

THE EFFECTIVENESS OF SALES
PROMOTION TOOLS IN ENHANCING SALES:
A STUDY ON USAHASAMA PROTON DRB S.A.N. BHD. (USPD)

MARLIZA BINTI AHMAD
99112896

BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS AND MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY
MALACCA

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ABSTRACT

Consumer purchasing power depends on the economic situation. The consumer will purchase whatever they can afford to fulfill their needs and wants. Marketers will try to persuade customers to purchase their product by making a great sales promotion. Sales promotion aids with advertisement treatment will make customers attract and influence to make purchase decision.

This study is conducted to determine the consumers' awareness towards USPD sales promotion on vehicles and try to determine whether the sales promotion tools used by USPD is effective or not to attract consumers in enhancing the USPD sales. Sales promotion tools is one alternative ways to boost the sales. Many organization, distributors, and retailers adapt and use this technique.

In order to ensure the sales promotion tools at USPD is effectively to increase the sales, the marketers need to select and used appropriate tools in order to persuade or influence the consumer attention. As one of Proton distributor, the sales promotion tools are important to compete with other competitors. Consumer-oriented sales promotion tools like contest, free gift, financial incentives, and others will make the consumers aware and attract to contribute to a purchase decision.

Through the survey done by the researcher, most of the consumers are aware with the promotional events promote by USPD. From the findings, some of the sales promotion tools is effective to enhance the sales. The most effective consumer-oriented sales promotion tools that make the consumers influence to purchase the car is financial contest. This is because consumer can purchase a car and then enter the contest provided by USPD to win the contest prize.

The others consumer-oriented sales promotion tools discussed in this research also can enhanced the sales but the involvement of respondents is not high as in contest. Thus, some recommendations to increase the effectiveness of the promotional tools in enhancing the sales are suggested.

Customer involvement is important to ensure the promotional event is successful. Customers will only involve if the reward is interesting. As a conclusion, the sales promotion tools used by USPD can be improve to be more effective to influence more buyers besides help the company to enhance the sales and build a good relationship with the customers.

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