

**Impact of Sales Promotion of Electronic Goods with Special  
Reference to Samsung and L.G.**

**Submitted by**

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A Thesis

**Submitted to**

Office of the Dean

Faculty of Management

Tribhuvan University

In partial fulfillment of the requirement for the Degree of

Master of Business Studies (MBS)

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Kathmandu, Nepal

December, 2010

## **RECOMMENDATION**

This is to certify that the thesis

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*Entitled*

**Impact of Sales Promotion of Electronic Goods with Special  
Reference to Samsung and L.G.**

has been prepared as approved by the this Department in the prescribed format of  
Faculty of Management. This thesis is forwarded for examination.

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# VIVA - VOCE SHEET

We have conducted the Viva-Voce of the thesis presented

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**Impact of Sales Promotion of Electronic Goods with Special Reference  
to Samsung and L.G.**

and found the thesis to be the original work of the student and written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirement for the degree of

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## **Viva-Voce Committee**

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## **DECLARATION**

I hereby declare that the work reported in this thesis entitled "Impact of Sales Promotion of Electronic Goods with Special Reference to Samsung and L.G." submitted to office of the Dean, faculty of management Tribhuvan University is my original work done in the form of partial fulfillment of the requirement for the degree of Master of Business Studies (MBS) under the supervision of **Reader Dr. Shilu Bajracharya** of Shanker Dev Campus, T.U.

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**Lokesh Bajracharya**

Date: December 12, 2010

## TABLE OF CONTENT

	<i>Page No.</i>
RECOMMENDATION	I
VIVA - VOCE SHEET II	
DECLARATION	III
ACKNOWLEDGEMENT	IV
TABLE OF CONTENT	V

### CHAPTER - ONE: INTRODUCTION

1. Background of the Study	1
2. Statement of the problem	4
3. Objectives of the study	5
4. Significance of the Study	6
5. Hypothesis of the study	7
6. Limitations of study	7
7. Organization of the study	7

### CHAPTER - TWO: REVIEW OF LITERATURE

2.1 Sales Promotion	9
2.2 Feature of Sales Promotion	11

2.3	Sales Promotion with other Promotional Activities	12
2.3.1	Sales Promotion and Advertising	12
2.3.2	Sales Promotion and Publicity	13
2.3.3	Sales Promotion and Personal Selling	13
2.4	Objectives of Sales Promotion	14
2.5	Characteristics of Sales Promotion Tools	15
2.6	Sales Promotion Decision	16
2.7	Nature of Sales Promotion	19
2.8	Method of Sales Promotion	20
2.8.1	Consumer Promotion Method	20
2.8.1.1	Sales Promotion for New Product	20
2.8.1.2	Sales Promotion Method for Established Product	21
2.8.2	Trade or Dealer Promotion	22
2.8.3	Sales Force Promotion	23
2.9	Potential of Sales Promotion	24
2.10	Review of Related Studies	25

### **CHAPTER - THREE : RESEARCH METHODOLOGY**

3.1	Research Design	30
3.2	Source of Data	30
3.3	Population and Sample	31
3.4	Data Collection Techniques	31

3.5	Data Analysis Tools	32
-----	---------------------	----

#### **CHAPTER - FOUR: PRESENTATION AND ANALYSIS OF DATA**

4.1	Presentation and Analysis of Data	33
4.1.1	Respondent's Profiles	33
4.1.2	Consumer Buying Habit of Electronic Product	35
4.1.3	Favorite Brand Selection Pattern of Consumer	36
4.1.4	Knowledge of Sales Promotion Program	37
4.1.5	Reason of Buying Particular Brand	38
4.1.6	Factors Consider in Buying Decision	39
4.1.7	Factors Influencing Buying Process	40
4.1.8	Brand Change Behavior of Consumer	41
4.1.9	Importance of Consumers Promotion Tools	43
4.1.10	Contribution of Promotion Factors in Brand Choice	45
4.1.11	Suitability of Media to Announce the Offer	46
4.1.12	Reason for Brand Switching	47
4.1.13	Ranking the Sales Promotional Tools on the Basis of Importance	49
4.2	Dealer Survey Analysis	51
4.2.1	Factor Effecting in Sales of Consumer Product	52
4.2.2	Factors Contributes Behind Selling Particular Brand to the Consumers	53

4.2.3	Preference Trade Promotion Tools Scheme	55
4.2.4	Consumer Priority Given to Sales Promotion Scheme	56
4.2.5	Sales Promotion Scheme anti their Important	57
4.2.6	Rank of Seller Preference in Sales Scheme	59
4.2.7	Effectiveness of Sales Promotion Scheme	60
4.2.8	Selection of Media to Announce the Offers	61
4.3	Analysis of Sales Promotion Tools	62
4.4	Analysis of Sales Data	64
4.4.1	Sales and Expenses Data of LG and Samsung Brand	65
4.4.2	Correlation Analysis of the Data	66
4.4.3	Regression Analysis	66
4.4.4	Trend Analysis in Forecasting	70
4.5	Practices of Sales Promotion in Nepal	71
4.6	Major Findings	73

## **CHAPTER - FIVE: SUMMAY, CONCLUSION AND RECOMMENDATION**

5.1	Summary	76
5.2	Conclusion	80
5.3	Recommendations	82

<b>BIBLIOGRAPHY</b>	<b>88</b>
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<b>Appendix 1</b>	<b>92</b>
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<b>Appendix 2</b>	<b>92</b>
<b>Appendix 3</b>	<b>93</b>
<b>Appendix 4</b>	<b>93</b>
<b>Appendix 5</b>	<b>94</b>
<b>Appendix 6</b>	<b>94</b>
<b>Appendix 7</b>	<b>95</b>
<b>Appendix 8</b>	<b>97</b>
<b>Appendix 9</b>	<b>99</b>

## LIST OF TABLES

<i>Tables</i>	<i>Page No.</i>
Table 1: Demographic Profile	31
Table 2: Educational Level of Respondents	33
Table 3: Age Level of Respondents	34
Table 4: Income level of Respondents	34
Table 5: Buying Frequency Electronic Product	35
Table 6: Favorite Brand Preference	36
Table 7: Do You Know About the Sales Promotion Offer ?	37
Table 8: Aware of Sales Promotion	37
Table 9: Reason of Buying Particular Brand	38
Table 10: Consideration of Factors in Buying	39
Table 11: Influencing Factors of Buying Process	40
Table 12: Do you Change your Brand by Influencing other Offers ?	41
Table 13: Factors Considered Brand Change	42
Table 14: Effectiveness of Consumer Promotion Tools	43
Table 15: What Factors Contributed in Brand Choice ?	45
Table 16: Media Selection Pattern	46
Table 17: Reason for Brand Switching	48
Table 18: Ranking of Consumer Promotion Tools	50
Table 19: Factor Affected in Sales	52

Table 20: Reason of Selling Particular Brand	54
Table 21: Scheme Preference by Sellers	55
Table 22: Sales Promotion Scheme Priority	56
Table 23: Sales Promotion Scheme Priorities	57
Table 24: Distributors Preferences Scheme Schedule	59
Table 25: Sales Promotion Scheme Effectiveness	60
Table 26: Media Selection to Announce Offers	61
Table 27: Sales Promotions Tools	63
Table 28: Sales and Expenses Data of LG	65
Table 29: Sales and Expenses Data	65

## LIST OF FIGURES

<i>Figures</i>	<i>Page No.</i>
Figure 1: Sales Promotion Decision	17
Figure 2: Reason of Buying Particular Brand	39
Figure 3: Reason for Brand Switching	49
Figure 4: Factors Effect in the Sale of Consumer Product	53
Figure 5: Reason of Selling Particular Brand	55
Figure 6: Scheme Priority	57
Figure 7: Sales Promotion Scheme Priorities	58
Figure 8: Importance of Media to Announce the Offers	62
Figure 9: Plot the Fitted Models of Regression	68
Figure 10: Plot the Fitted Models of Regression	70