
**CONTENT ANALYSIS OF PROMOTIONAL MESSAGES CONVEYED BY
RETAILERS IN VAVUNIYA DISTRICT.**

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Abstract

Promotion is an exercise in information, persuasion and influence. So, the purpose of promotion is to reach the targeted consumers and persuade them to buy. Promotion is vital element of marketing mix. The purpose of this study is to investigate the effects of promotional mix on equity of brands performing in the mobile service providing sectors. Suitable promotional messages are helping to the consumers for their purchase intention. Present study selected the 50 promotional messages. This content analyze was use to analysis “Message interpretation becomes increasingly important as current advertisements are replacing the one message fits all” approach with “discrete targeted according to consumer profile.

This research analyzed the contents of 28 newspaper advertisement and 22 catalogs. The main purpose of this research to analyze the contents of promotional messages conveyed by retail marketers. . Further this research contains several kinds of promotional messages and variety of product. There are soap, vehicles, and education and electronic instruments and diaper. Each and every product contains the variety of promotional messages. This research finds out the main theme of the promotional messages. Through the coding method, researchers categorized the contents of the newspaper advertisement and catalogs as physical attractiveness, beauty, uniqueness, safety, ease, being modern, and nourishment. All promotional messages are categorize based on product type and message type

Key words: -content analysis, promotional messaging, coding

INTRODUCTION

For its role in the development of local industries, besides, increasing sales which leads to the ability of competing for a large market share, producing companies has interested and make more attention to promotional activities. The promotion is considered as a starting point, and the first step, the producers followed to communicate and contact with their customers. Nowadays, the many promotional tactics used by business organization to survey in the modern business market. Promotion mix is a blend of communications fools used by a firm to carry out the promotion process and to communicate direct by with target markets. These promotional mix tools include advertising, the internet, direct marketing and commerce, sales promotion, event sponsorships, public relations, and personal selling.

Promotional messages are designed to inform, persuade, or remind. Promotional messages are closely related with four Ps of the marketing mix: product, place, price and promotion. It is also one of the seven functions of marketing, the other six being pricing, product and service management, financing, selling, distribution, and marketing information management. Objectives of promotional messages are to give information, to increase demand for a particular brand or product, to differentiate the brand or the company from its competitors, to highlight the value or benefits of the product, to increase and stabilize sales.

Retail companies that have always been close to consumers are now also economically powerful. Strong retail enterprises, organized as chains, decide nowadays what will be offered to the consumers. Their market supply is not limited to producers' brands, but, more and more often, they take the lead on sales by increasing the share of their own brand products. As far as their own brand products are concerned, major retailers, while competing on price, promotion are also positioning their offers on attributes other than price, for example, country of origin, organic ingredients or fair trade practices.

Research Question

What are the contents of promotional messages conveyed by the retailer in Vavuniya?

Research objectives

01. To identify the contents of promotional messages conveyed by the retailers in Vavuniya.
02. To categories the promotional messages on the basis of product type.
03. To categorization the promotional messages on the basis of message type.

Significant of this study

Vavuniya district people mostly prefer to catelogs and advertisement on newspapers. Marketing problems can be solved through the promotional strategies. Promotional message is a way expressing the message contents' products, what they have to secure the consumers. This study is clearly explaining the promotional messages how to convey to the customers by retailers in

Vavuniya? The qualitative data collection method is used in this research. The coding method is used for data analysis. Therefore these study intents to identify the promotional messages conveyed by the retailers in Vavuniya, to give a path to capture a new segment to their business.

LITERATURE REVIEW

Within the management process of the marketing area, it highlights the element of advertising, which in short is intended to promote the brand. The expected results are obtaining acceptance and consumer preference, and their presence in the mind of this (Pinheiro and Gullo, 2008). For Pride and Ferrel (1980) advertising serves to promote the product and the organization, directly stimulate the demand for consumption, make more effective sales personnel, promote the various ways to use the product, remind and reinforce the brand image in the minds of consumers and reduce demand fluctuations.

According to Ross (2001) he defined promotion mix as “total marketing communication program of a particular product”. Adebisi (2006) defined promotion mix as “any marketing effort whose function is to inform present or potential consumers about the benefits of product possess for the purpose of inducing a consumer to either start buying or continue to buy the company product or service.” Promotion mix refers to describe the set of tools that an organization can be adopted to communicate in effective way the benefits of its products to its consumers .In order to ensure that organization promotion strategies is well accepted and received by its consumers, the organization should have a strong way of communication because good communication skills and effective promotion is a tool for every organization to compete in the industry (Nor Amira et al, 2013)

One of the most effective ways to convey the message of advertising is through the image. This has a big influence on the process of brand building, it is the brand that translates into a concept, bringing the brand to life (Turget, 2008; Martins, 1992). Celebrities are much in demand in this segment, to compose their campaigns with the intention to endorse the brand. So the brand receives meanings that relate to the celebrity, your lifestyle. (Caroll, 2009). The authors Queiroz, Pereira and Huerta (2008), divide the content strategies used in the messages into three groups: (a) Cognitive - convey information in a rational manner, with a focus on product sales. (b) Affective - evoke feelings and emotions that consumers relate to products, services or image of the company. (c) conative - are designed to directly.

Retailers sometimes use past purchase history data to customize promotions for individual consumers, not just for consumer segments. Such customized promotions are growing steadily in all retail channels, though they are most notable online (e.g., Ansari and Mela 2003; Syam, Ruan, and Hess 2005; Zhang and Wedel 2009), probably because the Internet provides the functionality and specific features to cost-effectively target individual customers. For example, e-tailers enjoy great control over their promotions, such that they can initiate an online campaign Easily and then end the campaign the moment they achieve their objectives (e.g., a pre-determined number of coupons redeemed).

The primary purpose of the promotion is to contact the consumer and influence it, and the good effective promotion requires of both understanding and knowledge of the persuasion process and how it is affected by various environmental variables, the targeted Consumers must be able to understand all the information he receive, and then the desired information must be formulated in the light of environmental considerations associated with Consumer culture before delivered (Abdel-Fattah, 1988).

Promotion has an important role in forming of loyalty and psychological connection degree between the consumer and the product, the ad campaign, and the formulation of a sentence that create loyalty to the product play a major role in the success of achieving the objectives of the promotion policy (Mualla, 2006). It could be argued that the target of the promotion policy is mainly to develop of the market share of the Company, and to present to consumer adequate definition of the product, as well as to clarify how it is used (Abdul Hakim, 2004).

Promotional Mix strategies

According to Brassington and Pettitt (2000), promotion strategy is the direct way in which an organization communicates the product or service to its target audiences. Within the healthcare industry, promotion is used in many different ways (Meidan, 1996). Brassington and Pettitt (2000) has categorized the promotional tools into five main elements; Advertising, Sales promotion, Public relations, Personnel selling, and Direct Marketing.

Promotion may be defined as “the co-ordination of all seller initiated efforts to set up channels of information and persuasion to facilitate the scale of a good or service.” Promotion is most often intended to be a supporting component in a marketing mix. Promotion decision must be integrated and co-ordinated with the rest of the marketing mix, particularly product/brand decisions, so that it may effectively support an entire marketing mix strategy. The promotion mix consists of four basic elements.

Advertising

Advertising is the dissemination of information by non-personal means through paid media where the source is the sponsoring organization. The non- personal component of advertising involves using mass media such as (TV, Radios, newspapers, magazines, etc).Which is non personal and do not have an immediate feedback as personal selling does and is implemented by a specific advertiser for a fee paid to influence consumer behavior. According to Wang, (2009) advertising is one of the most primary communication links with customers, hence customers' desired image and language along with culture, economy and commercial changes must be kept in mind, and hence advertising helps in building brand awareness and image by repetitive exposure to intended message.

Sales Promotion

Is defined as a verbal communication and face-to-face interaction with one or more of the potential buyers in order to provide the product or service, or to answer questions, or to respond to requests or others (McCarthy & Perreault, 2004). This promotional activity can be measured

through: the level of training and skills of sales staff, the style and appearance, the possibility of providing information, capabilities in solving problems, displaying, verbal persuasion, and style presentation, etc.

Public Relation

According to Brassington and Pettit (2000) the essence of public relations (PR) is to look after the nature and quality of the relationship between the organization and its different publics, and to create a mutual understanding. Public relations cover a range of activities, for example the creation and maintenance of corporate identity and image; charitable involvement, such as sponsorship, and community initiatives; media relation for the spreading of good news as well as for crisis management, such as damage limitation.

Personal Selling

According to De Pelsmacker *et al.*, (2001) personal selling can be defined as, face-to-face communications tool used to inform and maintain to establish a long-term relationship with prospective customers. Kotler (2000) noted that personal selling is a useful tool to communicate with present and prospective buyers. Personal selling involves two ways flow of communication between a buyer and seller designed to influence consumers buying decisions. Furthermore according to Fill, (2006) The main feature of personal selling is the effect it has, it mean that a salespeople is more likely to break through, get consumers attention and even be remembered later on. The salespeople have the chance of adjust the message to the type of customer dealing with. Since the communication is two-way there is less danger of misunderstandings because salespeople can get feedback immediately and in the spot.

Direct Marketing

According to Brassington & Pettit (2000) direct marketing is an interactive system of marketing, using one or more advertising media to achieve measurable response anywhere, forming a basis for creating and further developing an on-going direct relationship between an organization and its customers, to be able to create and sustain quality relationship with sometimes hundreds or even thousands of individual customers, an organization needs to have as much information as possible about each one, and needs to be able to access, manipulate and analyze that information, thus, the database is crucial to the process of building the relationship.

METHODOLOGY

Research methodology is the one that provides guidelines to do a research systematically. Leedy And Ormroad(2001) defined research methodology as the general approach the researchers takes in carrying out the research project. The aim of this methodology section is to explain methods using in carrying out this research, how the research was design and reason for this choices. The chapter follows the definition of variables

Qualitative research helps researchers address issues in a specific context in their research disciplines. There are a number of research approaches which are included under the umbrella of qualitative methods. The social science disciplines have different conventions on best practices in qualitative research. This essay describes the structure of a qualitative research manuscript which is suitable for publication in a peer-reviewed journal. Although the essay refers to qualitative research, similar principles can be applied for quantitative research and for mixed methods which employs a combination of quantitative and qualitative approaches to provide a better understanding of research problems than either approach by itself (Creswell & Plano Clark, 2007).

Purpose

The purpose of the study is to analysis the text message which provide a message to communicate something to the women in the unique context.

Research design

Population

Population Polit and Hungler (1999) refer to the population as an aggregate or totality of all the objects, subjects or members that conform to a set of specifications. The group of people to whom we want our research results to apply study population: The people who meet our operational definition of the target population. In this research the population is promotional messages conveyed by retailers in Vavuniya.

Sample size

A sample is a subset of a population selected to participate in the study, it is a fraction of the whole, selected to participate in the research project (Brink 1996; Polit & Hungler 1999) a general rule of the thumb is to always use the largest sample possible.

The sample size of this study is 50 promotional messages were collected which were posted 2017 September to December.

Coding is an analytical process in which data, in both quantitative form results or qualitative is categorized to facilitate analysis. Coding means the transformation of data into a form understandable manner. All the data analysis procedures were accomplished with assistance of coding in this research.

Sampling Method

In qualitative research, there are variety of sampling methods available to answer the complexed and simple research questions, the sampling method is hinge on the methodology, which the researcher uses to answer the research questions. (Marshall, 1996). According to Sounders, Lewis, and Thornhill (2007), qualitative has not the purpose to generalize the findings from the

sample to population, it is to explore the in-depth understanding of the phenomena from the richness data collected from while saturation. In practice, judgment sample Also known as purposeful sample, this is the most common sampling technique.

ANALYSIS

Research using qualitative content analysis focuses on the characteristics of language as communication with attention to the content or contextual meaning of the text (Budd, Thorp, & Donohew, 1967). Text data in verbal, print, or electronic form and have been obtained from narrative responses, open-ended survey questions, interviews, focus groups, observations, or print media such as articles, books, or manuals (Kondracki & Wellman, 2002). The goal of content analysis is “to provide knowledge and understanding of the phenomenon under study” (Downe-Wamboldt, 1992).

Classification based on product type.

No	Promotional message	Product Type	Message Category
01	For Soft and Rejuvenated Skin Hydro soft Technology Soft and Nourished Skin Full day Moishourising	Soap	Product oriented
02	Tough Stain Removal in Machine Better Dissolution Superior Fragrance Machine and Color Care Specially designed for Machine Faster Stain Removal	Liquid Detergent	Product Oriented
03	Hair Therapy Healthier hair with every wash Say no to dandruff Solution for Shines, Split ends, Roughness, Dryness, Oiliness	Shampoo	Product Oriented
04	Hydrating Oil Clear Vita nourishing Pimple Protection Daily Protection	Face wash	Product Oriented
05	Perfect Taste Cholesterol Blocking Very light Good for heart Strengthens Immune System	Cooking Oil	Product Oriented

	Easy to Digest		
06	Comfortable Green Ingredients Perfect fit every time Gentle Skin Protection Convince	Baby Diaper	Product Oriented
07	Fastest net work and more data affordable	Internet Card	Process Oriented
08	High Energy Service and high warranty	Electronic Goods	Image Oriented
09	12 hours leak protection Ultra Clean Best ever Cottony Protection	Sanitary Pad	Product Oriented
10	The Most powerful 5 Gear Bike	Honda motor Bike	Image Oriented
11	Life gets easier Automatic one touch speed control Timer Function Your Kitchen better Half	Mixer Grinder	Product Oriented
12	Top up degree in Sri Lanka UGC Recognized Bank Loan Facility Convent Study Mode Highly Reputed	Bcas Campus	Image Oriented
13	Full body massages and meditation	Service of Ayurvedic Center	Process Oriented
14	Wider Coverage Quick Drying Superior Concealing	Wall Paint	Product Oriented

15	Comfort and Style Change the way you Move	Sports Shoes	Image Oriented
16	Transform your Definition of Beauty Uplift Your Experience Transform to Incredible	Laptop	Image Oriented
17	Ambient Temperature Internal Load Attractive Design Intelligent Technology	Refrigerators	Product Oriented
18	Extend Your data anytime	4G Home Broadband	Image Oriented
19	Quality Furniture Incredible low price South Asia's Largest Furniture Manufacturer	Furniture Manufacturer	Image Oriented
20	Econavl Technology Foam wash Aqua Spin Rinse Aqua best Wash Auto power Off For Effective Stain Removal	Washing Machine	Product oriented
21	Removes Tough Stains Kill All Germs Freshens	Toilet Cleaners	Product Oriented
22	Fiber Inside Fine outside Fell fiber fine all year long	Digestive Biscuit	Image Oriented
23	A Growing Success	Munchee Biscuit	Image oriented

	Youth FMCG Brand of the year		
24	Long Lasting Energy Build Strong Bones and teeth with calcium Great Taste Natural Goodness of Malt and Milk	Milk Drink	Product Oriented
25	Full Cream Milk Powder Rich in Calcium, iron and Vitamins Helps Development of Brain, Body and bones	Milk Powder	Product Oriented
26	Vitamin A & D Low Fat Low Cholesterol	Margarine	Product Oriented
27	Soft and Creamy Real Milk Premium Quality	Ice Cream	Product oriented
28	50 % of energy savings Zero Maintenance Zero Mercury 3 time more life	LED Bulb	Product Oriented
29	Better Germs protection vs leading germ protection Soap Doctors' No 1 choice for an effective hand wash.	Hand Wash	Image oriented
30	Bright Future and high salary	KFC Employees	Process Oriented
31	Bill Payment and easy to work Transfer Facility and Insurance Payment	Ez Cash	Process Oriented

32	Enterprise Pillar and performance Pillar and Financial pillar	CIMA Management Level	Image Oriented
33	Environment Protection	Pesticides	Environment Reality
34	See Improvement in Growth See Visible Growth in just 8 Weeks Less Infection and 50% of more growth	Baby Milk Powder	Image Oriented
35	Create Sweet Stories Make your home a Happy home	Milkmaid	Image Oriented
36	Absorbs more water Non Sticky dough Soft and Tasty Rorris 100% whole wheat No Maida	Atta Flour	Product oriented
37	Unexpected consumption and limit children behavior	Tablet	Product oriented
38	Bone health For active involvement Régime for healthy life Healthy and safety Food supplement For best morning For the family support	Milk Powder Vitamin Capsules	Product Oriented
39	Multi colors and long term use New shape and design and confident	Chairs	Product oriented
40	More channels and enjoy the world	Dialog TV	Image oriented
41	More confident, durable and attractive	Memorandum	Product oriented
42	Colorfulness Gracefulness Refinement Clean	Cosmetics	Product oriented

	Attractiveness Skin tone beauty		
43	Life security Money for future Safety for women Safety given as a mother	Insurance Scheme	Product Oriented
44	Easy to select the three suitable outside Color for roof .	Water tanks (hybrid)	Product oriented
45	New changes and control the pest	Pesticides (kiseki)	Product oriented
46	High power saving	Inverter	Image oriented
47	Digital interest and free service, lower interest	Seylfie account	Product oriented
48	Environment protection and high quality material and compound paint	Wall paint	Integrated
49	Grooviest tune and best collection	M tunes	Product oriented
50	Bluetooth and based blasted	LG bower	Image oriented

According to these Carlson et al (1993) analysis above explain the product oriented promotional messages are great number compared to other categories. There are few promotional messages related to the specified categories. Through this table we can clearly identified the message categories of products. Each and every message is categorized based on the specific feature of the product.

After that list out the promotional messages based on Carlson's classification. According to analysis product oriented promotional messages are greater messages are great number compared to other categories. There are few promotional messages related to the specified categories

CONCLUSION

It has been highly recommended for the future researchers to investigate out the different factors which could facilitate in defining the promotional messages. Advertising is all about the way information about products and services is presented. Choosing the promotional message content, together with designing the structure, form and source of promotional message, is a part of creating a promotional message within the integrated marketing communication activities. Sales promotion messages posses the highest effect on consumers buying decision. We confirm our rationale about retailers, in that we demonstrate competitive advertising improves perceptions of the variety of retailer's assortment, which has a positive impact on intentions to visit the store and buy. Consumers are inundated with advertising messages and the challenge for businesses is find a way to cut through the clutter and to not only reach their target audience, but to resonate with them. And, according to survey respondents, promotional products do just that.

Present study selected the 50 promotional messages. These promotional messages contained 24 newspaper advertisement and 26 catalogs. Therefore most of the people are attracted by the catalogs and news paper advertisement.

Further this research contained several kinds of promotional messages and variety of products. There are soap, vehicles, education and electronic instruments and diaper etc..Each and every product contained the variety of messages.

This research included the three major objectives such as

01. To identify the contents of promotional messages conveyed by the retailers in Vavuniya.
02. To Categories the promotional messages on the basis of product type.
03. To categorization the promotional messages on the basis of message type

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