

Effect of Promotional Efforts by Marketers and Rising Health Consciousness among Customers on Sales of FMCG Products: A Research Study On Nestle Pakistan

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Abstract:

Advertising and Promotional activities are undertaken by companies as outcome of marketing by marketers. It helps in developing consumer perception and purchase decision of a target market. However problem starts where such activities breed exceptional results like misleading, negative publicity, exclamation reviews and other personality problems. This happens due to a gap in study between marketers and target market. Consumers have their own set of values and benefits associated with a particular offering. It would be helpful if an offering is marketed through consumer orientation than any other influencer. Marketers need to balance the proportion of marketing mix. Marketing mix includes product and promotional mix. When an offering is marketed with good quality but low price it may lead to unhealthy consumption. Similarly if promotion is heavily done through advertisement but customers' preferences are ignored it would also lead to distorted perception and discourage purchase. Customer orientation needs to be focused to deal with marketing issues.

Keywords: *Sales, promotional activities, health consciousness, level of satisfaction*

Introduction

Background Consumer market is saturated with products and services. Every new product comes up with a unique and desirable attribute that influence purchase choice. Marketers use

numerous promotion techniques and tools to form a perception of a product or service in the mind of target market (Lukas, Whitwell, & Heide 2013). They need to be precise in their choice of a promotional campaign to introduce, sell and retain a customer of particular product or service. Different products follow different techniques of promotion to get into the mind of a consumer.

The dynamics of the corporate world has also changed quite magnificently. Over the years, things have evolved big time. The biggest revolution is the rise in awareness of health consciousness amongst customers. To stay on top, companies are now striving to get a strong grasp on using understanding their preferences in order to make sure that their strengths are utilized to the best of their capacity by keeping customers engaged in promotional activities. The role of promotional activities with the rise in health consciousness on sales of Fast Moving Consumer Goods (FMCG) is to be studied in the research.

Introduction of the Industry

FMCG Industry has been one that is as yet developing while others are thinking that it's hard to remain in the challenge. Rising Asian markets have fundamentally influenced the improvement of the FMCG section. The zone's FMCG consumers sneak up out of nowhere: around 33% of Nestlé and Procter and Gamble's overall sales improvement some place in the scope of 2014 and 2018 began from developing Asia. As showed by an assessment, rising business area consumers make up shy of what 33% of overall salary for the 15 greatest worldwide FMCG producers. Regardless, purchaser spending in these business areas is depended upon to create around numerous occasions as quick as that in made economies. By 2020 such spending will reach US\$6 trillion and record for practically half of hard and fast purchaser spending. So additionally in Pakistan, purchaser item advertise has utilized various creases starting late. Actually, for both

tremendous remote and humbler family unit FMCG firms, support in the FMCG portion requires a long stretch see with respect to wander and proximity, close by monetary turn of events. It is furthermore indispensable for FMCGs working in Pakistan to be sufficiently versatile to respond to close by components, while at the same time developing or keeping very close course places and making a unimaginable promoting proximity. Unilever, Nestlé, Procter and Gamble, L'Oréal and the Coca-Cola associations were the top FMCG worldwide multinational companies (MNCs) working in Pakistan in 2018.

Family use drives the greater part of sales in the FMCG fragment. Advancement right presently extended astonishingly in Pakistan starting late, due in tremendous part to long stretch examples, for instance, a creating urban desk class with rising unnecessary income and changing shopper tendencies for generally Western items.

Pakistan's packaged sustenance sales, the greatest characterizations of which are dairy, cake kitchen, and fats and oils, posted a compound yearly advancement rate (CAGR) of over 12% more than 2003-18, coming to US\$2.5 billion of each 2017. The packaged sustenance section was required to proceed with this power. Despite the extension looked for after for packaged sustenance sales, some place in the scope of 2013 and 2018 Pakistan's broadening cubicle class moreover made a rising enthusiasm for tissues, neatness and other FMCG items, which furthermore recorded an improvement in regard during the period, similarly as superbness and individual thought sales. It is being said that country would incline to consider imperative to be similarly as sales volume in the FMCG section. It is seen that Pakistani consumers are administering progressively optional income to lifestyle items, especially sustenance and solid items for the home.

Neighborhood firms often have a great situation over their overall opponents, since they are closer to their clients and better acquainted with their buying tendencies and inclinations. While MNCs need to put forth a strong attempt to ensure their brands stay noteworthy by restricting their items, neighborhood players, for instance, those in Pakistan have that data fused with their FMCG items.

Amidst the troublesome monetary condition customer item associations are improving their turn of events. In spite of the way that purchaser conviction has persevered through a shot with high extension rates with extended urbanization in the close by scene, enthusiasm for durables, furnishing and communicate interchanges has ascended as exponential advancement stories. Most of country's spending is on FMCG still yet pay unique psyche to districts, for instance, media transmission, housing and equipping which fuses durables.

There are huge prospects and odds of FMCG portion in Pakistan; huge number of people: country is a significantly populated country. So it can sell anything associations want by genuine fundamental organizing and factual looking over. Making nation advertise: common markets are not all that developed, so it is significant open entryways for FMCG association to get this market and make a strong position. Extending purchasing power of client/growing compensation: Nowadays in our country the pay level of the people are rapidly extending. Along these lines, it is a conventional sign for FMCG association in the country

Nestle's Introduction

Nestle is the biggest food organization in the globe in terms of profit generation. It is a Swiss Company set up in 1866 by its founder Henri Nestle.

Whereas its principle raid is foods and beverages, it has several items, almost 2000. A portion of its most popular items and brands incorporate Kit Kat, Maggi, Nescafe, Nespresso and so on.

The general revenue for Nestle was almost 90 billion Swiss Franc in 2016. It works 418 production lines in 86 nations, utilizing almost 339,000 individuals worldwide. Its items are accessible in 191 nations of the planet.

Nestle additionally is a foremost researcher in the field of dietary sciences. It contributes about 1.5 billion Francs yearly on research and improvement. In accordance with report October 2018, Nestle has 17 R&D and Testing focuses worldwide. Since the magnitude of the company's functions is deep rooted, there has plenty of areas for the company which are still not fully tapped as far as research is concerned

Literature Review

In the current study since different spectrums have been studied extensive literature from different areas and related to different domains has been reviewed

Impact of Advertising on Sales

(Bass, 2004) mentioned that there is not any more complex, or disputable issue in marketing than estimating the impact of advertising on sales. There is additionally most likely not any more fascinating or conceivably productive estimation issue than this one. The challenges engaged with estimating the impact of advertising may for the most part be isolated into the significant categories including: isolating advertising effects from the numerous different factors that influence sales , measuring the amount of advertising, taking into account that advertising dollar consumption reflect elective selections of media, mental interests, and duplicate and

identifying the relationship that mirrors the impact of sales on advertising, just as that which mirrors advertising's effect on sales—the supposed recognizable proof issue.

Relationship between Advertising and Sales

Assmus Farley, and Lehmann (1984) attempted to study what has been picked up from econometric models about the effect of promoting on sales. Present second and long stretch publicizing response similarly as model fit is analyzed remembering the impact of promoting for sales. The procedure, a sort of meta-examination called "replication assessment," sees the examinations as flawed preliminary replications and uses ANOVA to perceive wellsprings of productive assortment. For transient publicizing adaptability, methodical irregularity is found related to demonstrate detail, estimation, estimation, thing type, and setting of study. For promoting leftover portion and model goodness of fit, the "semi exploratory arrangement" is imperfect to such a degree, that an elevated level of sharing of explained change among instructive factors makes it difficult to perceive the impact of a particular factor. Since the examinations generally address create things, proposals are made for explore needs imperative to better cognizance of how promoting impacts sales

Nature of Fast Moving Consumer Goods

According to Mohan & Sequeira (2015), Fast Moving Consumer Goods (FMCG) fulfills the essential and everyday family unit needs other than basic food item, going from bundled staple, dairy items, cooking oil, bread, spread, oats, and refreshments like tea and espresso, pharmaceuticals, dessert shop, scones, crystal, stationary things, watches, toiletries, cleansers, shampoos, healthy skin items, beautifying agents, toothpaste, dish washing fluid, shaving cream, razor, batteries, shoe clean, caffeinated drinks, soda pops, dress, furnishings and family

assistants to electronic merchandise like mobile phones, workstations, PCs, computerized cameras and so on that are normally sorted as Fast Moving Consumer Electronics or FMCEs.

A significant bit of the month to month spending plan of every family unit is spent on FMCG items. The presentation of sachets made country individuals who are generally not acclimated for mass purchase, to purchase branded FMCG items like cleanser, nut powders, oils, cleansers, cleaning powders and fluids, tooth glues, and so on in rustic shops. This changed the example of purchasing from customary items to branded items

Impact of Branding

(Mohd Noor et al, 2016) stated that most recent couple of decades, In India, the interest of green products is becoming faster because of the expanded enthusiasm of customers towards Eco neighborly product. Fast moving customers merchandise is perhaps the best great among them. Purchasers today are progressively "thinking green" and are eager to pay more for eco-accommodating products. This paper additionally centers on the accomplishment of endeavors put by advertisers in bringing green brands mindfulness in customer's brain. Indeed, even though the mindfulness and the use of Green FMCG products among the individuals is extremely low and dominant part of them are having cognizance about the eco-accommodating condition and attempt to spare earth from contamination.

In any product procedure, a significant choice is branding. Branding a product implies a long haul interest in building that brand by spending on advancement, publicizing and bundling. A brand is a guarantee of the vendor to convey explicit arrangement of advantages or credits or administrations to the purchasers. Aside from properties and advantages, it additionally reflects about qualities, culture, character and client. Brands furnish buyers with obvious decisions, less

perplexity, extraordinary security, a passionate measurement and something they can trust.

Brand improves the apparent utility and attractive quality of a product. Brands can include or subtract the apparent estimation of a product. Customers hope to follow through on lower costs for unbranded products or for those with low brand values. Then again, they are prepared to pay a premium for their most loved or socially esteemed brands. The beginning of new century has seen India developing as probably the biggest market for wares and administrations. Corporate presently perceived that it's genuine worth untruths not in production and circulation, however outside the business itself i.e., in the brains of potential purchasers

Customer Satisfaction:

Sarwar, M. Z., Abbasi, K. S., & Pervaiz, S, (2012) clarified that consumer loyalty and client unwaveringness are related. Some various specialists exhibited that consumer loyalty expect fundamental employment in updating and keeping up long stretch relationship among associations and their clients, consumer loyalty is pleased to be the improved marker of client unwavering quality (Haq and Amin, 2009). Kuusk (2007) recommended that there is a prompt relationship among faithfulness and satisfaction, satisfied client happens to devoted and frustrated client changes to another dealer. As per Asghar, Abbasi, and Zafarullah (2015) in the present serious world, accomplishing and keeping up client steadfastness is incredibly troublesome and testing in any event, for large market goliaths. In spite of the way that scientists have proposed different showcasing systems like advertisement, sales advancement, exposure, relationship promoting, experiential promoting, buzz showcasing etc. to accomplish client inclinations, despite everything cooperating clients remain the most testing activity for the advertisers. Various examinations have investigated various parts of advertisement and sales advancement on client duties. Expressly, the effects of advertisement and sales advancement in

setting up brand validity and brand dependability have been investigated (Reed and Ewing, 2004). The results of these examinations recommend that once organizations gain client reliability they utilize it as serious weapon to make section boundary for the new participants.

For organizations who mean to advertise new brand(s), upsetting brand dedication of the serious items is as noteworthy as building up and keeping up client reliability of their own brands.

In such manner, the criticalness of buyer subjective handling has been recognized as the beginning stage of mental movement, which at last leads towards acknowledgment or dismissal of a brand. Various examinations have clarified the job of intellectual preparing and its impact on different buying circumstances. Creators are of the view that much intellectual endeavors are required for profoundly mind boggling and high inclusion items. Strangely, contentions have been evoked to invalidate the way that much subjective endeavors are required to settle on a purchase choice particularly for low association items. Essentially, the job of incorporated advertising specialized instruments, in regard of pecking order of impacts models, has additionally stayed a matter of enthusiasm for some scientists.

The hidden intentions of these examinations were to distinguish how advertisers can adequately animate perception process and build up durable client inclinations and brand loyalties through showcasing apparatuses (particularly advertisement and sales advancement).

On the other hand, restricted endeavors have been made to test adequacy of sales advancement in upsetting client steadfastness and making holes for the acknowledgment of new brands.

Correspondingly, there is a need to gauge differential effect of advertisement and sales advancement on subjective handling and purchase conduct. Remembering these holes, an endeavor has been made through this exploration to investigate the differential effect of sales

advancement and advertisement on subjective purchasing conduct and to distinguish techniques that can assist the firm with overturning existing (serious) brand loyalties. Utilizing overview strategy, information was gathered from FMCG division including two most as often as possible purchased items for example Toothpaste and Bath Soap.

Ellison et al. (2013) researched the potential associations between caloric admission and bistros' money related properties and mindsets in a bistro field dissect that effectively vacillated the caloric information engraved on the menus. Results showed that calorie marks had the best impact on the people who were least wellbeing mindful. Furthermore, using a significant calorie imprint could also reduce the caloric admission of even the most wellbeing discerning supporters. Finally, calorie names will undoubtedly affect the assurance of the essential dish rather than supplemental things, for instance, beverages and desserts. The assessment contemplated that if numeric calorie marks were executed, they were well en route to affect consumers who were less wellbeing conscious. To show up at a progressively broad social occasion of coffeehouses, a delegate calorie imprint may be supported as it reduced caloric admission over all degrees of wellbeing awareness.

Customer satisfaction can go about as an association between customer interest and devotion. As per Luarn and Lin (2003) found that brands which fulfill its consumers/fulfilled/expressive get fast bigger attitudinal duty and conduct (buy) dedication. Moreover, creator underscores that customer satisfaction intercede consumer gaining from past understanding and edifies fundamental post buy practices, which incorporate informal, griping, item use and repurchase aim and recommended that repurchase expectation and post buy grievance are essentially impacted by web customer satisfaction. Besides, Friend and Abadi (2014) characterized customer satisfaction as a response which result from a strategy for surveying what has been

gotten against what was normal, including requirements and needs related with the buy and buy choice it.

Customer satisfaction is a proportion of how provided items and administrations of an organization meets or surpasses customer desires. As it were, degree to which offered items and administrations meet or outperform the customer desires is named as customer satisfaction (Blanchard and Galloway, 1994). Presently more organizations are battling, for accomplishing customer satisfaction as well as for additionally making customers charm since organizations accept customer steadfastness can be expanded through additional worth. Customer satisfaction focuses towards the feeling of disappointment/joy a customer feels once the person assesses the specific item saw impacts with the impacts the individual in question expects (Chang et al, 2009).

Self-Consciousness & Health Consciousness

In accordance with (Gould, 1990) Self-consciousness has been a huge trademark in character assessment. It seems, by all accounts, to be savvy to investigate whether wellbeing consciousness, including an equivalent self-focusing, may work in an equivalent way. To this end, he developed the Health Consciousness Scale (HCS), essentially by modifying things of the Self-Consciousness Scale, and moreover attempted it for steadfast quality and authenticity. His assessment found the HCS to contain four first-demand factors: (1) Health Self-Consciousness, (2) Health Alertness, (3) Health Self-Monitoring, and (4) Health Involvement. He found these four first-demand factors, close by the general HCS second-demand factor, to relate to different self-uncovered, wellbeing related social components. The examination in like manner included examinations with the Health Locus-of-Control Scale and various measures (Hanspal and

Devasagayam, 2017). An assessment by Chugani et al. (2015) found that satiation was associated with a client's self-thought and the pace of satiation to character dependable things depended upon the consumers dynamic relationship between their sentiment of self and the focal character. Natural sustenances are purchased more as a result of saw medical advantages than their environmental points of interest (Shafie and Rennie, 2012). In spite of the way that adolescents could construct their people's wellbeing related choices (Prasad et al., 2009), they could in like manner extend their securing of liberal snack sustenances (Marshall et al., 2007). Mazar and Zhong (2010) displayed that when people considered green purchases, for instance, natural sustenance, they felt moral for making a socially and environmentally constructive move and will undoubtedly lie or show other antagonistic great conduct in this way.

.Sirgy et al. (1997) definite that psychological self-representation concordance was a strong pointer of brand satis-gathering (Jamal, 2004; Jamal and Goode, 2001), which was regularly depicted as the full assembling of one's desires (Oliver, 1997) and was commonly seen not similarly as a key effect on the customers' future purchase desires for that brand (Taylor and Baker, 1994) yet also as the best approach to holding customers and improving advantage (Anderson et al., 1994). Dunning (2007) pushed that consumers were dynamic, convinced administrators who surveyed both themselves and their general environmental factors in a manner dependable with a great deal of "heavenly feelings" and self-expectations.

Bisogni et al. (2012) found that unmistakable useful experiences, self-thought, resources, sustenance openness, and conflicting examinations affected people in made countries not eating as showed by their objectives for smart dieting. Mai et al. (2012) exhibited that wellbeing insightful consumers were even more prepared to develop wellbeing related thing characteristics

(e.g., sustenance real factors) and underlined sustenance desire (e.g., non-genetically constructed food sources).

Chang et al. (2003) found that the people who had open, upstanding, and friendly characters had higher prerequisites for wellbeing consciousness and used sustenance perceptibility checks as a phenomenal learning contraption and choice measures.

Wellbeing (and diet) concerns could move the way where clients advanced toward indulgences or conceivably influenced their perspective on which groupings built up excesses. Heath and Scott (1998) showed that if the brand-related data was clashing with the customers' self-thought, it was not inclined to get customers' thought, affirmation, and upkeep. Past research on the sufficiency of sustenance naming has been astoundingly unsure, free of whether it was coordinated in a general store or diner settings.

Spiteri Cornish and Moraes (2015) examined the motivation behind the usage of both invigoratingly rich and refreshingly poor down to earth sustenances and found that consumers couldn't perceive the two, and acknowledged the wellbeing instances of both. The use of restoratively poor sustenances could contrarily influence customer thriving, featuring the need of training consumers about what included a smart dieting routine, the activity of enhancements as building hinders in solid weight control plans, and the essentialness of picking appropriate hotspots for these enhancements to engage them to choose more advantageous dietary choices.

Different examinations have been driven on the impact of calorie data on names on choice of low calorie sustenances. In an examination drove in New York City (Elbel et al., 2009), of the 28% of economical food supporters using calorie marks, 88% reported being affected by the data; of the 68% customers eating at bistros in Seattle, 45% said the calorie names taught their

gala choice, and simply 13% point by point the data influenced what they mentioned for their child (Tandon et al., 2010).

Research Methodology

Problem statement

In the light of researches conducted, it is determined that the effective promotional activities is essential and can affect the sales products (Bass, 2004; Assmus, Farley, and Lehmann, 1984; Olufayo et al., 2012). However, there has been insignificant research done in the area on how the ineffective promotional activities affect the sales of FMCG products. Moreover, the rising trend of health consciousness among customers has also impacted the sales which also widen the room for the research. This research aims at finding out the intensity with which sales of health care FMCG products is affected by ineffective promotional activities and consumer's health consciousness of customers

Research Hypotheses

In the current study on the basis of discussion and literature reviewed the set of variable consists of following variables: Sales, promotional activities, health consciousness and customer satisfaction. Through these hypotheses it is to ferret out whether chosen independent variables: promotional activities, level of customer satisfaction, rising trend of health consciousness, have

noticeable impact on the independent variable which is sales. Moreover it is also to find out whether the relations between the variables are direct or indirect.

Sales and promotional activities are directly proportional to each other. Besides sales and level of customer satisfaction are also directly proportional to each other. However the relationship between rising trend of health consciousness is aspired to be found as indirect.

On the basis of above discussion following hypothesis were developed

H1: Sales of FMCG Health care product can be affected due to promotional activities.

In the hypothesis H1 sales is dependent variable while promotional activities is independent variable.

H2: Sales of FMCG Health care product can be affected due to level of customer satisfaction from the product.

In the hypothesis H2 sales is dependent variable whilst customer satisfaction is independent variable.

H3: Sales of FMCG Health care product has been affected by the rising trend health consciousness customers in society.

In the hypothesis H3 sales is dependent variable whereas rising trend of health consciousness is independent variable.

Sampling and Subject

In the study both qualitative and quantitative approaches will be used to collect the data as in this research the sources for data collection are more than one and vary in nature

Data Collection

In a research study, one of the most important things on which the research is heavily relied is data. The Collection of data thus in the research is an integral part of the research. Therefore, great care should be taken while data collection. Otherwise misleading results can be produced. Keeping in view the fact, in the current study great emphasis is laid on determining what should be the appropriate sources for data collection, extensive literature review is done. To be précised, more than thirty-five quality research papers have been reviewed including papers published by the top notch research publishers such as Sage Publications, Taylor & Francis and Wiley Library

The hypotheses formed are formed on the basis of the Literature Review. To test the hypotheses, it is determined that both primary and secondary sources should be considered.

Sampling Technique

Convenient sampling technique will be used to collect the data from the customers. On the other hand, stratified sampling technique will be used to collect data from retailers, key accounts and wholesalers

Following data is for Karachi,

Methods of Data Collection

In accordance with the papers reviewed, it is found out in the research of such nature where customers' preferences are valued the main primary source is customer, the hypothesis are looked at, it can be seen the variables promotional activities, rising trend of health

consciousness, level of customer satisfaction have a lot to with what customer thinks and prefers doing which is a clear cut indication that most important primary source of data collection is customer because it is being tested that the impact on sales, sales directly related to the customer so customer is one of the primary source of the research. Other primary sources of data collection are retailer, wholesaler and key accounts, in order to test hypothesis retailer can play the vital role to disclose the impact of rising trend of health consciousness in the customer on the small scale in different strata of Karachi, whereas wholesaler and key account will help to get the information more widely in all aspect of health consciousness, promotional activities and level of customer satisfaction.

Customer is also one of the primary sources in order to check the impact of rising trend of health consciousness because of social media indulgence and now people would like to live healthy life style. To get the insights what actually customer is thinking about of buying nestle product either for international brand or just buy habitually because less competition or any other reason. Along with customers the variables such as sales and promotional activities are also related to other sources. Other main sources are retailer, wholesaler, key account, if the hypotheses are further considered, different variables for instance promotional activities is directly related to the above mentioned sources: retailer, wholesaler, and key account. Normally promotional activities are for customer and for retail channel to. It can be experienced most of the special promotional activities just to trigger the intention to create purchase by middleman, so these retailer, wholesaler and key account can be considered as important.

Table 1: Method of Data Collection

Source	Population	Sample size	Sampling method
Customer	Approx 10 millions	282	Convenience
Retailer	33119	15	Stratified
Wholesaler	516	10	Stratified

Table 1 shows the method of data collection. Convenience method of sampling is used for the customer in Karachi because number of customers is very high.

Stratified sampling method is used for both retailers and wholesalers, because Nestle has divided Karachi into two strata one is Karachi A and other is Karachi B.

Convenience sampling method is for both local modern trade and international modern trade.

South region is divided into Karachi A, Karachi B, Hyderabad, Sukkur and Quetta.

Nestle has divided Karachi into two division in the name of Karachi A and Karachi B. Areas which are included in Karachi A are: Landhi, Korangi, Shah Faisal, Gulshan, Gulshan e Hadid, DHA, Water pump & Johar whereas Karachi B has the following areas: Nazimabad, North Nazimabad, Old area, Lyari, Orangi, Clifton, Kemari, Jackson Market, Lalo khet, Gulshan e Maymar & Khuda ki Basti. Total number of retailers in Karachi A is 16144 and in Karachi B the number of retailer is approximately 16975. Total number of wholesalers in Karachi A is around 216 and in Karachi B, is between 300 to 350. Key personnel of Nestle quoted in an interview that approx. 50 % of city's population is our customer.

Number of local modern trade and international modern trade is around 37 in Karachi A and B in south region following districts are also included Quetta, Sukkur and Hyderabad except Karachi.

Number of retailers in quetta is 4500 and wholesaler are 186. On the other hand number of retailers in sukkur are 9800 and the number of wholesalers are 123. While in Hyderabad total number of retailers is 17000 and wholesalers are 270.

The above information is conducting through the interview of the person; he requested to hide his identity. These figure more or less approximately slightly the chance of manipulating in number because of his behavior at the time of asking question.

Sample Size

To measure health consciousness data was collected from 282 customers whereas to measure the impact of advertising on sales data was conducted from 15 retailers. Moreover in secondary company's ten year financial statement will be used to gather the data.

Instruments of Data Collection

To collect data from customers a self-administered questionnaire was used that is designed on likert scale with five options from strongly disagree to strongly agree. While from the other sources through interview data was collected.

Testing Validity and Reliability

Prior-testing is essential for making sure that questionnaires are filled in with complete understanding by the respondents. By virtue of pre-testing it is determined whether the respondents are able to make out the questions included in a Questionnaire. The result of a pre-

test shown that it was difficult for the respondents to understand the queries as the responses were not consistent for the same variable.

On the other hand with the analysis of Reliability it becomes easier to study the measurement's scales and how they are built up. Individual item's association and how frequently a particular procedure is used all such information is achieved through reliability test.

Table 2: Validity test

Validity test

		N	%
Cases	Valid	280	99.3
	Excluded	2	.7
Total		282	100.0

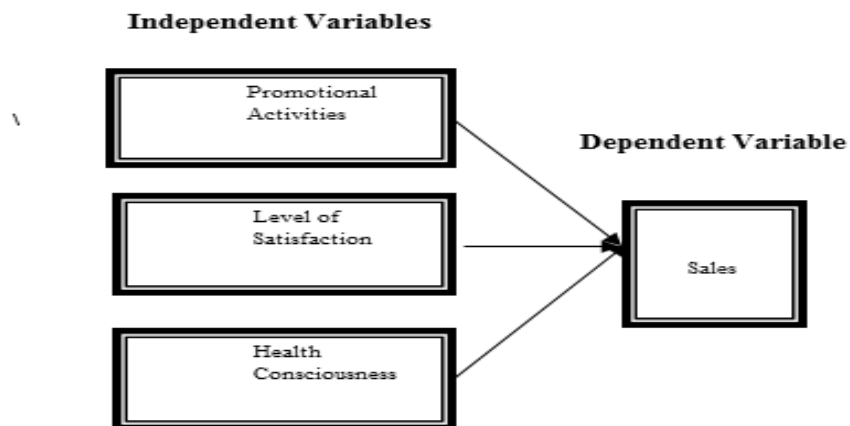
Table 2 shows Cronbach's Alpha is 0.932 which is showing consistency as the measure of Cronbach's Alpha is supposed to be higher than 1/2 for the data to be consistent and reliable.

Research Model Developed

In the conducted research there are three independent variables such as: Promotional Activities, Level of Satisfaction and Health Consciousness while there is only one dependent variable which is Sales. Figure 1 is the exploration model that best suits the measure.

Figure 1: *Research Model Developed*

Source: Self Developed



Statistical Technique

Since the focus is on investigating into any association found among constant and variable components of this study, the study is justified through regression analysis, statistical modeling of various components are also done.

Model:

$$SAL = \beta_0 + \beta_1 PA + \beta_2 LS + \beta_3 HC + \mu_i$$

$$SAL = \text{Sales}$$

PA= Promotional Activities

LS= Level of Satisfaction

HC= Health Consciousness

μ_i = error indicator

this model shows that it is considered that sales has been defined as a dependent variable while promotional activities, level of Satisfaction and health consciousness have been defined as independent variables.

Results and Analysis

Report Findings and Its Interpretation

On applying regression analysis using SPSS between dependent variable (Sales) and three independent variables it is found that the ANOVA was significant confirming the significance of regression.

Table 3: Model Summary

Table Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.821 ^a	.674	.670	.37253

a. Predictors: (Constant), Promotional Activities, Level of Satisfaction, Health Consciousness

b. Fixed Component: Sales

Table 3 shows that the strength of relationship is 82.1%. We find that the adjusted R² of our model is 0.670 with that means the included exogenous variables in the linear regression explains the endogenous variable that is Sales by 67% at 37% variations in the information.

Table 4: ANOVA

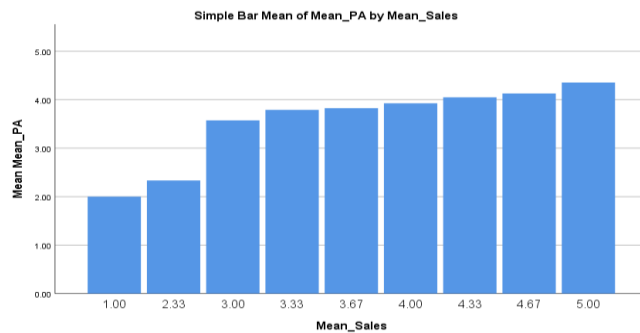
Table ANOVA

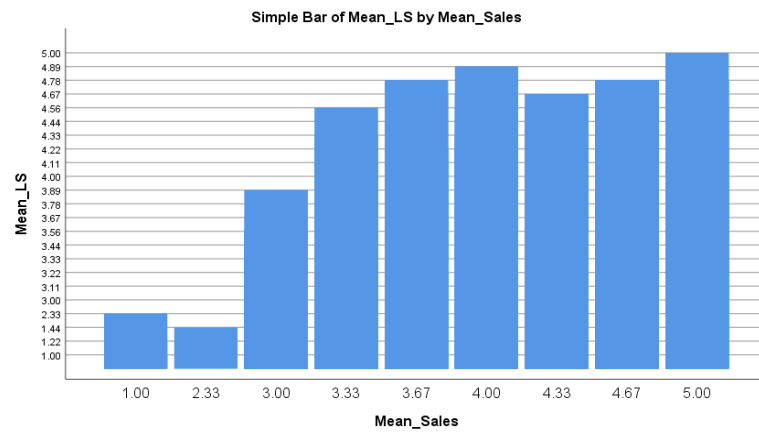
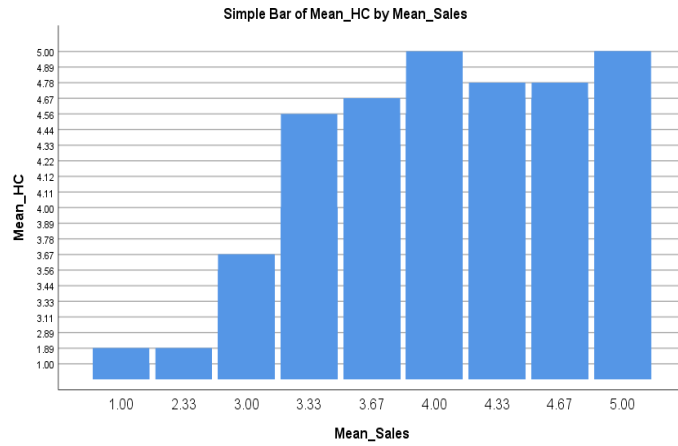
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	79.696	3	26.565	191.425	.000 ^a
	Residual	38.580	278	.139		
	Total	118.276	281			

a. Predictors: (Constant), Promotional Activities, Level of Satisfaction, Health Consciousness

b. Dependent Variable: Sales

Table 4 shows the F value is greater than 3.75 that is 191.425 showing overall model is highly significant. Most of the exogenous variables included in the model significantly affect the Sales.





Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.084	.181		-.461	.645
	Mean_PA	.313	.060	.245	5.221	.000
	Mean_LS	.082	.072	.073	1.149	.252
	Mean_HC	.622	.060	.591	10.367	.000

a. Dependent Variable: Mean_Sales

In the regression analysis the t values shows individual significance of the exogenous variables.

Here as it is found that all the included exogenous variables in the model are highly significant except level of Satisfaction and also the included intercept.

Hypothesis Assessment Summary

Table: *Hypothesis Assessment Summary*

S.No.	Hypothesis	Sigma	Empirical Evaluation
1.	H1: Sales of FMCG Health care product can be affected due to promotional activities.	.000	Accepted
2.	H2: Sales of FMCG Health care product can be affected due to level of customer satisfaction from the product.	.252	Rejected
3.	H3: Sales of FMCG Health care product has been affected by the rising trend health consciousness customers in society	.000	Accepted

Discussions & Qualitative Analysis

Customer Preferences & Nestle's Promotion

Understanding customer preferences is significant whether company is selling a product or offering a service. This is on the grounds that customers are the determiners of how effective an organization becomes. Nestle knows that not many products services, regardless of how very much created, evaluated or dispersed they are , can do well in the market without viable promotion

which is a correspondence by advertisers that illuminates, convinces and helps likely purchasers to remember a product so as to impact their feeling.

Adaptation of Promotional Procedures as per Customer Preferences

Promotional procedure is an arrangement of ideal utilization of the components of promotions that is utilized by Nestle. The fundamental capacity of Nestle promotional technique is to persuade target customers that their products and ventures offered give a differential bit of leeway over the opposition. A differential favorable position is a lot of special highlights of an organization and its product that are seen by the objective market to be huge and better than the opposition. Such highlights can incorporate high product quality, low costs, amazing service or an element not offered by other contender. As model, Milo persuaded their customer that youngsters will be increasingly vigorous in the event that they devour Milo. They likewise viably impart this differential preferred position through publicizing

After all where will benefits originate from if not company's customers? Customer care is tied in with adhering to the guarantees company make to customers. Any way company can possibly fulfill company's customer's needs in the event that company get the chance to comprehend them to a degree that company can envision their necessities and convey past their desires.

So as to know whom company is attempting to address their issues company should become more acquainted with them. This doesn't really mean knowing them by and by. Rather it includes customer division.

Contingent upon the service or product company is offering, distinguishes the gathering of individuals that require them. This gathering should shape company's current and possible customers. For instance in the event that company is engaged with the offer of child garments and

maternity outfit, at that point company's objective ought to be hopeful moms and guardians with little children.

Fundamentally knowing whom company is focusing on dependent on their gender, occupation, age and discretionary cash flow will assist company with serving them better.

This is the place most companies come up short. In light of the regularly expanding mechanical headways, it would possibly be coherent in the event that company grasp innovation to serve company's customers better. For customers who originate from far working an online store and organizing entryway to entryway conveyances would be a decent method of fulfilling them.

Additionally become more acquainted with what method of shopping they really like. Do they like creation orders via telephone, visiting company's online site or physical store? On the off chance that for example company's customers like creation calls before visiting company's store, at that point company ought to have fantastic call place service. Calls that go unanswered just wind up disillusioning customers, particularly imminent ones.

Customers Insight & Customers Preferences

There is no better method of understanding customer preferences than tuning in to and tending to their protests. Most companies will in general side with their workers and not customers. The facts confirm that representatives are an important resource for company's organization however customers are as well. Cautiously break down a circumstance before company excuse a customer's grievances.

Statistical surveying is as significant as the customers themselves. Each association ought to have a customer relationship the executives' framework. This database contains significant insights and

information that company can use to comprehend company's customer's preferences. In the event that the information isn't sufficient, at that point utilization of both subjective and quantitative investigation strategies can help. Note that statistical surveying ought to be a once in a while existence time thing. Rather it ought to be made a continuous movement. This is on the grounds that the market continues changing with the convergence of new contenders once in a while.

This is the most ideal approach to know whether company's customers are calm with what company offers them. It is as simple as simply defining a straightforward survey that company issue company's customers. Ask them whether they feel unique and truly appreciate working with company. Likewise become more acquainted with the kinds of brands they like and that they would be charmed to discover in company's stores. In particular converse with them about company's staff, do the staffs carry on well towards them? On the off chance that things being what they are, at that point what are a portion of the negative encounters they have experienced?

It is significant that company keep in contact with company's customers. Set up a database that contains their email locations, and telephone numbers. On the off chance that conceivable attempt to connect with company's customers even via web-based networks media. Company can send messages about exceptional offers legitimately to them.

It is absolutely impossible company's promoting techniques can be fruitful in the event that company doesn't know whom company is showcasing to. As such understanding customer preferences Gives Company's promoting efforts a superior possibility of yielding outcomes. Equipped with the information on who company's customers are, and their places of get in touch with company can adequately choose a reasonable media. The selection of media in advertising matters a ton since it decides if company's customers get the message or not.

Company's image is the thing that company's customers reverberate with. So as to create or improve the nature of a brand company should think about the requirements of company's customers. In the event that from company's statistical surveying company found that company's customers incline toward a particular sort of brand, and afterward guarantee that is actually what company give them. On the off chance that they have been compelled to surrender company's image for another, company can also consider rebranding. Utilize their proposals to realize how to bundle and even present company's image. Company can hence successfully upgrade or change the appearance of company's image to meet the consistently advancing tastes and preferences of company's customer.

Though all the participants were retailers and wholesalers differences were noticed in the responses they gave

One of the retailers mentioned

“I think customers never get influenced by any brand so easily. Now they never rely on a single source, before making buying decision they tend to research thoroughly.

The other retailer answered.

“Customers are getting more and more aware and conscious about making healthy choices and therefore in healthcare products they prefer buying and using reputed brands' products more”

Another Retailer mentioned how Nestle manages to stay on top

“Many customers have mentioned that Nestle's products are trusted more because they offer what they promise in their advertisements. Moreover there remains positive word positive word of mouth for Nestle's products much more than its competitors

The common grounds

All the customers regardless of the age and experience prefer to be given value when they are asked about giving the feedback about the product they consume.

On the basis of the views gathered through interviewing retailers and wholesalers the framework which is formed is given as under:



Explanation

Responses gathered through interviews conducted from retailers and wholesalers clearly highlighted how significant promotional activities are as customers do get attracted through advertising and positive word of mouth about the product. Moreover, it is also found out that customers' experiences and their consciousness towards health also influence their consumption of health care products. On the other hand, marketers need not to compromise on the quality of the product to maintain the standard and it should also be made that the product is widely available. Ultimately if these factors are considered by the company the sales is likely to keep on increasing.

Analysis of Sales

Crux of Ten Years Financial Statement

Nestlé's sales group is completely lined up with the Nestlé Corporate Business Principles, which frames the establishment of all their useful practices. The Nestlé sales set up is made out of a complex, yet proficient structure spreading over more than 600 cities and humble communities.

Through their solid sales framework, we guarantee product accessibility from Khunjrab to Karachi in Pakistan and from Mizar-e-Sharif to Herat in Afghanistan. During 2010, the organization kept on accomplishing supportable development by offering top notch products to their shoppers.

In accordance with Nestlé's worldwide idea of making their brands accessible to their purchasers, the organization proceeded with its energy of maintainable development by guaranteeing that customers/customers of Pakistan approach quality Nestlé marks over all significant exchange channels and land regions. Their hearty distribution arrangement was commended by a system to modernize their business forms.

In arrangement with Nestlé's worldwide need of upgrading the distribution organize, and the idea of accessibility of their products "at whatever point, any place and nonetheless" are completely coordinated into their distribution framework.

Their prosperity has been made conceivable by a propelled sales group completely outfitted to take advantage of the open doors offered by the difficult condition of Pakistan and by a proficient distribution arrange that ranges more than 600 cities and humble communities.

Nestlé has additionally set out on an excursion of provincial entrance through their PPP (prevalently situated products). The development of "discounter" fragment among nearby

present day exchange was especially forceful. They utilized the genius offered by data innovation as a powerful business dynamic apparatus and left upon the execution of a completely incorporated sales computerization framework. A wholesaler sales power of in excess of 6000 individuals and more than 1500 merchant's vehicles assumes a crucial job in guaranteeing that Nestlé brands stay among the most generally conveyed brands of the business. Key Accounts Community working relationship with neighborhood just as International key accounts, common regard and understanding of one another's business needs has been one of the significant development drivers behind the effective development of their Key Accounts business year on year.

To enter further into slender roads where it is hard to reach with vans, "Engine bicycle tasks" have been acquainted in an offered with offer Nestlé products to the majority so they can likewise profit by the top notch products at moderate costs

Winning in Difficult times through Category and Channel Management and Channel Category Sales Development the CCSD (Channel Category Sales Development) group has assumed an instrumental job in driving the sales development. Steady quickening of top tier merchandising rehearses kept, bringing about the development of Nestlé's Picture of Success outlets. In spite all things considered, the sales group kept on advancing and revamp to continue conveying on duties. With the target of Accelerating Growth in 2017, CCSD took various activities to upgrade the perceivability and accessibility of Nestlé brands in the commercial center. Channel Management Structure has additionally developed which has prompted channel-based enactments and advancements arranging. Directed brand/SKU center in right channels for the correct customer has acquired amazing development channel sales both in Modern and General Trade. So as to win with their Popularly Positioned Products (PPP), the Sales group executed a

significant exchange drive where PPP Hangers were sent at 25,000 stores. This was conceivable through the eagerness of profoundly energetic Nestlé and shippers group planned for expanding access to quality Nestlé products for Afghan shoppers. In the year 2017, Channel Category Sales Development (CCSD) drives the commercial capacity in accomplishing business destinations by assuming a main job in deciphering channel, category and customer bits of knowledge into a tweaked exchange image of achievement intends to upgrade customer experience and, thusly, drive sales. CCSD's mechanized apparatus assumed a main job in helping track, screen and improve execution levels in exchange. The channel offers a noteworthy open door in furnishing the correct stage to interface with the developing urban, current customers.

Solid execution capacity joined with positive vitality empowered the group in giving great shopping encounters the nation over. This topography is secured through a merchant field power of more than 6000 individuals and 1500 vehicles to fulfill the need. Wining in testing times keeps on being the specialty of Nestlé Pakistan's sales group and 2012 was the same. In 2014, CCSD assumes an urgent job in driving achievement in the commercial center.

The stringent weights seriously affected buyer conduct which brought about shrinkage of the basic food item container and interruption in purchasing behaviors.

With the demeanor of being splendid at the rudiments, the group took strong activities to reinforce their specialty on both perceivability and accessibility. In 2018, 46 Nestlé Pakistan Limited Key Accounts Team executed a progression of exercises including Ramadan advancements, Juices and Nutrition occasions. Supported speeding up of top tier merchandising rehearses kept, bringing about the exponential development of outlets where Nestlé's characterized Picture of Success was executed.

So as to drive their Popularly Positioned Products (PPP) portfolio, the task based arrangement of specially designed corporate "Pick Quality, Choose Nestlé" themed holders (with the call to execution tweaked in Urdu) proceeded in the commercial center. This furnished Nestlé Key Accounts Team with a great chance to exhibit the broad scope of Nestlé product portfolio and live the vision of winning with buyers and enchanting them with a variety of purchaser driven exercises. CCSD kept driving the ability development endeavors concentrated on In-Call-Execution – the Nestlé approach to do sales – to prepare and improve the sales group information and aptitudes to exceed expectations at Point of Purchase, and build up a success in each store mentality.

Channel and Category Sales Development Channel and Category Sales Development (CCSD) kept on assuming its job in creating Channel/Shopper bits of knowledge and driving the commercial capacities in accomplishing business destinations. Sales 2016 saw Sales work convey a time of supportable development and momentous outcomes with a honed center around winning with their buyers. This aided in improving stock profundity and perceivability through keen usage of airspace, and thusly guaranteeing Picture of Success execution at all the more little stores. This incorporated the continuation of Choose Wellness Choose Nestlé (CWCN) and different advancements like Delighting the Nation (on Pakistan Day), Ramadan, NESCAFE' and Juices.

This illustrates how nestle has managed to maintain the make profitable relationship with customers even in the times of crises. Through their promotional activities they keep in touch with customers and have proven time and again that by offering quality product which meets all the requirement of health conscious customers the company can manage to increase sales when there appears almost no chance to do it.



Nestlé's Hallmark

Nestle conveys their promotional effort through customary expansive communications, for instance, TV, radio, paper, etc. With the expanding discontinuity of regular wide communications decisions, Nestle likewise sending their advertisements to purchaser in numerous new and imaginative manners, for instance, with intuitive video innovation situated in departmental stores and general stores and through Internet Web.

Close to the promotion or correspondence above, Nestle are furthermore utilizing other kind of publicizing, for instance, non-media correspondence or publicizing. A segment of the manners in which that Nestle have done are by taking an interest presentations, sponsorship exercises, advertising and deals promotion, for instance, giving complimentary gifts with incredible, or discounted esteem offers on FMCG product. Those are the apparatuses that utilized by Nestle to convince customer and fabricate customer relationship with their product.

Conclusion

In a nutshell, it can be concluded that customers in the cutting edge times are substantially more informed than any time in recent memory as far as making the decision of selecting a healthcare product for consumption is concerned. Nature of item offered is essential undoubtedly however the factors of how promotional activities are overseen are also searched for and decided by the possible customers. Those companies that satisfy customers' hopes are considered to be the ones to be essential for. As a result, the name of the item specifically and the organization by and large becomes a strong brand and manages to make positive image of the brand.

Implications

The study is helpful for the organizations that plan and make changes in the promotional programs. It is similarly significant for the organizations to keep informed of how they are acting in supporting and advancing culture of giving mindfulness on health consciousness in the general public. Additionally, it likewise clarifies how clients can be persuaded to utilize healthy items with the assistance of appropriate oversight. The most significant part of the study is that it features how an association can more readily devise the promotional technique by including customers through activities that can connect with them.

Limitations and Future Research

Since this study is for the most part centered around dissecting the effect of promotional activities on sales of FMCG items, impacts at different levels and numerous different factors, for example, the effect of computerized media isn't considered in the exploration. Additionally, for examination both qualitative and quantitative methodology was utilized which positively has numerous favorable circumstances yet there is an issue with it relating to the constraints of

choices accessible for translation which opens the entryway for different methodologies, for example, story for future exploration. Besides, skyline can be extended from city-based to countries and afterward to mainland based in order to achieve standard ends which would then be able to be generalized with the assistance of quantitative examination. At last, these irregular advances whenever taken gradually can lead bringing about the improved promotional strategies

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