

## **MBA- I semester, Paper- Marketing Management, MB 105, TOPIC- Nature and Objectives of Promotion**

### **Nature and Objectives of Promotion**

#### **1. Creates Awareness:**

Promotional activities expose an adequate number of target consumers to the messages and create awareness about the product. For this purpose, such promotion media is chosen which will reach adequate numbers of target consumers. Print, electronic, outside or online media can be used as per nature of the product and target audience.

#### **2. Attention Grabbing:**

The promotional campaigns draw the potential customer's attention towards the product. The customers are not aware about the new product and it is only through promotional activities that they can be informed about the product, its features and utility.

#### **3. Creates Interest:**

It is not enough to get the attention of the customer. The aim of promotion is to make the potential customers interested in knowing more about the product. Customers will be interested only in those products that they actually need, so the promotional messages should emphasise on how the featured product can fulfill their needs.

#### **4. Informative:**

The target markets need to know about the functions and characteristics of the product so that they can relate their needs with it. Promotion is done to provide the necessary information and details to the prospective buyers of the product. The information given to the customers should also enable them to differentiate the product from those of competitors.

#### **5. Induces Action:**

The ultimate goal of all marketing activities is to make a sale. An effective promotional strategy will grab the attention of the would-be consumers, create interest in their minds, provide enough information about the product

to help them in taking the purchase decision and finally induce them to take action, i.e., purchase the product.

Promotion includes a variety of objectives. They are as follows.

**objectives of promotion are:**

- To introduce a new product
- To educate customers about the product usage
- To increase awareness of the product
- To differentiate from competitors
- To achieve increase in product recall
- To build brand value and image
- To encourage people to buy in bulk especially in off season to level the demand
- To encourage people to try their product over their existing products.