

Evaluation of Effectiveness of Sales Promotional Tools on Sales Volume (Case Study: Iran Tractor Manufacturing Complex (ITMC))

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Abstract: The main thrust of this paper is to evaluate effectiveness of the promotional tools of advertisement, sales promotion, public relations, direct selling and direct marketing on sales volume of products of the Iran Tractor Manufacturing Complex in Iran. The Iran Tractor Manufacturing Complex is one of the largest enterprises in the Middle East and currently has more than six thousand employees. Its products are sold all over the country and also exported to many South American and African countries. The population for this research study is comprised of the authorized sales representatives and also consumers of the Iran Tractor Manufacturing Complex in Iran. In this regard, one hundred nineteen questionnaires were mailed to the authorized sales agents all over Iran and sixty eight completed questionnaires were received. Regarding the consumers, the accessible sampling was used. The authorized sales representatives of the Iran Tractor Manufacturing Complex, all over Iran, were asked to request customers, who called on them during two months of Day (10th month) and Bahman (11th month) of the Iranian year 1389 (corresponding to December 20, 2010 to January 20, 2011), to complete the questionnaire. Total of fifty eight completed questionnaires were received. All together, there were one hundred twenty seven completed questionnaires for the study. The results of this study show that there is significant relationship between promotional tools and sales volume. This is the main hypothesis of the research, which is confirmed. Regarding the second goal of this research; identifying the most effective tools, the results show that the sales promotion tool is the most effective ones and the second ranked tool is the advertisement, the tool ranked third is the public relations, the forth ranked tool is the direct marketing and the last is the direct selling. There is also an attempt to rank the facets of sales promotional tools with grouping and also with grouping considerations [1]. In this study findings and implications for managerial practices are discussed and put forward.

Key words: Promotional tools • Advertisement • Sales promotion • Direct selling • Direct marketing and public relations

INTRODUCTION

According to Peter Drucker; the aim of marketing is to increase sales. By considering enormous changes in the economic conditions of the world, it can be seen that every nation tries to create or maintain competitive advantage for itself and with the help of the marketing science, increase its enjoyment of the created or maintained competitive advantages. In this respect, organization with better communications with customers; through utilization of effective promotional methods along with acquiring better consumer understanding, have been able to attract and maintain customer loyalty. The importance of promotional activities is especially evident

in industries with intense competition. These promotional tools or activities can aid organizations in their endeavor to acquire more shares of the market and maintain them [2]. When a new product enters the market, marketing department becomes active and tries to persuade consumers; through utilization of promotional tools into buying it, which in turn leads to increased sales volume. Knowing about and utilizing promotional tools are necessary for all firms and organizations determined to have sustainable and informed presence in today's markets. In this respect, evaluation of effectiveness of each one of these promotional tools on volume of sales helps firms and organizations to plan for better utilization of them [3].

In recent decades, many firms have allocated more than seventy percent of their market communications budget for promoting their sales volume. Attracting and maintaining customers is one of the most important goals of an organization, which can help to achieve its ultimate goal of profitability [4].

The Importance and Necessity of the Research: Sales promotional tools have been utilized as a set of tools to achieve marketing communications goals for firms. They are pivotal elements in marketing planning. Besides being utilized as tools for communication purposes with consumers, they may also be used as competitive tools in

Table 1: Advertisement and its facets

Name of promotional tool	Name of facet of the promotional tool (advertisement)
Advertisement	<ul style="list-style-type: none"> -Advertising on national T.V. -Advertising on local T.V. -Advertising on radio -Advertising on the Internet -Advertising in newspapers and magazines -Advertising in cities -Advertising on intercity billboards and posters -Advertising on brochures and booklets -Advertising in sport stadiums -Participating in trade fairs/exhibitions

Table 2: Sales promotion and its facets

Name of promotional tool	Name of facet of the promotional tool (sales promotion)
Sales Promotion	<ul style="list-style-type: none"> -Presenting promotional items/gifts at international trade fairs/exhibitions -Providing special discounts for potential buyers during international trade fairs/exhibitions -Providing opportunity for exchange of goods along with discounts -Promoting through actual ownership of sports (soccer)team -Advertising by the ITMC -Selling on special long term installment plans -Offering special discounts on different occasions -Setting up visit plans for public or interested parties to visit the complex -Working up loan schemes through banks and saving/loan associations -Working up or setting up schemes for introduction of products by other organizations

Table 3: Public relations and its facets

Name of promotional tool	Name of facet of the promotional tool (public relations)
Public Relations	<ul style="list-style-type: none"> -Active participation in seminars/forums -Giving interviews to newspapers and mass media -Taking part in charities and making donations -Publishing weekly or monthly newsletters about products -Active participation in advertising and sale through agents -Setting up introduction sessions for products -Participating in specialized trade/fairs exhibitions -Sending catalogs and special price offers to potential buyers -Creating a positive image through mass media

Table 4: Direct selling and its facets

Name of promotional tool	Name of facet of the promotional tool (direct selling)
Direct Selling	<ul style="list-style-type: none"> -Setting up several tele-marketing schemes for advertising products -Setting up tele-selling workforce

Table 5: Direct marketing and its facets

Name of promotional tool	Name of facet of the promotional tool (direct marketing)
Direct Marketing	<ul style="list-style-type: none"> -Tele-marketing through facsimile -Tele-marketing through e-mail -Introducing company thru existing customers to others

an aggressive market [5]. Sales promotion is a branch of marketing which utilizes different motivational techniques for shaping and structuring programs related to making actual sales to consumers, commerce, or affecting sale levels in a period of time [6]. Sales promotional tools have the ability to attract new customers and maintain loyal customers and if an organization is interested in maintaining its present customers, it should plan to allocate proper attention for them in its marketing plans. Finally, sales promotional tools are excellent tools for maintaining present customers and rewarding them for their continued relations with organizations [7]. So, with respect to the effective elements in utilizing a combination of promotional tools, it is necessary that organizations be aware of degree of effectiveness of each of these tools. And since effectiveness of these tools in different organizations can be different, it is highly advisable to foresee a phase in marketing plans for measuring their effectiveness.

As it was mentioned before, promotional tools for this research study are advertisement, sales promotion, public relations, direct selling and direct marketing. Each one of these tools comprises of sub-tools or facets, which are explained in the research model in Tables 1 through 5.

History of Research Done on the Subject Locally:

Regarding the research work done in Iran, there are many scholarly articles, which mostly refer to several limited sources. But applied research work done on the subject is scanty at best and no research work which would utilize all five promotional tools and their facets was found. Most of the applied research works done are about sales promotion. A brief explanation follows:

Tavakoli-zadeh and Amir-shahi (2005) in a research evaluated the effects of sales promotional tools on loyalty of customers in commercial banks in Tehran. The results of this research revealed that there was a significant relationship between sales promotional tools and loyalty of customers, but the amounts of this effect were different for each one of the tools and their facets [8].

Mir-zadeh and Nazemi (2005) evaluated the promotional effect of presence in trade fairs and exhibitions on commercial success of production firms in a research study titled "Evaluation of presence of production firms in the Khorasan (Province) International Fairs on their commercial success." As a result of this study, it was mentioned that sixty percent of the understudy firms evaluated the relationship between trade fair/exhibition and sales as being high. So, it was

concluded that part of the sales increase of firms in the months following their presence in the trade fair/exhibition could be attributed to such presence. Based on the obtained results, presence in fairs and exhibitions is an effective tool for increasing sales and also competitive ability of firms. Forty five percent (45%) of the computer firm managers and thirty seven percent (37%) of home appliance managers consider taking part in trade exhibitions/fairs as an effective tool toward increasing their local sales of products [9].

Alizadeh (2008) in a research study titled "Effects of sales promotional tools on after purchase reactions of food stuff consumers" studied about the effects of sales promotional tools of free sample, discount coupon, store display, prize packages, gifts and buy one get another one free on after purchase reaction of customers of the Isfahan Refah Chain Stores. Findings of this research showed that all understudy sales promotional tools were effective on reaction of customers [10].

History of Research Done on the Subject Abroad:

Powel *et al.*, (2004) evaluated the relationship between new products, sales promotion and firm's score in the automotive industry and obtained results which were expected the least. They found out that even though sales promotion has short term positive effect on firm's income and profit, it tends to decrease firm's score in long term. So, producers try to combat this situation by providing the ground for new products and giving unexpected discounts by observing firm's financial performance [11].

In another research study, Sigue *et al.*, (2008) evaluated sales promotional tools for consumers and retailers. In this research, he entertained the point that how producers and retailers influence consumers and each other by using these tools and how performance of each one of the channel members directly and indirectly affects other member's buying and selling activities. In this research two models, which evaluated effects of channel decisions, benefits of promotions under the control of producers and promotion goals under the control of middlemen on consumers, were presented. The findings showed that middlemen always invested in retailer promotions, while producers may find divesting on consumer promotions desirable [12].

In another research study titled "Effects of promotions of the three media on book sales" Zhang (2008) evaluated the effects of three main media of television, newspapers and the Internet on the books sold over ten million copies in 2006. He analyzed the

importance of three media of newspaper, television and the Internet on the increased sales volume, education and readers. This research, which was an analytical research, found out that media; as the most effective marketing channels in the book publishing industry, play important roles in promotion of books [13].

Ndubisi (2005) started a research study in Malaysia to evaluate the effectiveness of sales promotional tools on low involvement products in Malaysia. His goals were to evaluate effectiveness of sales promotion strategy (e.g. discount coupons, price discounts, free samples, prize packages and store display) on purchase of less complicated products by Malaysians customers. The research showed that certain demographic factors such as education and income of consumers could potentially confound observed relationships. Results also showed that discounts, free samples, prize packages and store displays are associated with product trial, but discount coupon does not have significant effect on product trial [14].

In their research titled "Consumer heterogeneity in the longer-term effect of price promotion" Lim *et al.*, (2005) evaluated the long term effect of price promotions on different kinds of customers. Results of their research showed that there was significant difference among different classes of consumers. The results of their research provided a view for management to increase long term effectiveness of price promotion by offering varied price promotion plans for different classes of customers [15].

Smith *et al.*, (2004) evaluated the reciprocal effects between two prevailing elements of marketing communications (e.g. direct selling and trade show) in a research study titled "Complimentary effect of trade shows on direct selling". This research is viewed through the Integrated Marketing Communications (IMC). Through participation of a group of industrial distributors, the researchers in this field study showed that persuading selling efforts increases productivity and sales as long as customers are not exposed to trade shows of other firms. Furthermore, total profit of firms will move upwards as long as trade show is sustained along with the selling efforts [16].

Finally in an article, Lawnivzak (2007) evaluated the role of public relations in a global contest for sales. By considering political solutions and economic models in a market based economy, he discussed about strong economies of the world such as United States of America, China, Germany and...and also developing countries. The results obtained from this research paper indicate that

political, economical and social changes on the move from socialism toward the market based economy need to utilize public relations industry with new challenging approach [17].

The Research Model: Figure 1 represents the conceptual model of the present research study.

As it was explained before the promotional tools of the present research model are advertisement, sales promotion, public relations, direct selling and direct marketing. Each one of these promotional tools has its own exclusive subsets or better called facets used in this research study, which are presented below in Tables 1 through 5:

Research Hypotheses

The Main Hypothesis: There is significant relationship between promotional tools and sales volume.

The Minor Hypotheses:

- There is significant relationship between advertisement and sales volume.
- There is significant relationship between sales promotion and sales volume.
- There is significant relationship between public relations and sales volume.
- There is significant relationship between direct selling and sales volume.
- There is significant relationship between direct marketing and sales volume.

Besides entertaining the above mentioned hypotheses, attempts are also made to rank the facets of each tool based on their effectiveness within each tool group and also without grouping considerations.

Statistical Population: The statistical population for this research is comprised of the authorized sales representatives and also consumers of the Iran Tractor Manufacturing Complex inside Iran. Regarding the authorized sales representatives, it should be mentioned that sampling was not carried out, but self administered questionnaires were mailed to all of them. In this regard, one hundred nineteen questionnaires were mailed to the authorized sales agents all over Iran and sixty eight completed questionnaires were received. But regarding the consumers, the accessible sampling was used. The authorized sales representatives all over Iran were asked

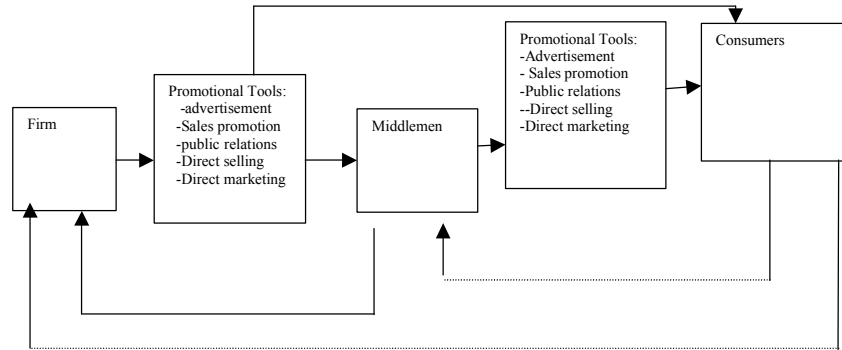


Fig. 1: The research model

to request customers who called on them during two months of the Day (10th month) and Bahman (11th month) of the Iranian year 1389 (corresponding to December 20, 2010 to January 20, 2011) to complete the questionnaire. Total of fifty eight completed questionnaires were received, which were used in the analysis. All together, there were one hundred twenty seven completed questionnaires for the research.

The Research Variables

The Independent Variables of the Research: The independent variables in this research are promotional tools of advertisement, sales promotions, public relations, direct selling and direct marketing. As it was explained before, each one of these tools includes facets which are used depending on the nature of organization and/or firm. In this research, tools mainly used in manufacturing tractors are the independent variables, which their effectiveness will be evaluated in two groups of middlemen and consumers.

The Dependent Variable of the Research: The dependent variable in this research study is the sales volume of the firm, which this research study intends to evaluate effectiveness of each of the promotional tools and their facets on. In other words, this research study intends to identify the best promotional tools and their facets in the intended industry and through evaluation of the effectiveness of them. This is done to influence the decision making process of the company's management in better and goal minded allocation of budgets for each of these tools.

Specifications of the Questionnaire: The questionnaire was comprised of thirty four questions, which utilize a five point Likert scale to evaluate responses; ranging from 1 for very little to 5 for very much. Each one of the thirty four questions is about the promotional facets used in the

Iran Tractor Complex. The first ten questions were about the first variable; effectiveness of facets of advertisement. In fact the effectiveness of the ten facets of the advertising was set forth by these questions and responses for them were sought. The next ten questions were related to facets of the second variable; progressive sales promotion. Questions twenty one to twenty nine; total of nine questions, were related to the evaluation of effectiveness of facets of the third variable; public relations. Question thirty and thirty one were related to the evaluation of facets of the direct selling and the final three questions; thirty one to thirty four were for evaluation of the effectiveness of facets of the direct marketing. The questionnaire was designed based on definitions laid out by Kotler et al., Roosta et al. and other scholars with identical opinions on classification of promotional tools [18, 19]. It must also be mentioned that only the facets of the tools utilized by the Iran Tractor Manufacturing Complex were included in the questionnaire. In other words, by respecting the opinions of the sales management of the Iran Tractor manufacturing Complex, all the questions in the questionnaire were related to the promotional tools and their facets actually utilized by the Iran tractor Manufacturing Complex.

Validity and Reliability of the Questionnaire: Opinions of independent judges were sought in assessing validity of the questionnaire. In this respect, three university lecturers from local higher educational institutes and two public relations experts from the Iran Tractor Manufacturing Complex were consulted and their opinions were that the questionnaire had enough validity to rely on.

In this research study Cronbach's alpha coefficient was used to evaluate the reliability of the questionnaire. This coefficient was calculated according to the following formula:

$$\alpha = \frac{K}{K-1} \left(1 - \frac{\sum_{i=1}^K \sigma_{Yi}^2}{\sigma_X^2} \right)$$

Where K is the number of components (K -items or testlets), σ_X^2 the variance of the observed total test scores and σ_{Yi}^2 the variance of component i for the current sample of persons.

The questionnaire was distributed among thirty people of the statistical population and then SPSS software was utilized to calculate the Cronbach's alpha to be 0.83; which was above 70% meaning that the reliability of the questionnaire was achieved.

Review of Specifications/Traits of Respondents: As it was mentioned before, the statistical population of this research was comprised of authorized sales representatives and consumer of the Iran Tractor manufacturing Complex. In gathering data, sixty eight

questionnaires were completed by the authorized sales representatives and fifty nine questionnaires were completed by the consumers. Total of one hundred twenty seven respondents took part in the research survey. Out of one hundred twenty seven respondents, eighty four had high school education or high school diploma, forty one had two year college associate degrees and/or four year college degrees, one had a master degree and one had a doctorate degree. Table 6 represents the frequency distribution of the respondents and Table 7 represents frequency distribution of their level of education:

Evaluation of the Frequency Distribution of Responses to the Questions in the Questionnaire: Each one of the questions in the questionnaire, which is by the way related to a facet of a promotional tool, was evaluated from point view of frequency distribution of responses and then total score of each question was calculated.

Table 6: Frequency distribution of sales representatives and consumers

Respondent	Absolute frequency	Cumulative frequency	Frequency percentile
Authorized sales agents	68	68	53.44%
Consumer	59	127	46.46%

Table 7: Frequency distribution of level of education of respondents

Education	Absolute frequency	Cumulative frequency	Frequency percentile
High school and under	84	84	66.14%
2 or 4 year College degree	41	125	32.28%
Masters degree	1	126	0.79%
PhD	1	127	0.79%

Table 8: Frequency distribution and score for question one

	Value	Absolute frequency of responses	Cumulative frequency	Frequency percentile	Frequency score
Very much	5	71	71	55.91%	355
Much	4	35	106	27.56%	140
To some degree	3	18	124	14.17%	54
Little	2	2	126	1.57%	4
very little	1	1	127	0.79%	1
Total Score					554

Table 9: Total score for questions one to thirty four in the questionnaire

Question Number	Total Score	Question Number	Total Score	Question Number	Total Score	Question Number	Total Score
1	554	10	459	19	574	28	474
2	500	11	479	20	550	29	439
3	369	12	495	21	462	30	415
4	350	13	502	22	447	31	526
5	419	14	392	23	384	32	398
6	455	15	481	24	420	33	348
7	436	16	592	25	464	34	481
8	391	17	542	26	443		
9	373	18	485	27	471		

Table 10: Result of K-S test

No.	Name of variable	Name of test	Sig.	Result
1	Advertisement	K-S	0.427	The distribution is normal
2	Sales promotion	K-S	0.299	The distribution is normal
3	Public relations	K-S	0.209	The distribution is normal
4	Direct selling	K-S	0.015	The distribution is normal
5	Direct marketing	K-S	0.149	The distribution is normal

Table 8 represents the frequency distribution of responses and also total score for the first question. In order to keep the article brief and short, the tables representing frequency distribution of responses to questions 2 through 34 are not presented and instead Table 9 represents the total score for them.

Test of Hypotheses

Utilization of Kolmogorov-Smirnov test to Check Normality of Distribution: This test is a simple non-parametric procedure for determination of uniformity of experimental data with selected statistical distribution. It is also a way for checking the homogeneity of a distribution frequency for the experimental data [20]. By utilizing the SPSS software, the results depicted in Table 10 were obtained. With respect to the fact that sig. for each and every one of the variables is greater than 0.05, it can be concluded that the distribution is normal.

Single Sample T-Test

Test of Facets of the First Tool or Variable; Advertisement: In order to evaluate the effectiveness of the first tool or in other words the first variable of the research, first the effectiveness of each of the facets of it was evaluated separately. This was done because the effectiveness of each of the tools alone was considerably important. Tables 11 through Table 15 represent the findings:

Results of the Single Sample T-Test for Variables: Here the independent variables of the research study were tested using the single sample T-test. The results show that all five variables have significant relationship with sales volume. In other words, the effectiveness of all of the promotional tools on sales volume is confirmed. Table 16 represents the results:

Results of the Double Sample T-Test: For examining hypotheses in the previous tests all respondents were taken as a whole and were not differentiated, but here first, the statistical population were divided into two; authorized sales representatives and consumers, to see whether a significant difference between the opinions of

the authorized sales representative and consumers on effectiveness of promotional tools exist or not. Table 17 represents the obtained results.

So, based on obtained results, it can be concluded that there is no difference between opinions of the authorized sales representatives and consumers regarding the sales promotional tools.

Results of the Friedman Test: In the previous test, the significance of relation between promotional tools and sales volume was tested. The results confirmed all five hypotheses. Here, the Friedman test was used to find out whether; according to respondents, there was any difference between effectiveness of these variables. The Friedman test, which is a nonparametric one, was performed by utilization of the SPSS software.

By conducting this test which resulted in sig. being equal to 0.000, it was concluded that there were significant differences among effectiveness of all five variables. The means obtained through this test show that the sales promotional tools could be ranked in the following manner; number 1, as being the most effective tool and number 5; as being the least effective tool.

- Sales promotion with the mean score of 4.83
- Advertisement with the mean score of 3.79
- Public relations with the mean score of 3.39
- Direct marketing with the mean score of 1.87
- Direct selling with the mean score of 1.13

Since the effectiveness level of each of these tools was very important to the Iran Tractor manufacturing Complex (ITMC), the test was performed for the facets of each tool. The obtained results showed a significance level of less than 0.05; indicating significant differences among effectiveness of facets. By evaluation of the obtained data, the ranking of the effectiveness of facets of each promotional tool is presented below in Table 18 through Table 22.

In order to find out the effectiveness of each facet of the promotional tools, they were evaluated one more time without any grouping considerations. This time, they are ranked according to their effectiveness among all facets of the five promotional tools:

Table 11: Results of the single sample T-test for facets of the advertisement

No.	Name of facet of advertisement	Test	Number of observations	Sig.	Result
1	on national T.V.	T-test	127	0.000	Effectiveness confirmed
2	Advertising on local T.V.	T-test	127	0.000	Effectiveness confirmed
3	Advertisements on radio	T-test	127	0.359	Effectiveness not confirmed
4	Advertising on the Internet	T-test	127	0.063	Effectiveness not confirmed
5	Advertising in newspapers	T-test	127	0.001	Effectiveness confirmed
6	Advertising on posters and billboards in the city	T-test	127	0.000	Effectiveness confirmed
7	Advertising in intercity billboards	T-test	127	0.000	Effectiveness confirmed
8	Advertising on brochures and booklets	T-test	127	0.431	Effectiveness not confirmed
9	Advertising in sports centers	T-test	127	0.519	Effectiveness not confirmed
10	Participating in trade fairs and exhibitions	T-test	127	0.000	Effectiveness confirmed

Table 12: Result of the single sample T-test facets of the sales promotion

No.	Name of facet of sales promotion	Test	Number of observations	Sig.	Result
1	Presenting promotional items/gifts at international trade/fair exhibitions	T-test	127	0.000	Effectiveness confirmed
2	Providing special discount for customer making purchase at the fairs	T-test	127	0.000	Effectiveness confirmed
3	Providing opportunity for exchange of goods with discounts	T-test	127	0.000	Effectiveness confirmed
4	Promoting through actual ownership of sports (soccer) team	T-test	127	0.391	Effectiveness not confirmed
5	Advertising by the ITMC	T-test	127	0.00	Effectiveness confirmed
6	Selling on special long term installment plans	T-test	127	0.000	Effectiveness confirmed
7	Offering special discounts on different occasions	T-test	127	0.000	Effectiveness confirmed
8	Setting up visit plans for public or interested parties to visit the complex	T-test	127	0.000	Effectiveness confirmed
9	Working up loan schemes through banks and saving/loan associations	T-test	127	0.000	Effectiveness confirmed
10	Working up or setting up schemes for introduction of products by other organizations	T-test	127	0.000	Effectiveness confirmed

Table 13: Results of the single sample T-test for facets of the public relations

No.	Name of facet of public relations	Test	Number of observations	Sig.	Result
1	Active participation in seminars/forums	T-test	127	0.000	Effectiveness confirmed
2	Giving interviews to newspapers and mass media	T-test	127	0.000	Effectiveness confirmed
3	Taking part in charities and making donations	T-test	127	0.794	Effectiveness not confirmed
4	Publishing weekly or monthly newsletters about products	T-test	127	0.391	Effectiveness not confirmed
5	Active participation in advertising and sale through agents	T-test	127	0.00	Effectiveness confirmed
6	Setting up introduction sessions for products	T-test	127	0.000	Effectiveness confirmed
7	Participating in specialized trade/fairs exhibitions	T-test	127	0.000	Effectiveness confirmed
8	Sending catalogs and special price offers to potential buyers	T-test	127	0.000	Effectiveness confirmed
9	Creating positive image thru mass media	T-test	127	0.000	Effectiveness confirmed

Table: 14: Results of the single sample T-test for facets of the direct selling

No.	Name of facet of direct selling	Test	Number of observations	Sig.	Result
1	Setting up several telemarketing schemes for advertising products	T-Test	127	0.009	Effectiveness confirmed
2	Setting up tele-selling workforce	T-Test	127	0.00	Effectiveness confirmed

Table 15: Results of the single sample T-test for facets of the direct marketing

No.	Name of facet of direct marketing	Test	Number of observations	Sig.	Result
1	Telemarketing through facsimile	T-Test	127	0.0165	Effectiveness not confirmed
2	Telemarketing through e-mail	T-Test	127	0.088	Effectiveness not confirmed
3	Introducing company thru existing customers to others	T-Test	128	0.000	Effectiveness confirmed

Table 16: Results of the single sample T-test for effectiveness of sales promotional tools on sales volume

No.	Name of promotional tool	Test	Number of observations (questionnaires)	Sig.	Result
1	Advertisement	T-Test	127	0.000	Effectiveness confirmed
2	Sales promotion	T-Test	127	0.000	Effectiveness confirmed
3	Public relations	T-Test	127	0.000	Effectiveness confirmed
4	Direct selling	T-test	127	0.000	Effectiveness confirmed
5	Direct marketing	T-test	127	0.000	Effectiveness confirmed

Table 17: Results of the double sample T-test for comparing differences in opinions of sales representatives and consumers

No.	Name of promotional tool	Test	Number of observations (questionnaires)		Sig.	Result
			Sales representatives	Consumers		
1	Advertisement	T-Test	59	68	0.816	There is no significant difference
2	Sales promotion	T-Test	59	68	0.773	There is no significant difference
3	Public relations	T-Test	59	68	0.554	There is no significant difference
4	Direct selling	T-test	59	68	0.324	There is no significant difference
5	Direct marketing	T-test	59	68	0.999	There is no significant difference

Table 18: Ranking of facets of advertisement based on their effectiveness

1.	Advertising on national T.V.
2.	Advertising on local T.V.
3.	Participating at local fairs and exhibitions
4.	Advertising on posters and billboards in the city
5.	Advertising on intercity billboards
6.	Advertising in newspapers and magazines
7.	Advertising on brochures and booklets
8.	Advertising on radio
9.	Advertising in sports centers
10.	Advertising on the Internet

Table 19: Ranking of facets of sales promotion based on their effectiveness

1.	Working up loan schemes through banks and saving/loan associations
2.	Selling on special long term installment plans
3.	Working up or setting up schemes for introduction of products by other organizations
4.	Offering special discounts on different occasions
5.	Providing opportunity for exchange of goods along with discounts
6.	Providing special discounts for potential buyers during international trade fairs/exhibitions
7.	Setting up visit plans for public or interested parties to visit the complex
8.	Presenting promotional items/gifts at international trade fairs/exhibitions
9.	Advertising by the ITMC
10.	Promoting through actual ownership of sports (soccer) team

Table 20: Ranking of facets of public relations based on their effectiveness

1.	Sending catalogs and special price offers to potential buyers
2.	Participating in specialized trade/fairs exhibitions
3.	Active participation in advertising and sale through agents
4.	Active participation in seminars/forums
5.	Creating a positive image through mass media
6.	Setting up introduction sessions for products
7.	Describing strength and advantages of company in printed media
8.	Publishing weekly or monthly newsletters about products
9.	Taking part in charities and making donations

Table 21: Ranking of facets of direct marketing based on their effectiveness

1.	Introducing company thru existing customers to others
2.	Tele-marketing through facsimile
3.	Tele-marketing through e-mail

Table 22: Ranking of facets of direct selling based on their effectiveness

1.	Setting up tele-selling workforce
2.	Setting up several tele-marketing schemes for advertising products

- Working up loan schemes through banks and saving/loan associations.
- Selling on special long term installment plans.
- Advertising on national T.V.
- Working up or setting up schemes for introduction of products by other organizations.
- Providing special discounts for potential buyers during international trade fairs/exhibitions.
- Setting up tele-selling workforce.
- Providing opportunity for exchange of goods along with discounts.
- Advertising on local T.V.
- Providing special discount for customer making purchase at fairs/exhibitions.
- Setting up visit plans for public or interested parties to visit the complex.
- Introducing company thru existing customers to others.
- Presenting promotional items/gifts at international trade fairs/exhibitions.
- Advertising by the ITMC.
- Sending catalogs and special price offers to potential buyers.
- Active participation in advertising and sale through agents.
- Participating in specialized trade/fairs exhibitions.

- Active participation in advertising and sale through agents.
- Active participation in seminars/forums.
- Advertising on posters and billboards in the city.
- Describing strength and advantages of company in printed media.
- Setting up introduction sessions for products.
- Creating a positive image through mass media.
- Advertising on intercity billboards.
- Setting up several tele-marketing schemes for advertising products.
- Advertising in newspapers and magazines.
- Publishing weekly or monthly newsletters about products.
- Tele-marketing through facsimile.
- Promoting through actual ownership of sports (soccer) team.
- Advertising on brochures and booklets.
- Taking part in charities and making donations.
- Advertising on radio.
- Advertising in sports centers.
- Advertising on the Internet.
- Tele-marketing through e-mail.

CONCLUSION

As it can be observed, the main hypothesis of the research and also the five minor hypotheses of the research were confirmed. In other words, it was confirmed that there is a significant relationship between promotional tools and sales volume. It was also confirmed that there are significant relationship between each of the presumed promotional tools and sales volume.

Of course, one of the main goals of implementing the promotional plans is to increase sales volume and achieve higher profit level, so by ranking the promotional tools from the most effective one to the least effective one, a suitable procedure for proper utilization of each one of these tools was highlighted.

Compared to other research works conducted in this regard, the present research resulted in similar findings. Tavakoli-zadeh and Amir Shahi (2005) concluded that promotional tools were effective on loyalty of customers and Mir-zadeh and Nazemi (2005) concluded that fairs/exhibitions attendance was an effective promotional tool on sales volume and competitive edge of firms [8, 9]. Askari (2006) proposed a promotional plan for increasing sales volume of computer firms and Ali-zadeh (2008) identified the promotional tools as effective on after purchase behavior of the customers [21, 10].

In the existing empirical works, Pauwels *et al.*, (2004), Sique (2008), Zhang (2008) and Nagar (2009); by accepting inevitability of the effectiveness of the promotional tools on the decision of customers regarding purchase, loyalty to a brand, brand switching and other reactions, tried to evaluate this relationship in different areas such as short term effectiveness, long term effectiveness, utilization of different media, non-homogeneity of customers in showing reactions and effectiveness of consumer promotions and sales representatives [11, 12 13, 22].

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