

A Study On Marketing Effectiveness Of Sales Promotion

Foreword In April 1971, Los Angeles and its satellite cities were treated to one of its least interesting and least publicized elections in years. Nothing seemed to be hotly contested. A few Los Angeles city councilmen were up for reelection as were some members of the Board of Education and the Board of Trustees of the Community Colleges. - Nakanishi, Cooper and Kassarian [1974] Our colleague, Professor Harold H. Kassarian, ran for one of the seats on the Board of Trustees and received 17,286 votes. While he lost the election, he had collected the data which he felt characterized voting in such low-involvement cases. He asked us to join him in writing a follow-up to a study of a similar election which had been published the previous fall in Public Opinion Quarterly. Neither of us was content with the methods and models used in the prior study. Shares are different than other criteria, be they vote shares, market shares or retail stores' shares of customers. Different methods are needed to reflect their special nature. And thus began a research collaboration, running 17 years, so far. Though our combined research efforts have covered diverse areas of consumer choice behavior, in recent years we came to the realization that our models and analytical methods might be very profitably employed in the analysis of market-share figures for consumer products.

This volume includes edited and revised versions of the papers delivered and discussed at the recent Advertising and Consumer Psychology Conference. Following the theme of the conference -- "Measuring Advertising Effectiveness" -- the book blends academic psychology, marketing theory, survey methodology, and practical experience, while simultaneously addressing the problems and limitations of advertising. Acknowledging that advertisements are subtle, diverse, complex phenomena that require detailed investigation, this compilation explores the multidimensional nature of advertising's diverse effects from both academic and applied perspectives. Updates on theories and methods -- along with expert commentaries -- help to make this a valuable collection that will be of interest to advertising and marketing specialists and communications experts alike.

This thesis investigates marketing's contribution to firm performance. The research is located in high technology (high tech) firms. In recent years; the topic of marketing's contribution to the performance of high tech firms has been the subject of heightened interest amongst practitioners and policy makers. Following the end of the technology boom of the late 1990s, many practicing marketers sought to measure the contribution of marketing to firm performance as a means of securing and defending budgets. Meanwhile, policy makers have identified the development of a market focus/greater adoption of the marketing concept in high tech firms of accelerating growth within the sector. While in the literature, marketing's contribution to firm performance is considered from a variety of perspectives two research

streams dominate. These are the {u2018}market orientation{u2019} and the {u2018}marketing performance measurement{u2019} (MPM) perspectives. The former is primarily concerned with examining the impact on firm performance of adopting marketing as a business orientation. The latter tends to be more narrowly focused on approaches to assessing the contribution of the marketing function or department to firm performance. The broad consensus in the first research stream is that adoption of a market orientation leads to improved firm performance. Similarly, a fundamental assumption within the MPM literature is that measurement of marketing performance leads to improved marketing effectiveness and efficiency and that this in turn leads to improved firm performance. However, there is little or no empirical evidence to support the efficacy of either of these prescriptions for high tech firms. Notwithstanding the fact that high tech firms are widely viewed as possessing differentiating characteristics and as operating in unique market environments, studies in both research streams have largely ignored such firms. The current research makes a contribution to the existing literature by examining marketing{u2019}s contribution to the performance of high tech firms. The research is comprised of two related studies. The first study, undertaken in the Irish market, examines current practice in the measurement of marketing performance and the link between market orientation, firm performance and performance measurement practices. The second study, undertaken largely in the US market, examines current practice in MPM and the relationship between MPM and firm performance in high tech firms. Evidence from the Irish study indicates that firms have limited ability to measure overall marketing performance of the firm. Also the study provides only partial support for a positive relationship between market orientation and firm performance. This finding raises doubts over the merit of a central component of the State{u2019}s current enterprise policy.

The issue being investigated in this thesis concerns the extent to which marketing practices impact upon business performance and how the competitive environment influences the market orientation-performance relationships in an industrialised nation and a developing economy. This thesis takes as its underlying theoretical framework, the marketing-performance paradigm of marketing strategy theory and practice and involves a thematic study of marketing practices, their relevance in different environmental scenarios and effects on a variety of performance measures. In order to determine the universal importance of marketing principles, the effects of various facets of marketing such as marketing culture, marketing effectiveness and market orientation on both customer-based and financial performance indicators, are investigated in the United Kingdom (UK) and Ghana. The contribution to knowledge stems from the systematic application of marketing principles to describe the behaviour of firms in a range of businesses and, on the basis of primary data, determine whether firms that engage in sound marketing practices, are characterised by relatively higher performance levels irrespective of the environment. This thesis contains eight empirical papers, one case study and one

conceptual article on the U K and Ghana and the findings have been published/scheduled for publication in key internationally refereed journals in the management/ marketing fields. Within the U K context, issues relating to marketing culture, marketing effectiveness and their effects on various performance dimensions are explored. Moreover, the concept of market orientation, its impact upon measures of business effectiveness, efficiency and adaptability, and the extent to which environmental factors influence these relationships are examined. Sectors to which specific marketing constructs could be appropriately applied are selected for survey. These include marketing effectiveness in large organisations (over 500 employees), marketing culture in service firms, and market orientation in the small business (10 to 50 employees) and high technology (biotechnology) sectors. This approach facilitates a comprehensive testing of these different but related constructs in diverse contexts and provides useful conclusions on the efficacy of marketing principles in business practices. In the context of Ghana, the role of marketing is examined against the background of the International Monetary Fund's (IMF) structural adjustment policies (SAP). This is followed by a study of the effects of corporate culture on market orientation and a case study on performance of firms which have adapted successfully to the changes taking place in Ghana's liberalised economy through effective implementation of SAP-tailored marketing strategies. In addition, a comparison of the marketing activity-performance association among foreign and domestic firms is undertaken together with an investigation of the market orientation performance link and potential moderators of the relationship. Studying the role and effectiveness of marketing in these different scenarios provides invaluable insights into the relevance of marketing principles in a developing economy. Overall, this thematic approach facilitates a thorough exploration of the significance of marketing practice in industrialised and developing economies and, more importantly, tackles the research question posed at the outset. Generally, the results indicate that in the UK, sound marketing practices exert a positive impact on performance while in Ghana, foreign firms' marketing practices are found to exert a greater effect on performance than those of domestic firms. Moreover, in the UK, a significant link between market orientation and performance emerges over a shorter period compared with a similar analysis in Ghana. Managerial implications of the findings are subsequently highlighted and future research directions are identified and discussed. This dissertation, "Marketing Effectiveness in the Hong Kong Insurance Industry: a Study of the Elements of Marketing Strategy and Their Effect on Performance" by Clive Ambrose, Brook-Fox, was obtained from The University of Hong Kong (Pokfulam, Hong Kong) and is being sold pursuant to Creative Commons: Attribution 3.0 Hong Kong License. The content of this dissertation has not been altered in any way. We have altered the formatting in order to facilitate the ease of printing and reading of the dissertation. All rights not granted by the above license are retained by the author. DOI: 10.5353/th_b3126252 Subjects: Insurance - China - Hong Kong Marketing research - China - Hong Kong

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A Study on Marketing Effectiveness of Singapore's Small and Medium Size Enterprises (SMEs) Marketing Effectiveness in the Hong Kong Insurance Industry A Study of the Elements of Marketing Strategy and Their Effect on Performance Open Dissertation Press

Chapter 5 Marketing research methods 1. Critically evaluate the relative merits of quantitative and qualitative approaches to data collection for a large retailer. The marketing research process needs to follow these steps: defining the problem and research objectives, developing the research plan, collecting the data, analyzing the data, then presenting the findings. In general, the specific marketing research major activities include: Research into customer needs and expectation and a variety of qualitative techniques are used to study the often complex sets of expectations that customers have with respect to a purchase. For example, when buying a personal computer, what are customers' expectation with respect to reliability, after-sales support, design etc? Customer satisfaction surveys indicate customer areas of satisfaction or dissatisfaction; how spending money on various forms of communication, such as advertising, sales promotion, and public relations; researching similar industry studies about competitors in completely unrelated business sectors how to improve own marketing effectiveness; researching key client studies about number of customers how to make special efforts to ensure that these customers are satisfied with its standards of service and prices; researching into intermediaries, such as agents dealers are close to consumers to gather information about consumers' needs and expectation. For example in relation to reliability, delivery times and after sales services; researching front line employees their attitude towards the company and researching environmental scanning changing on trends to influence the company development in the future. Structure of market research includes spending on market research, types of market research and potential problem. Market research means researching the the immediate competitive environment of the marketplace, including customers, competitors, suppliers, distributors and retailer. Otherwise, marketing research includes all the above and companies and their strategies and markets of whose products sale or services provision and the wider environment within which operates (e.g. political, social, economic etc factor influences). Hence, marketing research means the systematic design, collection, analysis and reporting of data and finding relevant to a specific marketing situation facing the organization. In general, the ten most common market research activities for a large retailer data collection, include determination of market characteristics, measurement of market potential, market share analysis, sales analysis, studies of business trends, short range forecasting, competitive product studies, long range forecasting, pricing studies and testing existing products. The reasons why a large retailer needs to conduct that research in new product development include the product must appeal to the customer, timely market research can help the large retailer to predict its client's needs/wants, market research tends to point out success and failure before its product is launched for real and it can save its money and time. A large retailer's market research can be sources by either primary or secondary or both and it can use either qualitative or quantitative or both methodologies and it can achieve objectives either exploratory or descriptive or causal experimental.

The marketing revolution is here, so get on the right side of the barricade and become a part of it! Let's thank Mr. and Mrs.

Consumer and their little Consumerlings who have seized power from the corporations and are now firmly in control. In Punk Marketing, Laermer and Simmons take an irreverent, penetrating look at the seismic change in the relationship between the people who sell stuff—products, services, entertainment—and those who purchase it. They demonstrate that to survive in business, a revolutionary approach is needed—one they have branded "Punk Marketing"—and it's one we all need to understand, for the traditional divisions among commerce, content, and consumers are continuing to blur ever more rapidly. Never dull, sometimes controversial, but always a helluva lot of fun, Punk Marketing presents a manifesto for any businessperson needing to engage consumers—or any consumer seeking to understand and employ their newfound power. And here's the good news: It's based on principles that have existed forever. In an age of digital video recorders, "branded" entertainment, cell-phone TV, multiplayer online games, and never-ending social networking, a coherent approach to marketing has never been more vital. With Punk Marketing, there's a built-in plan to equip you with tools to make all this change work out just fine, thanks. Punk Marketing is the first shot—soon to be heard 'round the world—of a long-awaited and breathless uprising that businesses want, deserve, and desperately need.

Marketing is as important as producing a product. Now a days customers are not only satisfied with good quality or longer lasting product they want a better brand. It's become more realistic when the product is technology oriented. So the importance of marketing a products properly increase dramatically, so do the tools marketer use to market their product. Increaseuse of technology led us to e-marketing. Mobile industry is in the core of technology oriented product. Marketing such a product through e-marketing becomes inevitable. Impact of e-marketing in Robi Axiata LTD. is getting bigger. This research concludes that e-marketing is preferred among mobile users. They prefer interactive communication in web sphere. Mobile users think that social media is a better way to reach them. And Robi is conducting their e-marketing activity effectively. However Robi should concentrate on customize e-marketing rather than generic. Also this research concludes some recommendations. This research tries to accumulate whether customers prefer e-marketing, its effectiveness & role of social media into a Robi's marketing activity which together create impact on e-marketing of Robi. This research is solely based on only regular user of Robi Axiata LTD. Also this research is based on convenient sampling. So there are opportunities for further research on larger population or based on total industry. Apart from mentioned variables there are possibilities of including this research's extraneous for further research.

?Value Chain Marketing (VCM) is a promising strategy to overcome immediate customers' innovation resistance. By pursuing VCM, material suppliers enlarge their target group beyond their immediate customers and address their downstream customers as well. Treading on relatively unexplored grounds, this book explores the relevance of VCM and comprehends its process; identifies the critical factors for suppliers' marketing success, and compares the performance of VCM trials, using a multi-method design linking case study research and computational modeling.

The present study which aimed to examine the "A STUDY ON THE MARKETING EFFECTIVENESS OF THE SANGAM DAIRY, in Guntur districts (A.P)." The dairy marketing has dearth of evaluation studies available and it is an attempt by the researcher to under take a study of this type. The study cover the customer preferences and satisfaction to the dairy products and effectiveness of distribution channels and sale promotion activities of the Sangam dairy products based on the opinion expressed by the sample respondents. The primary data regarding customer preferences and satisfaction of the diary products and effectiveness of distribution channels and sales promotion activists were collected by employing a schedule for the respondents or consumers. An attempt was made to draw conclusion from the analysis of both primary and secondary data which will help the management of Sangam dairy to evolve polices and affect improvements quality, delivery, distribution and sales promotion.

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secondary or both and it can use either qualitative or quantitative or both methodologies and it can achieve objectives either exploratory or descriptive or causal experimental. The primary source is collection of data specifically for the problem or project in hand and the secondary source is based on data previously collected for purposes other than the research in hand. e.g. published articles, governments etc.

?Internet advertising has come off age; yet little is known in research and practice about how digital channel advertising really works. The empirical research in this thesis intends to fill this gap and shed light on the effectiveness of online advertising. Two studies are conducted that focus on multichannel online advertising and search engine advertising, the single-most important online ad channel. In an interdisciplinary approach, both studies first develop comprehensive theoretical models based on existing work in related research fields—for example, marketing and information retrieval. This approach pays off and leads to new and insightful findings: - There are synergies in multichannel online advertising: purchase propensity increases when consumers receive advertising messages through multiple channels. - The channel order can influence the conversion probability. - Click-through rates in search engine advertising are influenced through various keyword criteria on semantic and syntactic level The results of this thesis constitute an important starting point for future research in online advertising. Furthermore, the results enable practitioners to improve the effectiveness of online advertising through a more differentiated campaign management approach. Based on its findings, the thesis outlines how a future integrated approach to online advertising could look like.

Seminar paper from the year 2003 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1, University of Strathclyde, language: English, abstract: This paper discusses the potential benefits of marketing management for a small business operation, in this case ADMECO AG. The first part of the assignment introduces the concept of marketing orientation as a theory and critically assesses the marketing orientation in the company. In section two, a marketing audit evaluates the current situation, drawing on supporting material from primary & secondary market research sources. The potential for marketing activities in the organisation is considered in section three, while section four offers an example of a 3-part recommendation on alternative sales channels, new communication technology and relationship management as an added value for the customer and for corporate performance. Finally, the last section takes my recommendations for the company and builds a possible plan of action on them.

Get a thorough review of vital research issues! Fundamentals of Business Marketing Research examines recent industrial/business research, evaluates its current effectiveness, and offers suggestions for future use. This unique book includes and is based on "Business Marketing: A Twenty Year Review," a thorough study of industrial/business research from 1978-1997 with critical commentary from a distinguished panel of business academics and the response of the study's authors. The combination of critiques, insights, and viewpoints will challenge you to think beyond the traditional role of B2B marketing into a future that's anything but business as usual. Through an unusual format that gives you access to critical academic analysis, Fundamentals of Business Marketing Research presents a comprehensive review of vital research areas, including marketing to

businesses/institutions/governments; buyer-seller relationships; computer use for business marketing; industrial segmentation; channel management and development; physical distribution; advertising; and public relations. The book's give-and-take is equally focused on areas that have traditionally received a larger share of the research effort (organizational buyer behavior, business marketing strategy and planning, industrial selling and sales management) and those that have taken a back seat in terms of research attention (computers and ethical business marketing). The original study, its criticisms, and the authors' subsequent assessment spotlight major themes, individual contributions, and future trends in major topic areas, including: business marketing strategy organizational buying behavior and purchasing management business marketing research methodology products/services pricing management issues distribution/logistics and supply chain management promotion Fundamentals of Business Marketing Research is equally effective as a practical guide for professionals and researchers, and as an academic text for doctoral studies. Doctoral Thesis / Dissertation from the year 2018 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 3.55, Atlantic International University (Atlantic international university), course: Doctorate in Marketing, language: English, abstract: This research work investigated the effectiveness of online marketing on integrated marketing communication strategy. Specifically, the work aimed at assessing the extent online platform improves the effectiveness of integrated marketing communication strategy. To achieve the objectives of the study, the researcher employed descriptive survey where the marketing/sales department officers of three organization were sampled to collect relevant information regarding the effectiveness of online marketing in actualizing the goal of integrated marketing communication. The organization sampled includes Coca-Cola Nigeria (multinational firm), Uber Nigeria (multinational Firm) and ABC paint (domestic firm) in carrying out the study. Information was obtained from the respondents using questionnaire instrument of data collection using 5 point Likert Scale. The data was analyzed using descriptive statistics (mean, standard deviation, Skewness etc) and frequencies (percentages, table and graph). From the research findings, it was revealed that online marketing is effective in integrated marketing communication strategy of the organisation by increasing the brand awareness, improves customer satisfaction, easy integration and management, and facilitates automation of marketing activities. It was equally revealed that integrated marketing online effectiveness can be measured using a number of metrics including consumer interaction on site, number of repeated visit, sales volume and profits among others. The researcher also discovered that the trending online marketing tools employed by most organisation includes, e-mail marketing, social media marketing, search engine marketing, artificial intelligence and chatbot among others. It is therefore recommended among others that organizations need to employ various artificial intelligence technology to gather as much information as they can about their customer needs, psychographic, geographic and demographic information to determine what marketing strategy and medium will appeal most to the targeted customers and channel more of the marketing effort towards such direction.

Big Data is the biggest game-changing opportunity for marketing and sales since the Internet went mainstream almost 20 years ago. The data big bang has unleashed torrents of terabytes about everything from customer behaviors to weather patterns to

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demographic consumer shifts in emerging markets. This collection of articles, videos, interviews, and slideshares highlights the most important lessons for companies looking to turn data into above-market growth: Using analytics to identify valuable business opportunities from the data to drive decisions and improve marketing return on investment (MROI) Turning those insights into well-designed products and offers that delight customers Delivering those products and offers effectively to the marketplace. The goldmine of data represents a pivot-point moment for marketing and sales leaders. Companies that inject big data and analytics into their operations show productivity rates and profitability that are 5 percent to 6 percent higher than those of their peers. That's an advantage no company can afford to ignore.

Internet marketing has become an important issue for many businesses around the world which have any form of commercial presence on the net. It is often perceived that doing business on the Internet mostly requires competency in the technology area. However as many dot com companies are failing due to lack of revenue generation, which could be induced by the inadequate marketing and marketing research, practitioners and scholars of e-commerce are keen to obtain a better understanding of the whole phenomenon of Internet marketing. To understand what's working as an Internet marketing strategy or tactic, one needs to conduct marketing research using rigorous statistical methodology.

Excerpt from The Measurement and Improvement of R& D Marketing Effectiveness This study is one of a program of research supported in part by a grant from the National Aeronautics and Space Administration. The findings and opinions reported herein are those of the author and do not necessarily reflect those of the sponsoring agency. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at www.forgottenbooks.com This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the original format whilst repairing imperfections present in the aged copy. In rare cases, an imperfection in the original, such as a blemish or missing page, may be replicated in our edition. We do, however, repair the vast majority of imperfections successfully; any imperfections that remain are intentionally left to preserve the state of such historical works.

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