

# The Relationship Between the Marketing Promotions and The Demand of Customers to Buy Products from The Hypermarket

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## **Abstract**

Marketing promotions are a marketing communication tool for stimulating revenue or providing incentives or extra value to distributors, sales staff, or customers over a short time period. Sales promotion activities include special offers, displays, demonstrations, and other nonrecurring selling efforts that aren't part of the ordinary routine in hypermarkets. As an additional incentive to buy, these tools can be directed at consumers, retailers, and other distribution partners, or the manufacturer's own sales force. Hypermarkets use many different forms of media to communicate about sales promotions, such as printed materials like posters, coupons, direct mail pieces, and billboards; radio and television ads; digital media like text messages, email, websites, and social media, and so forth. Hypermarkets use sales promotions to increase demand for their products and services, improve product availability among distribution channel partners, and coordinate the selling, advertising, and public relations. A successful sales promotion tries to prompt a target segment to show interest in the product or service, try it, and ideally buy it and become loyal customers. There are two types of sales promotions: consumer and trade. A consumer sales promotion targets the consumer or end-user buying the product, while a trade promotion focuses on organizational customers that can stimulate immediate sales.

**Keywords:** Marketing Mix, Marketing Promotions, Integrated Marketing Communication (IMC), Market Demand, Customer Satisfaction, Hypermarket.

## **1. Introduction**

Most consumers are familiar with common sales promotion techniques including samples, coupons, point-of-purchase displays, premiums, contents, loyalty programs, and rebates. Most people do. A sample is a sales promotion in which a small amount of a product that is for sale is given to consumers to try. Samples encourage trial and increased awareness of the product. You have probably purchased a product that included a small free sample with it—for example, a small amount of conditioner packaged with your shampoo. Have you ever gone to a store that provided free samples of different food items? The motivation behind giving away samples is to get people to buy a product. Although sampling is an expensive strategy, it is usually very effective for food products. People try the product, the person providing the sample tells consumers about it, and mentions any special pricing or offers for the product [1]. Often paired with samples are coupons. Coupons provide an immediate price reduction for an item. The amount of the coupon is later reimbursed to the retailer by the manufacturer. The retailer also gets a handling fee for accepting coupons. When the economy is weak, more consumers collect coupons and look for special bargains such as double

coupons and buy-one-get-one-free (BOGO) coupons [2]. While many consumers cut coupons from the inserts in Sunday newspapers, other consumers find coupons for products and stores online. Stores may also provide coupons for customers with a loyalty card. Consumers can download coupons on many mobile phones. Mobile marketing and the Internet give consumers in international markets access to coupons and other promotions. In India, the majority of coupons used are digital, while paper coupons still have the largest share in the United States. More than 80 percent of diapers are purchased with coupons; imagine how much easier and less wasteful digital coupons scanned from a mobile phone are for both organizations and consumers [3]. Point-of-purchase displays encourage consumers to buy a product immediately. These displays draw attention to a product by giving it special placement and signage. Coupon machines placed in stores are a type of point-of-purchase display. When a consumer sees a special display or can get a coupon instantly, manufacturers hope the easy availability or the discount will convince them to buy, increasing overall sales in the process. A variety of different sales promotions are conducted online. Common online consumer sales promotions include incentives such as free items, special pricing for product bundles (buying multiple products together), free shipping, coupons, and sweepstakes [4]. For example, many online merchants such as Bluefly and Zappos offer free shipping and free return shipping to encourage consumers to shop online. Some companies have found that response rates for online sales promotions are better than response rates for traditional sales promotions. Another very popular sales promotion for consumers is a premium. A premium is a product or offers a consumer receives when they buy another product. Premiums may be offered free or for a small shipping and handling charge with proof of purchase (sales receipt or part of package) [5]. Contests and sweepstakes are also popular consumer sales promotions. Contests are games of skill offered by a company, that offer consumers the chance to win a prize. Cheerios' Spoonfuls of Stories contest, for example, invited people to submit an original children's story and the chance to win money and the opportunity to have their story published. Sweepstakes are games of chance people enter for the opportunity to win money or prizes. Sweepstakes are often structured as some variation on a random drawing. The companies and organizations that conduct these activities hope consumers will not only enter their games but also buy more of their products and ideally share their information for future marketing purposes. As the following video shows, marketers have become increasingly sophisticated in the way they approach this "gaming" aspect of sales promotions.

## 2. CUSTOMER DEMAND IN HYPERMARKET

The world of retail such as hypermarkets is changing perhaps faster than at any time in history. How can a small retailer keep up with what customers want? One way is by keeping up with the latest retail insights from retail consulting firm BRP [6]. The company does a wealth of consumer surveys to find out what today's shoppers want from retailers. While some of the research is most applicable to larger retail chains with bigger budgets than small retailers, there is still a lot to learn. You'll want to pore over the massive report yourself, but here are some of the key takeaways. What Hypermarket Customers Want? [7], [8].

### i. Provide Personalized Customer Service

Customers want in-person service they can't get online. This is crucial to differentiating your store from the one-dimensional online shopping experience. According to research from BRP, 79% of consumers say personalized service from a sales associate is an important factor in determining where to shop. Customers are more than willing to share their personal data if it helps you provide a better experience. What to do: Gather customer data and use it to personalize offers and interactions. But remember as a brick-and-mortar store, it's your employees who put the "person" in "personalization." Make sure your salespeople are well trained in customer service and empowered to make the customer experience outstanding. Hire for personality. You can teach someone to work a cash register, but you can't teach "people skills."

#### **ii. Offer Online/Offline Integration**

According to BRP, 87% of customers want a consistent experience across all shopping channels. Even larger retailers are still playing catch-up in this area. Customers expect a seamless transition between shopping on your website (if you have an e-commerce site) and shopping at your store. For example, 56% want to be able to have a shared shopping cart across channels (such as putting something in your cart on desktop and having it show up on your phone), but just 7% of retailers offer this capability. Shoppers also want to be able to buy products online, then pick them up in-store, or buy products online and return them to a physical store. However, just 29% of retailers offer click-and-collect or buy online and pick up in store, as an option for customers. What to do: If your business has both an e-commerce and brick-and-mortar component, make sure the experiences are integrated so one is an extension of the other. Investigate shopping cart software that lets customers share shopping carts across channels. Take an in-depth look at your store and website. Does your brand look and feel the same online and off? Try navigating your website like a customer would, paying attention to ease of browsing and buying.

#### **iii. Make the Most of Mobile Technology**

How are you using mobile technology in your retail store? Your customers are using it for lots of things. Some 63% of consumers in BRP's survey use their mobile phones while in a store to compare prices, look for offers or coupons, check inventory, and more. Consumers expect to get mobile offers and coupons on their phones; 67% say such promotions are an important factor in deciding where to shop. In addition, 40% say they're more likely to shop at a store that has a mobile point of sale (POS). What to do: To keep up with your customers, you need to empower salespeople with mobile technology. BRP found that three-quarters of retailers plan to put mobile devices and tablets in the hands of their associates within the next three years. Currently, just 16% have them in-store and feel they are working well; 20% have them but feel improvement is needed. With mobile POS capability, your salespeople can process transactions of the sales floor the minute the shopper decides to buy. This eliminates waiting in line and gives salespeople more freedom to interact with customers on the sales floor. The newest POS trend BRP identifies: 22% of retailers let shoppers check out using their own phones.

#### **iv. Lure Them with Loyalty Rewards**

Identifying customers as members of your loyalty rewards program during checkout is great. But what if you and your team could identify your most valuable customers the minute they walk in the store? Almost two-thirds (64%) of the consumers BRP surveyed say they are OK with retailers identifying them as they enter the store—as long as they receive something valuable in return. Among Gen Z and millennial shoppers, 75% are comfortable with retailers identifying them. What to do: Look for loyalty rewards programs that allow you to identify shoppers via their smartphones when they're in-store. To get customers to sign up and share their personal information and location, you'll need to offer incentives. Invitations to special events, personalized promotions and rewards, and early access to new products are all desirable loyalty perks among consumers BRP surveyed.

#### **v. Offer Store Financing**

Cash-strapped and debt-leery millennials often don't have credit cards. Paying for costly retail purchases (or even moderately priced purchases) can be a problem without credit. To solve the challenge, more and more retailers are offering financing that breaks payments into smaller chunks. It's similar to the old-fashioned layaway concept, except customers get the product in hand right away. Retailers benefit, too: In one study, 36% of respondents say financing allows them to buy more expensive products than they could otherwise. What to do: Financing isn't just for big-ticket purchases. Even clothing retailers that cater to younger shoppers are starting to offer it because it's something millennial customers want. If you target this market, learn more about how to provide installment payment options and providers that offer financing solutions for stores. What do retail customers want? It changes from day to day. But since 63% of consumers will stop shopping at your store after just one unsatisfactory shopping experience, you'd better offer it.

### **3. MARKETING MIX**

Once you've developed your marketing strategy, there is a "Seven P Formula" you should use to continually evaluate and reevaluate your business activities. These seven are: product, price, promotion, place, packaging, positioning and people. As products, markets, customers and needs change rapidly, you must continually revisit these seven Ps to make sure you're on track and achieving the maximum results possible for you in today's marketplace [9]. The 7 P's of marketing include product, price, promotion, place, people, process, and physical evidence. Moreover, these seven elements comprise the marketing mix. This mix strategically places a business in the market and can be used with varying levels of force, see figure 1 [10], [11], and [12].

#### **i. Product**

It goes without saying that the service or product you're selling should be at the centre of every element of the marketing mix. Fundamentally, it allows you to address the questions key to sales conversion: what problem or issue does the product solve for customers? Why is your product the best one to solve it? The digital marketing mix is perfect for showcasing your products, through SEO, blogs or articles, paid advertising, influencer marketing, and viral video campaigns, for example.

#### **ii. Price**

The strategy behind the pricing of your product needs to be based on what your customers are prepared to pay, costs such as retail mark-up and manufacturing, as well as other considerations. Your marketing mix can include subscription and membership discounting programs, or email marketing of promotions and sales.



Figure 1: Marketing Mix

### **iii. Promotion**

Successful marketing strategies include all the promotional activities across the marketing mix, including advertising, direct marketing, and in-store promotional activities. The possibilities of digital promotion are limited only by your imagination and can include online events, chats, social media groups, and livestreams.

### **iv. Place**

Where and how your product is displayed and sold should be directly informed by your customers. A deep understanding of their purchasing patterns – and targeting them at the right stage in their buying cycle – will make it clear where you should promote and sell your products and how that fits into your online and real-world marketing mix.

### **v. PEOPLE**

Excellent customer service not only converts to sales, but can increase your customer base by referrals. Acquiring these referrals by people who love your brand can also be a great example of how your marketing efforts can support your sales process. It's important that everyone who represents your brand or deals with customers – including the non-human chat bot variety! – are fully trained sales professionals with an intimate knowledge of your product and how it will improve the lives or solve the problems of your customers.

### **vi. PROCESS**

The process of delivering your product to the consumer should be designed for maximum efficiency and reliability, but may also include features that are in line with your brand, such

as being environmentally or sustainably focused. With the rise in online shopping, digital partnerships and logistics have become an essential part of the marketing mix.

#### **vii. PHYSICAL EVIDENCE**

Physical evidence incorporates aspects that proves your brand exists and that a purchase took place. Examples of proof that your brand exists can include things like a physical store or office for your business, a website if your business operates solely online, and printed business cards that you exchange when meeting people. Examples of proof of purchases can include physical or digital receipts, invoices, or follow-up email newsletters that you send to customers as a retention exercise. Marketing mix must also take into consideration all the things your customer sees, hears sometimes even smells – in relation to your product or service. When it comes to creating a solid and strategic marketing mix, it's important to understand how the 7 Ps of marketing fit into the whole picture.

### **4. PROMOTION: INTEGRATED MARKETING COMMUNICATION (IMC)**

Having a great product available to hypermarket customers at a great price does absolutely nothing for hypermarket if hypermarket customers don't know about it. That's where promotion enters the picture: it does the job of connecting with hypermarket target audiences and communicating what hypermarket can offer them [13]. In today's marketing environment, promotion involves Integrated Marketing Communication (IMC). In a nutshell, IMC involves bringing together a variety of different communication tools to deliver a common message and make a desired impact on customers' perceptions and behavior. As an experienced consumer in the English-speaking world, you have almost certainly been the target of IMC activities [14]. Defining marketing communication is tricky because, in a real sense, everything an organization does has communication potential. The price placed on a product communicates something very specific about the product. A company that chooses to distribute its products strictly through discount stores sends a distinct message to the market. Marketing communication refers to activities deliberately focused on promoting an offering among target audiences. The following definition helps to clarify this term [15]: Marketing communication includes all the messages, media, and activities used by an organization to communicate with the market and help persuade target audiences to accept its messages and take action accordingly. Integrated marketing communication is the process of coordinating all this activity across different communication methods. Note that a central theme of this definition is persuasion: persuading people to believe something, to desire something, and/or to do something. Effective marketing communication is goal directed, and it is aligned with an organization's marketing strategy [16]. It aims to deliver a particular message to a specific audience with a targeted purpose of altering perceptions and/or behavior. Integrated Marketing Communication (IMC) makes this marketing activity more efficient and effective because it relies on multiple communication methods and customer touch points to deliver a consistent message in more ways and in more compelling ways. The promotion mix refers to how marketers combine a range of marketing communication methods to execute their marketing activities. Different methods of marketing communication have distinct advantages and complexities, and it requires skill and experience to deploy them effectively. Not surprisingly, marketing communication methods evolve over time as new communication



tools and capabilities become available to marketers and the people they target, see figure 2 [17].



Figure 2: Promotion Mix Model

Seven common methods of marketing communication are described below [18]:

- Advertising: Any paid form of presenting ideas, goods, or services by an identified sponsor. Historically, advertising messages have been tailored to a group and employ mass media such as radio, television, newspaper, and magazines. Advertising may also target individuals according to their profile characteristics or behavior; examples are the weekly ads mailed by supermarkets to local residents or online banner ads targeted to individuals based on the sites they visit or their Internet search terms.
- Public relations (PR): The purpose of public relations is to create goodwill between an organization (or the things it promotes) and the “public” or target segments it is trying to reach. This happens through unpaid or earned promotional opportunities: articles, press and media coverage, winning awards, giving presentations at conferences and events, and otherwise getting favorable attention through vehicles not paid for by the sponsor. Although organizations earn rather than pay for the PR attention they receive, they may spend significant resources on the activities, events, and people who generate this attention.

- Personal selling: Personal selling uses people to develop relationships with target audiences for the purpose of selling products and services. Personal selling puts an emphasis on face-to-face interaction, understanding the customer's needs, and demonstrating how the product or service provides value.
- Sales promotion: Sales promotions are marketing activities that aim to temporarily boost sales of a product or service by adding to the basic value offered, such as "buy one get one free" offers to consumers or "buy twelve cases and get a 10 percent discount" to wholesalers, retailers, or distributors.
- Direct marketing: This method aims to sell products or services directly to consumers rather than going through retailer. Catalogs, telemarketing, mailed brochures, or promotional materials and television home shopping channels are all common traditional direct marketing tools. Email and mobile marketing are two next-generation direct marketing channels.
- Digital marketing: Digital marketing covers a lot of ground, from Web sites to search-engine, content, and social media marketing. Digital marketing tools and techniques evolve rapidly with technological advances, but this umbrella term covers all of the ways in which digital technologies are used to market and sell organizations, products, services, ideas, and experiences.
- Guerrilla marketing: This newer category of marketing communication involves unconventional, innovative, and usually low-cost marketing tactics to engage consumers in the marketing activity, generate attention and achieve maximum exposure for an organization, its products, and/or services. Generally, guerrilla marketing is experiential: it creates a novel situation or memorable experience consumers connect to a product or brand.

## 5. PROMOTING THE HYPERMARKET

In-hypermarket marketing refers to marketing strategies that target customers while they are in a physical store or brick-and-mortar business. Rather than marketing to customers to drive them into a business, in-store marketing focuses on engaging and converting customers once they are have arrived. In-store marketing strategies help brands [19]:

- Promote products
- Educate prospects and shoppers
- Drive up-sells and cross-sells
- Generate leads
- Build brand recognition and affinity
- Decrease perceived customer wait-times
- Support sales and customer support teams

In-hypermarket marketing allows brands to market to one of the most highly engaged prospects they will ever have someone in their store. It controls the customer experience, dictates how visitors engage with their surroundings, and eventually drives in-store customers to make purchases. So, how can hypermarket brand embrace in-store marketing strategies, retail mix is a way to enhance the customers' satisfaction, see figure 3 [20].





Figure 3: Retail Mix Model

Ten In-hypermarket Marketing Strategies: With just a few steps, hypermarket can improve in-hypermarket experience and convince more customers to buy from hypermarket brand. Check out these ten in-store marketing strategies to increase sales at hypermarket brick-and-mortar store [21], [22] and [23].

**i. Offer Free WiFi**

One of the easiest ways hypermarkets can market to customers at hypermarket brick and mortar locations is with free WiFi. Customers receive hypermarket marketing messages when they sign in, allowing hypermarkets to promote various products and services on offer. WiFi marketing also has branding benefits that customers appreciate. They are more entertained when they're playing on their phones and will have more patience when waiting for hypermarket staff. This means they are likely to be happier and will return to the hypermarket again in the future.

**ii. Encourage Customers to Check-In and Share**

Free customer WiFi also creates opportunities to encourage customers to check-in on social media and share updates related to hypermarket brand. Hypermarket customers are already playing on their phones if they are logged-in to hypermarket WiFi and it only takes a few seconds to hit the share button. Consider testing different call-to-actions to get customers to share. Hypermarket might encourage them to post photos of the products they buy or post before-and-afters from a service. When hypermarket brand is tagged, hypermarket can expand hypermarket reach across the web and grow hypermarket.

**iii. Upsell Customers with Signage**

In-store marketing is all about appealing to customers there and now. Signage is one of hypermarket best options to grow hypermarket sales and get customers to spend just a few more dollar's every time they enter hypermarket. hypermarket can upsell customers by highlighting package deals for additional savings, promoting seasonal products they can try, and explaining the features of hypermarket lesser-known options. Clearly displayed and labelled digital signage makes it easy to market to customers and drive sales.

#### **iv. Focus on Experiential Marketing**

Experiential marketing means turning the shopping process into an experience, rather than a transaction. Healthcare offices do this by offering drinks to patients and creating comfortable waiting rooms, while retail stores create lounges and set up tutorials for shoppers to test. Look at hypermarket and consider ways to improve the overall experience. This might mean adding more games and activities to hypermarket waiting area or changing how hypermarket employees interact with clients. Good experiences lead to positive reviews and increased sales from happy customers.

#### **v. Provide Valuable Information to Customers**

While entertainment is an important part of the customer experience, so is education. Customers turn to hypermarket brand because they think it is the most reliable and that hypermarket provide something they can't get anywhere else. Make sure hypermarket providing the right information to customers and positioning hypermarket itself as an expert in the field.

#### **vi. Share Audio Messages with Shoppers**

Overhead messaging is a powerful in-store marketing tool to use to talk about upcoming events and promotion opportunities. hypermarket can create quick ten-second sound bites that hypermarket play in-between songs encouraging people to try a new product or sign up for a service. The nature of audio means everyone will be aware of the information, even if they're not looking at hypermarket's signage or talking to one of hypermarket employees.

#### **vii. Make hypermarket Entertainment Related to hypermarket Brand**

If hypermarkets distract customers while they wait with music, TV, digital trivia, and other entertainment options, make sure the content is relevant to the hypermarket brand and supporting hypermarket's overall vision. Setting up a radio or broadcasting cable TV means hypermarket at the mercy of other content creators. They might play an inappropriate song or broadcast a competitor's commercial.

#### **viii. Reach Out to Customers for Surveys**

Many companies rely on customer surveys to solicit feedback on performance and potential improvements. The cashier typically gives instructions to customers with survey codes on their receipts. However, by the time the customer gets home, they have long forgotten about the survey and won't make the effort to complete it. Instead, consider setting up in-store surveys where customers can offer feedback before they leave the hypermarket location. This could be as simple as setting up a few interactive touchscreens by the exit or asking an

employee to survey people before they leave. Hypermarkets can even offer a discount on future services after they complete it.

#### **ix. Host Events Inside Hypermarket Offices**

Events give customers reasons to visit hypermarket locations even if they aren't buying from hypermarket brands directly. ABC Wine and Spirits lures people with wine tastings and other samplings. Customers can enjoy the wine and will likely buy a few bottles while they are there. Most industries are capable of hosting customers for events in some form or another. For example, an automotive business could create a basic car maintenance training course or a spa could host a wellness class or meditation instruction. Even if only a few people attend, in-store events could pay off significantly.

#### **x. Analyze Customer Foot Traffic**

If the hypermarket has customers walk around freely to engage with its products or services, then the hypermarket needs to analyze how people experience its setup. For example, retailers in mall locations test how people enter their stores, what they look at first, and what parts of the store they ignore. To monitor foot traffic, it can use free customer WiFi for tracking. This analysis varies in complexity, but some companies offer sensors that monitor foot traffic and create heatmaps of its store layout with the data.

## **6. CONCLUSION AND RECOMMENDATIONS**

Hypermarkets can use consumer sales promotions to help them understand price sensitivity. Coupons and rebates provide useful information about how pricing influences consumers' buying behaviour. Sales promotions can also be a valuable—and sometimes sneaky—way to acquire contact information for current and prospective customers. Many of these offers require consumers to provide their names and other information in order to participate. Electronically-scanned coupons can be linked to other purchasing data, to inform organizations about buying habits. All this information can be used for future marketing research, campaigns, and outreach. Consumer sales promotions can generate loyalty and enthusiasm for a brand, product, or service. Frequent flyer programs, marketing promotions are a good way of energizing and inspiring customer action. Trade promotions offer distribution channel partners financial incentives that encourage them to support and promote a company's products. Offering incentives like prime shelf space at a retailer's store in exchange for discounts on products has the potential to build and enhance business relationships with important distributors or businesses. Improving these relationships can lead to higher sales, stocking of other product lines, preferred business terms, and other benefits. Sales promotions can be a two-edged sword: if a company is continually handing out product samples and coupons, it can risk tarnishing the company's brand. Offering too many freebies can signal to customers that they are not purchasing a prestigious or "limited" product. Another risk with too-frequent promotions is that savvy customers will hold off purchasing until the next promotion, thus depressing sales. Often hypermarkets rush to grow quickly by offering sales promotions, only to see these promotions fail to reach their sales goals and target customers. The temporary boost in short-term sales may be attributed to highly price-sensitive consumers looking for a deal, rather than the long-term loyal customers a company wants to cultivate. Failure to do so can be costly in terms of dollars, profitability

and reputation. If hypermarkets become overly reliant on sales growth through promotions, they can get trapped in short-term marketing thinking and forget to focus on long-term goals. If, after each sales dip, a business offers another sales promotion, it can be damaging to the long-term value of its brand.

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