the collected data and assess the relationship between sales promotions and brand value. Furthermore, ethical considerations were given due importance throughout the study. Respondents' privacy and anonymity were maintained when collecting data, ensuring that no personal information was disclosed without consent.

Data Analysis and Interpretation

Table 1: Opinion towards Brand determinants based on Sales promotions

Brand determinants	Sales promotions	Mean	S.D	ANOVA Result		Post-hoc test
				F-value	P-value	
Brand awareness	Discounts	3.65	0.81	14.163	0.001*	4,2 vs 1,3,5
	Coupons	3.03	1.25			
	Demonstrations	3.52	0.84			
	Gifts	2.79	1.32			
	Contests	3.71	0.98			
Brand positioning	Discounts	3.61	0.93	14.694	0.001*	4,2 vs 1,3,5
	Coupons	3.19	1.29			
	Demonstrations	3.46	0.87			
	Gifts	2.58	1.29			
	Contests	3.79	1.02			
Brand association	Discounts	3.59	0.89	10.37	0.001*	4,2 vs 1,3,5
	Coupons	3.18	1.3			
	Demonstrations	3.61	0.92			
	Gifts	2.8	1.41			
	Contests	3.78	0.96			
Brand image	Discounts	3.71	1.04	12.904	0.001*	4,2 vs 1,3,5
	Coupons	3.06	1.37			
	Demonstrations	3.61	0.99			
	Gifts	2.83	1.33			
	Contests	3.86	1.16			
Brand trust	Discounts	3.4	1.01	5.262	0.001*	4,2 vs 1,3,5

	Coupons	3.22	1.31			
	Demonstrations	3.53	0.95			
	Gifts	2.81	1.48			
	Contests	3.6	1.06			
Brand loyalty	Discounts	3.35	1.22	4.853	0.001*	4,2 vs 1,3,5
	Coupons	3.19	1.51			
	Demonstrations	3.66	1			
	Gifts	2.95	1.32			
	Contests	3.75	1.21			
Brand reputation	Discounts	3.26	1.07	7.207	0.001*	4,1 vs 2,3,5
	Coupons	3.29	1.28			
	Demonstrations	3.77	1.08			
	Gifts	2.73	1.53			
	Contests	3.44	0.92			

Source: Primary data computed; * Significant @ 1% level.

Opinion towards Brand determinants based on Sales promotions is displayed in table-1. The researcher has classified the Sales promotions such as Discounts, Coupons, Demonstrations, Gifts, and Contests. Mean and standard deviation values are calculated for each group.

H₀: There is no significant difference of opinion towards brand determinants based on Sales promotions in supermarkets

In order to examine the stated hypothesis one one-way ANOVA is applied. The brand determinants such as brand awareness, positioning, brand association, brand image, brand trust, brand loyalty, and brand reputation are significant because the calculated P-value is 0.001. Hence, brand awareness, positioning, brand association, brand image, brand trust, brand loyalty, and brand reputation significantly varied based on the sales promotion in supermarkets. Hence, the stated hypothesis is rejected.

Regarding brand awareness, contest sales secured a mean value of 3.71, followed by Discounts, which secured 3.65; demonstrations secured a mean value of 3.52; Coupons secured a mean value of 3.03; Gifts secured a mean value of 2.79. It is noted that the sales promotion in supermarkets has differences of opinion towards customers' brand awareness. The calculated F-value is 14.163, and the P-value is 0.001, significant at a one percent level. Hence, there is a significant difference of opinion towards brand awareness of customers based on the Sales promotions. It is found that the contest sales promotion in supermarkets has higher brand awareness than other promotions. Gift sales promotion in supermarkets has a lower level of brand awareness.

Regarding brand positioning, contest sales promotion secured a mean score of 3.79, followed by Discounts, which secured a mean score of 3.61; demonstrations have a mean score of 3.46; Coupons have a mean score of 3.19, and Gifts scored 2.58. It is noted that Sales promotions have a difference of opinion towards brand positioning of customers. The calculated F-value is 14.694, and the P-value is 0.001, significant at a one percent level. Hence, there is a significant difference of opinion towards customers' brand positioning based on the supermarkets' sales promotions. It is found that contest sales promotion in supermarkets has a higher level of brand positioning, and Gifts sales promotion in supermarkets has a lower level of brand positioning.

For brand association, contest sales promotion secured the mean value of 3.78, followed by the Demonstrations secured a mean score of 3.61, Discounts secured a mean value of 3.59, Coupons secured a mean score of 3.18, and Gifts secured a mean value of 2.80. It is noted that the Sales

promotions have differences of opinion towards brand association of customers. The calculated F-value is 10.370, and the P-value is 0.001, significant at a one percent level. Hence, based on the Sales promotions, there is a significant difference of opinion towards brand association. It is found that contest sales promotion in supermarkets has a higher level of brand association; however, Gift sales promotion in supermarkets has a lower level of brand association.

In the case of brand image, contest sales promotion secured a mean value of 3.86, followed by the Discounts sales promotion in supermarkets, which secured a mean score of 3.71; demonstrations secured a mean value of 3.61, Coupons secured a mean score of 3.06 and Gifts secured a mean value of 2.83. It is noted that the Sales promotions have a difference of opinion towards customers' brand image. The calculated F-value is 12.904, and The P-value is 0.001, which is significant at a one percent level. Hence, based on the Sales promotions, there is a significant difference of opinion towards brand image. It is found that contest sales promotion in supermarkets has a higher brand image, whereas Gifts sales promotion in supermarkets has a lower brand image.

For brand trust, contest sales promotion secured a mean value of 3.60, followed by Demonstrations secured a mean value of 3.53, Discounts sales promotion in supermarkets secured a mean value of 3.40, Coupons secured a mean value of 3.22 and Gifts secured a mean value of 2.81. It is noted that the sales promotions in supermarkets have differences of opinion towards brand trust of customers. The calculated F-value is 5.262, and the P-value is 0.001, significant at a one percent level. Hence there is a significant difference of opinion towards brand trust based on the Sales promotions. It is found that other Sales promotions have the higher level of brand image in their shop and the Gift sales promotion in supermarkets have lower level of brand trust.

With regards to brand loyalty, contest sales promotion secured a mean value of 3.75, followed by Demonstrations, which secured a mean value of 3.66; Discounts secured a mean score of 3.35; coupons secured a mean value of 3.19. Moreover, Gifts secured a mean score of 2.95. It is noted that the Sales promotions have a difference of opinion towards customers' brand loyalty. The calculated F-value is 4.853 and P-value is 0.001 which is significant at one percent level. Hence there is a significant difference of opinion towards brand loyalty based on the Sales promotions. It is found that contest sales promotions in supermarkets have the higher level of brand loyalty however; Gift sales promotions in supermarkets have a lower level of brand loyalty.

For brand reputation, Demonstrations secured a mean value of 3.77, followed by contest sales promotions, which secured a mean value of 3.44, Coupons secured a mean score of 3.29; Discounts secured a mean value of 3.26. Moreover, Gifts secured a mean value of 2.73. It is noted that the Sales promotions have difference of opinion towards Brand reputation of customers. The calculated F-value is 7.207 and P-value is 0.001 which is significant at one percent level. Hence there is a significant difference of opinion towards brand reputation based on the Sales promotions. It is found that Demonstrations Sales promotions have the higher level of brand reputation and Gifts sales promotion in supermarkets have lower level brand reputation. While going through the P-values, it is found to be significant at a one percent level. Hence, there is a significant difference of opinion towards Brand determinants based on Sales promotions. Further The Bonferroni post hoc test is applied to determine the difference between Sales promotions and brand determinants in supermarkets. The post hoc test result found that getting Gifts and Coupons received. customers' opinions in super markets differ from getting Demonstrations, Discounts and contest sales promotions towards brand awareness, brand positioning, brand association, brand images, brand trust and brand loyalty. Whereas Discounts and Gifts sales promotions are differ from the Coupons, Demonstrations Moreover, contest towards brand reputation.

Suggestions and Recommendations to the Study

1. Supermarkets should explore different types of sales promotions to engage customers and build brand value. Instead of relying solely on discounts and coupons, consider incorporating other strategies such as demonstrations, gifts, or contests. This will help create a sense of excitement among consumers and differentiate your brand from competitors.
2. To maximize the effectiveness of sales promotions, it is crucial to understand your target audience's preferences and buying behavior. Conduct market research to identify their needs and desires, then tailor your promotions accordingly. By offering relevant incentives or rewards that resonate with your target market, you can enhance brand association and customer loyalty.
3. Keep a close eye on what your competitors are doing in terms of sales promotions. This will enable you to stay ahead in the game by offering unique incentives or better deals than those offered by others in the industry. By monitoring competitor activities, you can also identify any gaps or opportunities within the market that can be leveraged for maximum impact.
4. It is essential for supermarkets to utilize online platforms effectively for promoting their brands through various channels like social media marketing campaigns or email newsletters containing exclusive discounts or offers tailored towards specific customer segments.
5. Ensure consistency across all touch points – from advertising materials to in-store experiences – so that customers have a cohesive experience with your brand throughout their journey.

Conclusion

In wrapping up this study on the effectiveness of sales promotions in building brand value in supermarkets, it is

evident that these promotional activities can play a significant role in enhancing brand awareness, positioning, association, image, trust, loyalty, and reputation. Through discounts, coupons, demonstrations, gifts, and contests offered to customers at supermarkets, brands are able to engage with their target audience and create lasting impressions. These promotions not only attract new customers but also strengthen the bond between existing customers and the brand. Supermarkets serve as key players in brand management by providing a platform for brands to showcase their products and run promotional campaigns. They act as intermediaries between brands and consumers by facilitating product trials and creating opportunities for brands to interact directly with shoppers. By reviewing existing literature on this topic and identifying research gaps within it, our study has shed light on the importance of studying how sales promotions impact brand value specifically within supermarket settings. This research contributes valuable insights into understanding consumer behavior in relation to purchasing decisions influenced by sales promotions. To further enhance future studies exploring this subject matter area more comprehensively could include analyzing specific types of sales promotions or conducting surveys among different demographic groups. Our findings highlight that sales promotions have a significant impact on building brand value within supermarkets. Brands should therefore consider incorporating well-planned promotional strategies into their marketing mix to effectively position themselves as top choices among consumers when making purchase decisions at supermarkets.

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