
UNIT 10 IN-STORE OBJECTIVES, ADVANTAGES AND LIMITATIONS

Structure

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10.0 OBJECTIVES

After studying this unit you will be able to:

- Explain the role of in-store promotion;
- Describe the reasons for in-store promotion to come into existence;
- Identify objectives of in-store promotion;
- State the overall objectives of in-store environment;
- Develop in-store promotion objectives;
- State the opportunities and limitations of in-store promotion.

10.1 INTRODUCTION

In-store promotion is broadly defined as **Sales promotion** at a retailer's location, with bundled offers, expert advice, product demonstrations, product samples, special discounts, etc. It is also called **in-store promotion**.

"The store is more than a distribution point. It is a marketing medium that allows for various touch points of communication or messaging."

In-store promotion is increasingly finding a place in the marketing mix. It is the promotional activity located within a sales outlet. In-store promotion is one of the most important promotional strategies followed by retailers worldwide. It refers to communication strategies designed to act as a direct inducement, an added value, or an incentive for the product to customers. In-store marketing creates a lively atmosphere and enriches the shopping experience.

In-store promotions can be used to inform, persuade, and remind target customers about the business and its marketing mix. **Some common types of in-store promotion include samples, coupons, sweepstakes, contests, in-store displays, trade shows, price-off deals, premiums, and rebates.**

Many everyday purchase decisions are made in supermarkets at the point of sale. Even when consumers shop intending to purchase a particular brand, they often change their minds once they are in the supermarket, while POS materials – display bins, shelf talkers, floor stickers, and price promotions are all known to have a positive affect on sales at store level.

Critics say the store is really assembling a cacophony of messages that draw attention from the brands on the shelf.

The value and complexity of sales promotion are clear from this commentary:

Three of every four shoppers are open to new experiences as they browse the aisles of super- markets and search for bargains at drugstores and mass merchandisers. This means an opportunity to make a measurable impact when they're free of distractions and most receptive to new ideas. Some retailers must work harder to get shoppers' attention and use more displays and special signs. While shopping varies by store, there are exceptions based on the product. For shampoos and pain relievers bought at drugstores and mass merchandisers, more browsing takes place than at supermarkets. Shampoos and pain relievers need more intrusive promotion at supermarkets. In drug and discount stores, its food items that need to use them.

10.2 WHY IN STORE PROMOTIONS?

Following are the reasons why earlier retail outlets didn't have their individual identity and retail sales were lost:

- Poor qualification of the customer
- Salespersons not demonstrating the good or service
- Failure to gut feeling into the presentation
- Poor knowledge of the salespersons about the product and its competitors.
- Arguing with a customer
- No suggestive selling in selling related items
- Giving up too early
- Inflexibility in giving solutions to the customer
- Poor follow-up in taking orders from the customer or in maintaining their data.

In the present day context there is high level of competition and customers have several choice of stores to choose. Good in store promotions and deals always drive customers to splurge and therefore in store promotions have become an integral part of store survival strategy.

10.3 PROMOTIONAL OBJECTIVE PARAMETERS

The promotional objectives should have some precise terms in order to carry out the promotion and then monitor the results – so called SMART objectives. SMART objectives will provide Specific, Measurable, Actionable, Realistic

