



UNIVERSIDADE CATÓLICA PORTUGUESA

Empowerment of campaigns and marketing actions through deep analysis.

Continuous improvement of marketing
processes.

Marina Pulido Lirio

Catolica Porto Business School

2019

Acknowledgments

Agradezco a todas y cada una de las personas que han hecho posible, personal y profesionalmente, la realización de este trabajo.

A mi Orientador Paulo Alexandre De Oliveira Duarte, por su apoyo, ayuda, disponibilidad y principalmente por fortalecer y animar mi gusto por el Marketing.

A todo el equipo de Marketing de PARFOIS por toda la ayuda disponibilizada en este trabajo y experiencia; en especial a,

Ana Calheiros Lobo por creer en mí, por enseñarme, por estar disponible para mi aprendizaje en todo momento y darme la oportunidad de continuar a crecer junto a este gran equipo.

A las Chicas de los Mercados por enseñarme y aconsejarme.

A Filipa Santos Magalhães y Patricia Pinto por su preocupación, apoyo y amistad dentro y fuera de PARFOIS.

A mis Amigos de Granada por estar siempre presentes, por compartir mis locuras y desde lejos impulsarme a conseguir mis objetivos.

A Catarina Almeida por estar, en todo momento, a mi lado desde que comencé esta aventura.

Finalmente, a mis padres y Hermano. Gracias, nunca será suficiente para expresar mi gratitud por la oportunidad de crecer como profesional y persona; por las lecciones, amor y experiencias que me han ofrecido desde siempre, por ayudarme a conseguir mis sueños y porque a pesar de la distancia siempre han estado cerca. Nunca dejaran de ser mi ejemplo a seguir.

Resumo:

O mundo está progressivamente mais globalizado, de modo que encontramos diversas culturas a coabitar num mesmo país cada uma com diferentes características e gostos. Deste modo, o marketing no setor de moda procura impactar o máximo de pessoas possível sem diferenças em áreas e regiões do mundo num curto intervalo de tempo. Vivemos na era tecnológica onde dois segundos são suficientes para captar atenções, onde trabalhamos e vivemos online e aos poucos o hábito de comprar em lojas físicas é um ato menos recorrente. O objetivo deste estudo é investigar profundamente as diferentes ações de marketing que a Parfois, marca internacional de acessórios portuguesa, faz em loja com o propósito de melhorar vendas, valorizar a perceção da marca, aumentar o número de clientes, entre outros objetivos. A melhoria contínua das ações tomadas em espaço físico de loja nos diferentes países que a empresa atua, depende das necessidades e situação da loja em questão. Este estudo planeia analisar as promoções e tendências atuais em marketing que as marcas nesta indústria usam para atrair, constantemente, diferentes tipos de consumidores impulsionados pela moda. Os clientes querem gastar o seu dinheiro para sentir experiências, como uma viagem, ao invés de ser um consumidor de mais uma marca. O consumidor de hoje precisa de um tratamento pessoal e personalizado, da mesma forma que compra a baixo-custo. Os consumidores procuram ser envolvidos emocionalmente quando compram artigos da marca, estes querem sentir-se únicos enquanto compram. Os resultados mostram que as vendas e os visitantes em loja cresceram quando diferentes ações foram tomadas para reduzir preços ou envolver o consumidor na marca no ato da compra física.

Palavras-chave: Promoção de vendas, Abates e Descontos, Descontos Promocionais, Performance de Loja, Técnicas de Marketing, Mercado de Marketing.

Abstract:

The world is increasingly globalized and different cultures can be found living in a single country each one with different characteristics and tastes. In this way, marketing in the fashion sector seeks to impact as many people as possible in a shorter time without differences in areas or regions of the world. We live in a technological world where two seconds are enough to attract attention, where we work and live online and little by little the habit of buying in a physical store is somewhat less recurrent. The purpose of this study is the further investigation of the different marketing actions that the Parfois Company, Portuguese international accessories brand, makes in store, with the aim of improving sales, brand awareness, visitors and other objectives. Daily improvement of these offline actions in all countries where the brand operates, depending on the needs and situation of that store. This study plans to analyze the current promotions and trends in marketing that the brands in this industry use to attract, constantly, different types of consumers driven by fashion.

Clients want to spend their money to feel experiences, like a trip, instead of being a consumer of more than one brand. The consumer of today looks for a personal and personalized treatment in the same way that he buys at a low cost. Consumers seek to get emotionally involved when they buy a brand, they want to feel unique at the same time they buy.

The results show that sales and visitors in the store increase, when different actions are carried out that reduce prices or invest the consumer with the brand in the act of offline purchases.

Keywords: Sales promotions, Rebates Discount Store, Promotional Discount, Store Performance, Marketing Techniques, Trade Marketing.

Index

Acknowledgements	iii
Resumo	v
Abstract.....	vii
Figures Index.....	xi
Tables Index.....	xiii
Chapter 1.....	15
1. Introduction.....	15
Chapter 2.....	19
2. Literature Review and Proposed Conceptual Model.....	19
2.1. Marketing Techniques	19
2.2. Sales Promotions	21
2.3. Rebates and Discounts Store	25
2.4. Promotions Discount and Coupon	27
2.5. Store Performance	32
2.6. Trade Marketing.....	40
Proposed Conceptual Model.....	44
Chapter 3.....	47
Methodology	47
Chapter 4.....	49
4. Results on the Parfois Analysis.....	49
4.1. Company Presentation.....	49
4.2. Analysis of sales promotions Campaigns during the Internship	52
4.2.1. Tote Bag Action	55
4.2.2. Bracelets Action	58
4.2.3. Perfect Match Action.....	63
4.2.4. Post-its Action.....	66
4.2.5. Find your Balloons Action.....	68
4.2.6. Personalize your Bag Action	71

4.2.7. Promotions and Discounts Action	74
5. Conclusion	79
6. Limitations and Future Research	82
Bibliography	83
Appendixes.....	92

Figures Index

Figure 1- Integrated Model of store choice and Retail Marketing Strategy.	35
Figure 2- Trade Marketing.	41
Figure 3- Proposed Conceptual Model.	45
Figure 4- PARFOIS Brand Visits.	50
Figure 5- PARFOIS Brand Growth.	51
Figure 6- PARFOIS Concept Store V5.	53
Figure 7- PARFOIS Concept Store V6.	54
Figure 8- PARFOIS Concept Store V6.2.	54
Figure 9- PARFOIS Tote Bag Gift.	55
Figure 10- PARFOIS Tote Bag Communication Instore.....	57
Figure 11- PARFOIS Bracelet Gift.....	59
Figure 12- PARFOIS Bracelet Communication.....	61
Figure 13- PARFOIS Perfect Match Gift.....	63
Figure 14- PARFOIS Post-Its Marketing Communication.....	66
Figure 15- PARFOIS Balloons Instore.	69
Figure 16- PARFOIS Personalize your Bag Gift.	72
Figure 17- PARFOIS Personalize your Bag Communication.	73
Figure 18- PARFOIS Promotions and Discounts Communication.	75

Table Index

Table 1- PARFOIS Stores Information.....	50
Table 2- PARFOIS Tote Bag Campaigns.	56
Table 3- PARFOIS Tote Bag Results of the Campaigns.	58
Table 4- PARFOIS Bracelet Campaigns.....	60
Table 5- PARFOIS Bracelet Results of Campaigns.	62
Table 6- PARFOIS Perfect Match Campaigns.....	64
Table 7- PARFOIS Perfect Match Results of Campaigns.....	65
Table 8- PARFOIS Post-Its Campaigns.	67
Table 9- PARFOIS Results of Campaigns.	68
Table 10- PARFOIS Find your Balloons Campaigns.....	70
Table 11- PARFOIS Find your Balloons Results of Campaigns.	71
Table 12- PARFOIS Personalize your Bag Campaigns.	73
Table 13- PARFOIS Personalize your Bag Results of Campaigns.....	74
Table 14- PARFOIS Promotions and Discounts Campaigns.	76
Table 15- PARFOIS Promotions and Discounts Results of Campaigns.	77

Chapter 1

1 Introduction

In the current competitive environment, it is crucial for marketers to know what kind of sales promotions have the most impact on consumers and how they affect their purchase intention and brand perception. According to Blattberg and Neslin (1990) sales promotion is like an action-focused marketing event whose purpose is to have a direct impact on the behavior of the clients. According to Nijs, Dekimpe, Steenkamps, and Hanssens (2001), sales promotions have a great impact on consumer purchasing process and elements such as the time of purchase, brand choice and brand change, and amount to purchase (Nagar, 2009; Smelser and Baltes, 2001) and it has been demonstrated that there are many factors inside and outside the store that can affect consumer behavior.

Sales promotions can broadly be divided in two types: the non-monetary promotions, and the monetary promotions. There are important differences between consumer perceptions of non-monetary promotions, like premiums and free extra product, and of monetary promotion, like discounts and rebates. Monetary promotions have primarily behavioral goals, whereas non-monetary promotions may have both affective (emotional) and behavioral goals (Campbell and Diamond, 1990). It is important for companies to understand that non-monetary promotions must be perceived differently from monetary by consumers, even when having the same value.

In order to be effective, a sale promotion or special marketing action must be noted quickly by the potential customer and be sufficiently notorious depending on what is intended to be achieved by it. Therefore, marketers must determine the level at which the consumer perceives that the value promoted (if it refers to monetary

promotions) is different from the current reference price. For instance, sales promotions are more effective when they provide benefits that are congruent with those of the promoted product (Chandon, 2000). Moreover, the store environment also helps the consumer to distinguish the quality of promotions and products, helps to intensify the performance and events of the sales promotions in store. Combinations of specific elements in the retail store environment influence consumers' inferences about the value of the product and service the extent to which it mediates the influence of the store environment on the store and brand image (Baker, Grewal and Parasuraman, 1994). For example, discounts on bags are more effective than free gifts in store, (i.e., for a utilitarian product), while one striking action in store, such as filling the store with message balloons, is more effective than discounts in prices in generating emotional bonds. However, there are other factors that can have an impact on the effects of congruence, including the life cycle of the product, the purchase situation, the characteristics of the consumer, and the culture (Chandon, 2000).

One important aspect in sales promotions is that there must be incentive that encourages and improves store sales, in addition to a normal purchase. According to Strang (1983), this incentive is a plus to the basic benefits provided by the brand and temporarily changes the price or perceived value. It is also considered as an acceleration tool designed to speed up the sales process and maximize sales volume. Marketing focuses on the long-term activities of brand value creation and sales that are attributed to a short-term approach to meet the expectations of commercial customers (Kotler, 2003, Kumar, 2007). For large companies, the goal is to unite marketing and sales to maximize their profits in the store and get a better consumption of the brand. Retail markets have been one of the fastest growing markets in the world during the last decade; to stay competitive, retailers use effective sales promotion tools and become a vital technique for marketers to

stimulate consumer buying behavior toward the purchase of any product. (Dawood, 2016).

This current study focuses on marketing techniques that are carried out at Parfois, a chain store of fashion apparel, and was developed in the context of an internship on trade marketing provided by the master's in marketing from Catholic Porto Business School. The present master's dissertation was developed under the topic of empowerment of campaigns and marketing actions through deep analysis: Continuous improvement of marketing processes.

The main objective of this research is the in-depth analysis of offline marketing campaign designed by the trade marketing team in several markets in which it operates, to improve sales and the knowledge of the brand. The research is based on the literature on the subject and on internal data provided by the company: tickets, visitors, and sales figures in the period in which different marketing actions were carried out in physical stores of Parfois brand. The goal is to analyze the impact of the sales promotion tools most used, such as coupons, samples, price discount, and types promotions on consumer buying behavior.

The present study, therefore, seeks to provide insights on how different sales promotions options, focused on increasing sales, should be designed and implemented to be effective, by studying how all the aspects connected to the conceptual development, preparation, and store implementation. For fulfil this objective theoretical knowledge collected from published books and scientific articles related to promotional tools, in-store marketing, and attributes of the stores where the action is performed will be used to provide support to the analysis. To perform the analysis, sales figures provided by the company for the 6 months period of the internship at Parfois are used to contrast the results of the different promotional campaigns and validate the inputs from the literature review.

The findings allow to draw conclusions and validate the model proposed with the aim of explaining how to improve daily Marketing Offline campaigns in the world of fashion and apparel. Since the perception of marketing campaigns by customers is constantly changing, namely due to technological developments and Internet influence, the current study provides an update view on how physical stores can be managed as they are still a key brand touchpoint when it comes to build awareness and customer loyalty.

Chapter 2

2 Literature Review and Proposed Conceptual Model

2.1 Marketing Techniques

There are many marketing techniques that large companies increasingly use to attract customers in this globalized market. This study focuses on those actions carried out in the store in order to improve sales, attract customers, increase brand awareness, among other objectives. The promotional activities do not only include advertising but also consist of several promotional techniques that companies use to tell customer that something that is not usual is happening inside the store. Marketing techniques encompass many activities, including promotions, that may affect different items or product categories within a store differently, and gross margins may not be the same for all items or categories.

Store sales are divided into four components: front-end traffic, in-store relationship, closing rate, and average spend. Accordingly, retail market activities are designed in three broad categories: (1) attraction effects that focus on the decisions of entry or selection of consumer stores; conversion effects that are related to consumer decisions about whether to buy something in the store they visit; and (3) expenditure effects, which represent both the size (dollar value or units sold) and the composition of their transactions (Dhebar, 1987; Mulhern and Padgett, 1995; Kotler, 1999).

The Fashion market is growing at high speed all over the world due to the globalization. Retailers currently use all kinds of promotional and marketing activities to differentiate themselves in the market. At the same time, the competitiveness between the different brands of the fashion retail market is

booming. As a result of economic and population growth, retailers began to expand their marketing activities to consumers (Dawood, 2016). For that, the relationship between the sales and marketing department is fundamental for the alignment of the objectives and for the effective and efficient development and implementation of the marketing strategy (Lam; Vanden; Hullah and Pearce, 2001) having always in mind the marketing-mix.

According to Peattie and Peattie (1994) marketing activities are usually specific to a period, place or group of customers, which encourage a direct response from consumers or marketing intermediaries, through the offer of additional benefits. One or more of these activities are to use promotional tools and techniques (such as samples, discounts, sales, free purchases, coupons, rebates, point-of-purchase displays, contests, bonus cash back offers, and loyalty programs) that directly influence the individual to make a quick decision and to finalize the purchase process. Since the competition among retailers is very high, the two main ideas behind these excessive promotions from the marketers' point of view are that it has a direct influence on individual buying behavior by inducing competitive consumers towards their products and retain your loyal customers. According to Joncos (1990), sales promotion is an effective form of competitive retaliation instead of marketing activities. Promotion is a tool used by retailers and manufacturers to invite consumers to buy more or attempt to service or product. Used as a result of sales promotion for storing large amounts, inviting many new customers and more sales increase (Ghafran; Rizwan; Iqbal and Khan, 2014) Customers make important purchasing decisions, what to buy; How much to buy? and 3) What brand to buy? (Gilbert and Jackaria, 2002) Sales promotions can have an impact on the three general decisions.

2.2 Sales Promotions

Sales promotion is a set of stimuli that are presented intermittently to increase the sales of a product. There have been many definitions of sales promotion; According to Luick and Zieger (1986), the sales promotional marketing activities considered to be more efficient than advertising publicity and personal selling. In addition to that other researchers considered sales promotion as a direct inducement, proposing a special added value for goods to target salesperson, customers or resellers (William and Ferrell, 1987; Gardener and Treved, 1998). According to Luick and Zieger (1987), sales promotion is an activity that acts as a direct inducement, offering added value or incentive for a product to resellers, salespersons or customers. According to Gilbert and Jackaria (2002) define sales promotion as the offer of an incentive to induce the desired sales result. Several important implications may be drawn from these definitions. Sales promotion adapts non-recurring short-term sales methods to boost sales by offering incentives to its customers that increase the perceived value of the product for them. These offers are not available throughout the year. According to Zallocco, Perreult and Kincaid (2008) sales promotion are an intentional effort from marketers to deliver the appropriate information in suitable inducement way to get the desired acceptable responses from the customers.

Accordingly, Blattberg and Neslin (1990) have categorized the different types of consumer sales promotion techniques induced by the retailers to boost the sales and respond as Coupons, Rebates, Free trial premium, Contest Sweepstakes, and Price packs.

If the consumer can anticipate when conducting sales promotion will be held, the results fall. It is, therefore, necessary for the consumer to not be able to anticipate sales promotion, and therefore does not include these incentives in the properties of the product (Ghafran; Rizwan; Iqbal and Khan, 2014).

There are several ways to differentiate between types of sales promotions since nowadays, many marketing actions are carried out in-store that fit in some way in the context of sales promotions (Krishna and Zhang, 1999). There is a great body of literature and previous studies which discuss the relationship between sales promotion and its impact on consumer buying decisions, especially coupons and price reduction, since they are most extensively used types (Huff and Alden, 1998.) The objective of sales promotions is to offer the most attractive and valuable merchandise to the consumers at the best conditions in order to increase sales and brand awareness, among other objectives (Bawa and Shoemaker, 1987). These ideas allow to conclude that companies seek to direct consumers' purchasing activities through strong promotional campaigns and changes in pricing policies (Ghafran; Rizwan; Iqbal and Khan, 2014). Though, there are important differences to keep it in mind about the perception that consumers have on non-monetary promotions (free additional products and experiences between customer and brand in store) and monetary promotions (discounts and rebates) (Leland, and William, 1990). Monetary promotions (for example, discounts on shelf prices, coupons, discounts and price packages) tend to provide fairly immediate rewards to the consumer, they are striking, make the consumer quickly fixate on the brand and look for the discount, but in turn the customer may label a brand, as a discounted brand and simply go to the store when having a monetary promotion. Thus, the brand must be careful when to carry out marketing actions and what kind of actions you want to do, for not losing brand equity in the mind of the consumer.

Monetary promotions mainly seek objectives of directing consumer behavior to generate a large impact on sales. On the other hand, non-monetary promotions can have both affective and emotional objectives, to create a connection between the brand and the customer, in a way that he feels a union with the brand when buying

the branded product. In this research, monetary promotions were more visible to consumers than non-monetary promotions.

Sales promotion must be properly planned, organized and integrated into the marketing plan of the company. It is known that sales promotions can offer many benefits for the consumer, being the most obvious monetary savings, although consumers can also be motivated by the desire for quality, comfort, value expression, exploration and entertainment (Babin, 1994). These benefits have also been classified by other authors and researchers as utilitarian or hedonic. On the one hand, the utilitarian benefits are mainly functional and emotional, which are those related to the basic needs that the product or service satisfies the consumer and are directly linked to the utility that the product or service gives the client; and in the same way relatively tangible, that allows consumers to maximize their purchase utility, efficiency, and economy. Based on the distinction between the types of sales promotions and the promotion benefits discussed in this study, (Chandon, 2000) showed that monetary promotions provide more utilitarian benefits, while non-monetary promotions offer more hedonic benefits. These relationships are a matter of degree rather than absolutes; for example, discount coupons (i.e., monetary promotion) can still provide some hedonic benefits such as enjoyment in redemption, although their main benefit is utilitarian. The monetary promotions are more effective for the utilitarian products since they offer more utilitarian benefits, that are compatible with those that consumers look for in the utilitarian products. In general, the benefits of savings, quality, and convenience can be classified as utilitarian benefits. On the contrary, the hedonic benefits that are those are associated with the sensory and experiential attributes that the product of a brand offers to its customers, with the most instrumental and functional attributes of the product (Batra and Athola, 1990). they are more experiential and relatively intangible, associated with intrinsic stimulation, fun,

and pleasure. Non-monetary promotions are more effective for hedonic products since they provide more emotional benefits for customers.

Likewise, cultural differences can influence consumer responses to various marketing stimuli, including responses to sales promotion (Lowe and Corkindale, 1998; Yau, 1988). The benefits of savings, quality, and convenience are classified as utilitarian, while the benefits of value expression, exploration and entertainment are hedonic. There are various ways to define and measure the effectiveness of sales promotions. The measures typically used are short term, as sales promotions are mostly used to produce short-term effects. This includes measuring the effectiveness of sales promotions by sales volume (Dhar and Hoch, 1996), profits (Hoch, 1994) and consumer usage of the promotion (Babakus, 1988).

One of the functions of sales promotion is not only to promote consumer participation but also to encourage repeat purchases. Sales promotion affects several aspects of the customer's purchase options, such as brand choice, time of purchase, quantity and brand movement (Nijs; Dekimpe; Steenkamps and Hanssens, 2001). The three key elements of this definition are that sales promotions are; Non-standard, Promotions are usually temporary and may be limited to certain client's groups (such as frequent airline travelers' schemes) or specific to a distribution channel (as in custom made promotions involving a producer and a single retailer). Response Orientated, are promotions that seek a direct response. The direct response sought is not necessarily a sale. Promotions can encourage consumers to send for a brochure, visit the store again «or consume a sample. The goal there are always sales, but this is true of marketing usually and Benefit orientated, which are those promotions that offer additional benefits, beyond that, it could include extra product, a reduced price or an added element, service or opportunity. Sales promotion has been defined as "a direct inducement that offers extra value for the product to the sales force, distributors or the final consumer with the primary objective of creating an immediate sale" (Haugh, 1983).

The influence of sales promotions on the customer will also depend on the consumer's features. Sales promotion is a set of stimuli that are presented intermittently, is also working to strengthen the propaganda activities to buy a product. The objectives will be achieved sales promotion to a large extent when it is done sporadically when the customer does not imagine.

The events or sales promotion activities initiated by manufacturers and retailers can be classified into three categories: (1) consumer promotions; (2) commercial promotions; and (3) retail promotions. Consumer promotions (e.g. coupons, samples, contests, sweepstakes, and price packs) are typically employed by manufacturers to stimulate purchases by ultimate consumers.

2.3 Rebates and Discounts.

As already mentioned in the previous section, sales promotions can adopt many forms. In the term of sales promotions in the store, it can be distinguished between rebates and discount, which are two different concepts, although the perception by the customer is the same. It is important for store marketing managers to distinguish these two concepts related within the sales promotions landscape. Rebate is a price reduction, which a customer receives after the purchase has been made, that way it is called rebate. The discount is the offer when the products are sold at a price lower than the original price (Nagadeepa; Tamil; Pushpa and Annamali, 2015).

Ndubisi and Chiew (2006) state that merchandise trial can be increased through offering great price cut. According to Ehrenberg (1994), the short-term increase in sales result mainly from purchases made by non-users of a brand, who, after taking benefit of the price discount, would most likely go back to their beloved brands in their portfolio rather than purchase the promoted brand at full price in

a continuous way. Nevertheless, the reduction in product prices plays a key role in persuading product trial and raise the awareness of potential clients (Blackwell; Miniard and Engel, 2001).

In the case of rebates, it is likely that the time and effort involved in the redemption of the reimbursement will have an adverse effect on their perceptions and reduce their purchase intentions. The work by Folkes and Wheat (1995) further suggests that because of the temporary distance involved in obtaining savings associated with reimbursements later, they are likely to evoke price perceptions like regular prices rather than discounts. In addition, consumers tend to discount future results more. Therefore, the rebates are likely to be considered less attractive than regular discounts.

According to Salvi (2013) said that the discount and price off scheme induced the customers to visit the store and influenced their purchase decision. The “Buy one get one free” has also been found effective on influencing purchase decisions. In fact, often, rebates are associated with greater expenditures of time and energy for redemption than free features, thus leading consumer to prefer the immediate sales promotion offer. Retailers and marketers should also be aware of the extent of the effort associated with the use of different types of sales promotions. It is likely that the effort to reduce the price or make discounts on a range of products constantly has a negative influence on the perceptions of value by current and future customers.

2.4 Promotion Discounts and Coupon

One of the terms that are included in the sales promotions, are the so-called Promotional Discount, is just another way of calling "sales discount" but in this case the marketing managers use them more so that customers notice that the price has changed.

The various advantages that companies seek through promotions apart from the immediate impulse of sales are: the retention of customers, introducing new products, encouraging the change of brand, conquering the competitiveness of their products, maintaining the sales of seasonal products, and the expansion of the category; are only temporary and recovered to their previous level once the promotion campaign sale is completed.

Sales promotion is any activity that the producer is using to promote the trade (retailer, wholesaler or network partners), as well as for customers to buy the brand product and activate the stimulate the sales force to sell. Price promotions are an attractive marketing tool because they are easily implemented and promise considerable sales increases in the short run (Bijmolt and Pieters, 2005; Van Heerde and Neslin, 2008). Especially, multi-unit price promotions (MUPs) enjoy increasing popularity for some time. MUPs offer customers a discount if a quantity of the promoted product is bought. MUP frames appear attractive to manufacturers and retailers because they often have a stronger impact on sales volume than single unit promotions (SUPs), which offer a price discount per single item (Manning and Sprott, 2007).

Fill (2002), the price reduction or promotions is a valuation approach in which the goods or products are offered at a good purchase price and it seems to be a reduced cost for consumers, which is applied mainly in hypermarkets and exhibitions at points of purchase. The price discount is "reduce the price of a certain amount or

increase the quantity available at the same price, thus improving the value and creating an economic incentive to buy" (Raghubir and Corfman, 1999).

An important element within Sales Promotions that attracts an intense group of clients is a discount promotion that consists of a diverse collection of incentives, mostly in the short term, designed to motivate consumers or trade to buy a product immediately. and/or in larger quantities by reducing the price or adding value (Lamb, 1996) because they have been shown to have a significant impact on sales. Many consumers change brands regularly, so they can receive more offers that mimic and promote a smart buyer of their own perception, and offer these consumers positively and promotionally, and these consumers are trying to try a new product or service. For example, lower prices for a limited period to attract more consumers who qualify for a new price promotion. They believe that sales promotions are a zero. (Putsis, 1998).

Other studies found that price discounts (cut prices) play an important role in stimulating the behavior of new customers to test the products offered (Brandweek, 1994; Miniard and Engel, 2001; Fill, 2002 and Shimp, 2003). The price promotions are usually made to attract customers who are usually regular buyers of the brand and who usually buy the product of this brand in its day to day in addition to this, it attracts other types of customers, "Casual Customers" who want to benefit from this type of promotions that will probably become part of your preferences. The goal is to increase the number of occasional customers who eventually become regular customers of our brand and buy when these promotions are not in the store. It is known from previous studies that consumers are more attracted to promotions of price discounts. Ndubisi and Chiew (2006) stated that the trace of the product has a relationship with the discount in the price, in the sense that the first can be increased by reducing the price for any product.

Given that these Promotions show more effusively that there is a promotion, in an article or range of articles, or a discount, such as a strong discount on an item, it has a more direct approach since its objective is to increase the sales of a product. since it might change. The company may want to get rid of the product, because, it is selling badly or also, the company will stop selling that product in the future and will want to get rid of the stock. It has already been studied in what can influence the different activities of the store. This evaluation of the brand is done to obtain a strategic marketing plan and know what promotions to perform and what will be the best context.

Companies must be careful not to confuse consumers with brand perception; For example, if a company wants to position itself as a "High Standing" Brand or rise to a higher level, within the brand mentality on the part of the consumer, the brand must not perform strong sales promotions or in a very often, because It will lose brand value in front of the consumer. According to some studies during promotional periods, buyers often stockpile the promoted items (Litvack and al., 1985, Chakravarthi and al., 1996). Therefore, for the store in which this promotion is carried out, it is likely that the average number of promoted items sold per transaction will increase as a result of the price promotion. The sales of non-promoted items may also increase, although the existing evidence is mixed.

For example, Walters (1988) found that sale promotions increased the sales of complementary purchases in one store but decreased the sales of complementary items in another store. Mulhern and Padgett (1995) found no significant differences in how much people spend on promoted items and non-promoted items, whether shoppers came into the store specifically to purchase a price-promoted product or entered the store for other reasons. The set of Promotions discount that a brand or store can make can be included within the Promotion Scope concept that is known as the number of categories of products or items with a discount. It is likely that an increase in the number of promoted categories will

attract more consumers with different purchase needs to visit the promotion store. Similarly, an increase in the number of items promoted within a category will cause a positive change in the average distribution of services for this category, attracting more buyers to the promotion store.

The scope of the promotion that is being made in store, can also increase the effects on the promotion expense that the marketing team supports, depending on how the promotion scope affects the number of products purchased by individual buyers, that is, it depends on the incidence that this promotion has on the purchase needs of current and objective consumers. Schiffman and Kanuk (2004), there are four points of view to explain consumer decision and behavior, such as the economic point of view, which has the greatest impact followed by the passive point of view, the emotional point of view and the cognitive point of view. Customers decide what product they want and how that evaluation will be and its impact on future purchases. Schneider and Currim (1991) argued that the acceptance of the customer promotion is based on the promotion of sales inside and outside the store (showcase). Pramataris (2001) argued about sampling, which is a good technique and has a lower cost and an effective tool to attract customers and Fill (2002) indicated that promotional tools have a great impact on the consumer's buying behavior during any competition; therefore, we discount the price of one of these tools that affect the decisions of the customers.

On the other hand, Walters and MacKenzie (1988) analyzed the impact of price promotions on store traffic, sales of promoted and non-promoted products and store performance using a structural equation and data-level approach of store; There is no evidence that sales of promoted items encourage sales of non-promoted items.

On the other hand, in the same area as the promotions, we find the coupons.

Many studies suggest that coupons can positively influence the attitudes and behavior of consumers towards consumer goods and that remain a useful and popular mechanism.

Coupons considered as one of the most used tools by marketers to stimulate consumers by giving them a voucher or certificate that save some money when they want to purchase any type of products later on or in the future, such as 25% reduction from the main price or a fixed discounted amount like 5\$ per piece (Fill, 2002). According to Cook (2003) customers can easily be convinced with the coupons technique since it is a very useful tool for trial buying and is considered as a good way to be used to induce customers brand switching. Gilbert and Jackaria, (2002) found that coupon promotions have no significant effect on the volume of product purchased by a consumer. Some researchers indicated that consumers are influenced by the price reduction in the given coupons, so coupons used to be as a smart sales tool (Peter and Olson, 1996; Gardener and Trivedi, 1998 and Dark, 2000). It has already been discussed and demonstrated that coupons have many benefits and trends for both small and large companies.

In the case of a short-term shelf-price reduction valid only for a week, customers will have more incentive to quickly stockpile the product as opposed to a coupon promotion with a longer validity period. Therefore, generalizations like “sales promotions cause stockpiling” are misleading and do not capture the differing impact that different types of sales promotions have on brand sales (Larochea,; Ponsa; Zgollia; Cerbellon and Kim, 2003). A previous investigation based on the verbal responses of consumers provides evidence that consumers evaluate that the probability of obtaining a discount in a promotional store is greater when a larger fraction of the stock in the store has a discount and, therefore, they are more likely to make purchases there (Dhar, 1999).

2.5 Store Performance.

The concept of the store, product presentation, store performance and everything else influence not only store sales but also the positioning of the brand in the mind of the customer which has great influence on the success of the different marketing campaigns and activities that take place at the store. Combinations of specific elements in the shop environment influence consumer inferences about merchandise and service quality and analyze how far these inferences mediate the influence of the shop's environment on the store image. Environmental and social elements in the store environment provide signals that consumers use for their quality inferences. In addition to the store environment, the quality of the merchandise and the quality of the service were considered antecedents of the image of the store (Baker and Parasuraman, 1994) something indispensable nowadays so that any marketing achieve better results .The importance of store image for apparel retailers cannot be disputed in the highly competitive and dynamic apparel market, organizations endeavor to use all possible resources to gain market share. One way of differentiating one store from another is the unique store image offered to the customer

Consumers use the store image as an evaluative criterion in the decision-making process concerning retail outlet selection. Varley (2005) summarized this situation as follows: "In concentrated and relatively saturated retail markets, the position that a retailer etches out in the consumer mind is a vital element of its strategy. Customers must be given a good reason to shop with one retailer rather than another." According to Osman (2001), retailers decide what image their stores should project to specific target markets. This requires information about the target market but also on those store attributes the market perceives as important when selecting stores. Store image should be contextualized within the scope of corporate personality, corporate identity, and corporate image. Stuart (1999)

identified elements of the corporate management process and proposed a definitive model of the corporate identity management process. This model depicts the differences between, but also the interrelatedness of corporate personality, corporate strategy and corporate identity within the organizational culture. It also indicates how communication with stakeholders leads to a corporate image and corporate reputation (Hester and Noordwyk, 2006).

Store image should be viewed from both the consumer's and the retailer's perspective. Consumers' perceptions of stores are determined by the messages and cues they receive from the store as well as their perceived importance of store attributes moderated by previous experiences. The retailers' perception of their store's image is based on the company's personality and identity and consequently, those attributes they perceive as important to their customers. It has already been pointed out that the store image is complex in nature. Investigators like Martineau (1958) described the image of the store like the personality of a store and the way in which the store is defined in the minds of buyers, in part because of their functional qualities and psychological attributes. Minshall (1994) recognized the cognitive and affective dimensions of the image of the store.

Every day, retailers and merchants are exposed to a ever stronger competition and have more difficulty in differentiating their stores based only in the merchandise, price, promotion or location. However, the store can offer a unique environment that may influence the final purchase decision. According to the studies already carried out, it was found that consumers interact with retail environments in all the purchases they make (Sarel, 1981) and many consumers make decisions at the time of purchase (Keller, 1987). Therefore, the elements of the store, such as color, lighting, style or music, what is known as store performance, can have more immediate effects on decision-making than other marketing inputs that are not present in the store point of purchase. The importance of store decisions means that it is useful for the retailer to understand the factors that influence decisions

stored in consumers. Marketers need to know that many consumer decisions are not made until the consumer is in the store and what product they get immediately.

Greenland and McGoldrick (1994) found that modern bank designs had several advantages over traditional designs. These advantages included a perception of greater availability, better disposition and many images. Invariably, studies use a behavioral framework rather than an explicit strategic retail perspective. It is likely that the importance of in-store marketing will be influenced by the orientation of retailers to various price promotions and various other activities to increase store sales. If these price promotions are aimed at creating as much excitement as possible in the store, then the activity in the store is an end and we hope that both will give greater importance to the ways of marketing in the store (Rajagopal, 2009).

The promotion in the store would apply to the hedonistic/impulsive buyer (Miranda, 2009), while the price reductions generate pleasure at the time of purchase (Prendergast, 2005). The strongest determinant that can be talked about in-store promotion seems to be the goal of generating enthusiasm in the store. If the price promotion activity is strongly oriented to generate enthusiasm in the store, then there is a positive and very significant effect on the promotion in the store (Figure 1)

APPAREL STORE IMAGE ATTRIBUTES

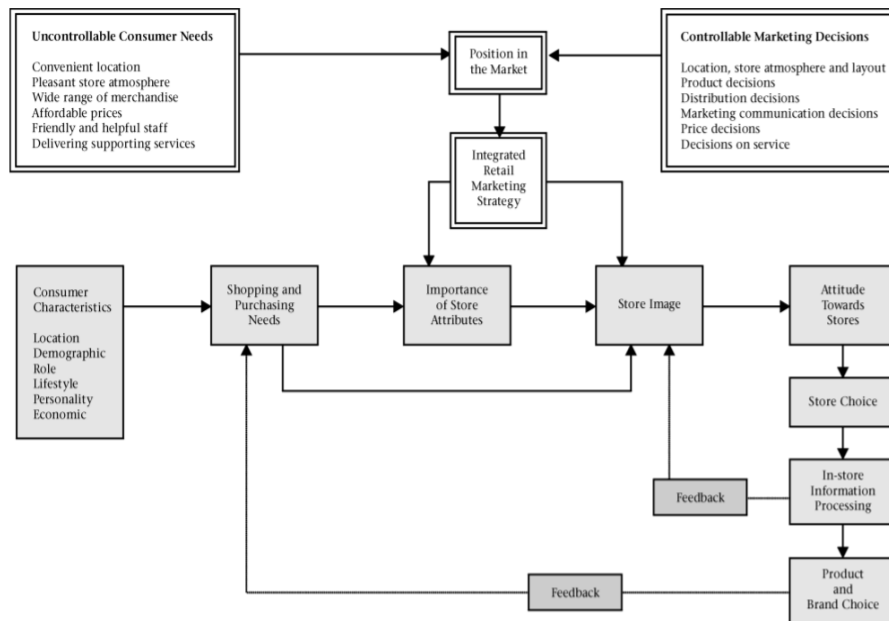


Figure 1: Integrated model of Store Choice and Retail Marketing Strategy, 1992.

Driven by the need to maximize profits and compete in a volatile market, fashion retailers try to improve store interiors daily to successfully attract and manage large masses of consumers. However competitive forces often force retailers to bombard customers with numerous clues to reinforce the image and positively influence store behavior (Harrison, 1992; Smith and Burns, 1996). Therefore, the market is characterized by an unstable demand for merchandise and a high purchase impulse with many decisions made at the point of purchase (Christopher and Peck, 1999). Researchers in these areas have emphasized the importance of architecture and signs in the store, as part of a large number of studies that define and evaluate the relative importance of the features in the store for the retailer, a good store environment and a broad understanding of this, can help a lot to the marketing and other promotions made in-store achieve the expected success. The large number of components present in the retail configuration explains why only a small number of identifiable signals are examined at the same time. It is also a testimony to the variety and complexity of the topics under study. From a

methodological point of view, modeling successful store designs present enormous challenges for retail management and academics alike, due to the variability of customer situations and behaviors. In fact, the real needs of clients are often ignored completely. In academic research, the object of research commonly surrounded the identification of image attributes, using survey instruments that contain Likert-type rating scales. and designs guide consumers Situations can act indirectly, such as when vendors' poor service interacts with the attitudes of retail brands (Gagliano and Hathcote, 1994), and with unexpected situations such as crowds or long queues in the market sales box.

In this study, we concretize fashion retail that is known as dynamic and highly competitive with a growing number of new retail brands in the market. This dynamism in the sector means that the requirements of customers are constantly in a state of flux. To the extent that different types of fashion, consumers should be continually paired with clothing styles (Cholachatpinyo, 2002), so that store arrangements should also attract selected consumers. Retailers routinely undertake many initiatives with consultancies and market research companies to align and realign the portfolios of brands and products with the target market since this marketing must be strong, fast and powerful. One of the biggest difficulties for retailers is a deeper understanding of the psychology of shopping, and the customer interface and the format of the store in all its forms (Folkes and Wheat, 2003). To give more impact to their marketing actions many fashion brands perform what is called "Temporary Stores" since temporarily changing the concept of store in addition to being very expensive for the brand, can create confusion in your group of customers , therefore, many companies opt for this type of stores that have great impact are more economical and successful. The phenomenon of "temporary stores" has become one of the most important innovations in marketing.

In 2008, a new way of presenting the store concept to potential customers was established. Its main objective was to get out of the ordinary and create a new store concept just for a short time. This new retail marketing tool is known as "Assotemporary". These stores are now more commonly called "pop-up" stores or stores in English-speaking countries, especially in the field of the press. With new examples of this temporary "temporary" or "emerging" stores that appear almost daily, especially in the fashion industry. In addition to directly influencing store traffic and product sales, promotions are believed to influence the sales of advertised products and products not indirectly promoted through store traffic. The promotions generate traffic in the store as it is supposed, it translates into a greater number of customers who buy. Store traffic should also have a direct positive impact. In the sales of special offers of prices in the store, as patronizing customers take advantage of the advertised price promotions and are interested in special offers of prices without advertising and non-promoted products (Walters and Scott, 1988)

Today's buyers do not spend the free time they have to go from store to store looking for products, since everything they look for is online, but they feel that the contact with the brand has been lost and when they go to a physical store they seek to feel excitement and new experiences They seek to obtain a connection between consumer and brand that encourages the choice for that brand and not for the competition. The shopping experiences in the store are consumer experiences in their own, a specific type of consumer experience, the place where customers interact with other companies and other consumers (Carù and Cova, 2003). The experiences of consumers act as solver of rational problems and consider the purchase as a task that is desired to be carried out efficiently (Babin, 1994). A set of research carried out before the current study tested the impact of different functional characteristics, as well as the keys of the store environment on the experience of the buyers. Therefore, the favorable perceptions and positive

judgments of consumers towards the attributes of a store and the sensation that is caused it led to positive evaluations. It was discovered that the pleasure felt during consumer experiences in stores was due to buyers' perceptions of environmental cues within the store, such as background music and smell. (Walsh, 2011; Ryu and Jang, 2008).

It is likely that the importance of in-store marketing will be influenced by the orientation of retailers to various price promotions they lead. The promotion in the store would apply to the hedonistic/impulsive buyer (Miranda, 2009). If the orientation of the price promotions was to create a quality image, we would expect a more massive publicity without emphasis on marketing, which tends to reduce the perception of quality by customers. (Farris and Quelch, 1987). Many of the marketing actions are fundamentally coordinated with the performance of the store in addition to the numerous objectives; One of these objectives, that a marketer should always in mind, would be to obtain more benefits, publicize the brand and increase traffic in the store. Within the term traffic, customers can register different types of traffic, including people walking in the front of the store (forward traffic), people entering a store (store traffic) and people walking through a store aisle inside the store (traffic down the aisle) (Robins, 1994; Lam and Pearce 1997). The availability of this traffic data allows retailers to more accurately analyze the effects of their marketing activities. If sales do not increase, it is likely to conclude that the advertising was not effective. However, the division of the sales response into attraction, conversion and expenditure effects provides important information. Traffic and transaction data could indicate that the advertising feature had increased in-store traffic, but the closing ratio and the average spend per transaction had decreased compared to the period before advertising. On this basis, the conclusion would be that advertising had been effective in attracting buyers, but the retailer had failed to convert buyers into buyers and encourage them to spend more money. This would indicate problems

with the retailer's merchandise assortment, store design, personnel policies or other factors in the store. These variables can affect the four sales components differently. For example, the activity outside the store would mainly affect the front-end traffic and the relationship within the store, while the activity in the store, as the behavior of the vendors, would mainly affect creating a fluent traffic within this one. Atmosphere would mainly affect the closing ratio and the average expenditure. The effects of these variables can be explained by economic and psychological theories. While a full explanation of all these effects is beyond the scope of this study. Specifically, we developed a study that relates to the presence of the price promotion, the scope of the promotion, the promotion of new products and the nature of the advertising within the store used for the four sales components. The economic perspective of information is particularly useful to develop these hypotheses because it considers how economic incentives (such as saving money) affect information seeking behavior, the essence of shopping comparison. The effects of attraction and conversion of the retail marketing activity may also vary according to the type of location of the store involved.

For stores located in shopping centers, it is likely that a large proportion of people included in the frontal traffic measure are people who go to other stores in the mall, and a large part of store traffic may be "explorers": people who are interested in a product category but have a current intention to buy (Bloch, 1986). In these cases, marketing activities that increase conversion (for example through personal sales, price promotion, product assortments, and attractive displays) must be carefully considered. On the other hand, stores in independent locations, as in the street, have a very high proportion of the frontal traffic and the store will be visited by people with specific purchase needs that have already decided to visit these retailers.

2.6 Trade Marketing.

It is key and known by all marketing professionals that for a marketing campaign or any promotional or non-promotional action in a store to be carried out consistently and with good results it is necessary coordination by professionals. This is the responsibility of the trade marketing. Trade marketing establishes the structure of marketing through sales channels (Santo; Garnier; Montenegro and Ferreira, 2011). This area of the company is essential for any promotional or non-promotional action, developed in the store, since it coordinates all the elements of which we spoke in the previous section of store performance. In order to achieve all the aimed objectives Companies, need to reevaluate structural roles and responsibilities, within both marketing and sales departments. Knowledge of consumer habits and preferences is also, increasingly, the key to the success of marketing and sales strategies (Santo; Garnier; Montenegro and Ferreira, 2011). Frequently a kind of guerilla warfare breaks out between marketing and sales over who is responsible for planning, implementing and monitoring trade promotions.

The net result is that key account objectives are not adequately considered in the planning process and the monitoring of promotional effectiveness falls between two departments (marketing and sales). Naturally, such a route demands maximum cooperation between the marketing and trading/sales departments in planning promotions and setting budgets. The implementation and monitoring of promotions should be the responsibility of the trading or trade marketing department: in this way the marketing department can concentrate on its core roles (Lucas, 1996).

Lambin (1997) sees trade marketing from the point of view of the manufacturer and believes that its objective is to treat the distributor as an intermediate customer, so that trade marketing consists simply of applying marketing management to distributors through the development of joint public-promotional

actions and presentation of the products at the point of sale. Chinardet (1994) indicates that the Trade Marketing (Figure 2) allows optimizing the classic activity of the marketing of the industrial brand through its different main clients by the joint search for a greater exchange in order to share a supplementary benefit.

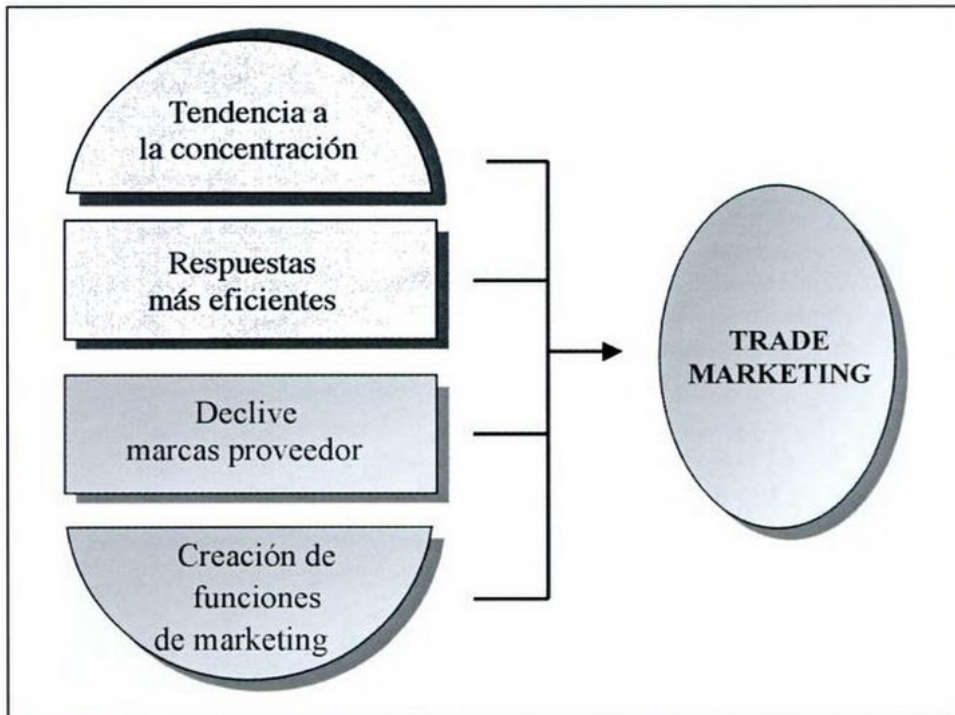


Figure 2: Trade Marketing, 2011.

The Trade marketing seeks to investigate and discuss the development of relationships between manufacturers and sales channels, through the understanding of the relationship between brands, points of sale and consumers, to adapt products, logistics, policies and strategies of marketing of the brands and to conquer the consumer in the points of sale, satisfying in the best possible way the needs of specific commercial channels and strategic customers. A working philosophy aimed at sales channels, with the aim of solidifying the relationship between manufacturer and distributors, and to serve final consumers with excellence.

Trade marketing is the activity that concentrates most human and financial resources. The size of investments in this area has been growing dramatically in recent years. The main tools used are, in general: product exposure; promotional actions; visual merchandising; performance of promoters and demonstrators; motivation and involvement of the POS teams; digital media in retail.

The product exposition, also called the brand planogram at the point of sale, establishes the direction of understanding consumers' buying behavior in order to more effectively guide the organization of brands along the shelves and gondolas. The movement of consumers in the store, as well as the way they perceive the gondolas, can increase the perception of the value of the attributes of the brands. In general, when products are well-distributed to improve their visibility there is an improvement in the influence on the consumer buying decision.

Trade marketing should be the link between marketing and sales, responsible for translating brand strategies into the POS. This translation must take place through knowledge of the reality of what is happening at the point of sale, whether by monitoring the company's actions, as well as by monitoring the competition, understanding consumers 'buying habits and customers' business characteristics (channels). At the same time, trade marketing must also support the marketing area in the strategies and plans of the brands, in addition to planning and making feasible its execution in the POS. Briefly, trade marketing must act in the routines of planning, executing and controlling the marketing activities at the point of sale, planning all brand activities in the sales channels, carrying out the communication and promotional activities, controls linked to the monitoring of results and effectiveness of actions in the field. Processes must be reformulated to ensure the balance of trade marketing participation in both marketing and sales. In the same way, trade marketing should ideally be organized by channel, grounding on the perception of marketing and sales

experts, thus acting as a control point for brand strategies by channel and, at the same time, for sales area in the provision of a specialized service and an execution of excellence in the POS. Trade Marketing must coordinate all the store marketing team and train sales teams and point of sale employees on how to offer the products or services correctly, maximizing the value perceived by customers.

Proposed Conceptual Model

This research is developed based on the analysis of the different marketing actions at Parfois stores. Marketing has been studied a lot in different fields of study, but it is difficult to put into practice due to the globalized world in which we live. We will study these different marketing techniques in the fashion approach of an international company. Although the Offline marketing that nowadays has become more current because people want to feel united with the brand and not just behind a screen (e.g. Buy online), we want to obtain results from the perspective of fashion brands. There are several factors that we will study in this model as. (1) Sales promotions in store; (2) Communication of the different Marketing actions; (3) Implementation of marketing actions; (4) Influence of the attributes of the different store concepts in the marketing actions.

The main objective of this framework is to respond to the investigation. "How to improve offline marketing actions for the PARFOIS brand?". Based on the actions carried out in the stores and from there to the improvement for obtaining and maximizing benefits. This study suggests the following model (figure 3) that was developed based on a marketing plan of the company at home country, its objectives to be achieved in the medium term, the characteristics of each store, factor to be very careful, because I already see In the previous chapter, the attributes of a store help guarantee the good development of offline marketing. Subsequently focusing on a feedback and improvement of this action in store in future. The decomposition of the model is customized according to the brand and the characteristics of this type of company, given the specificity of the fashion and accessories industry.

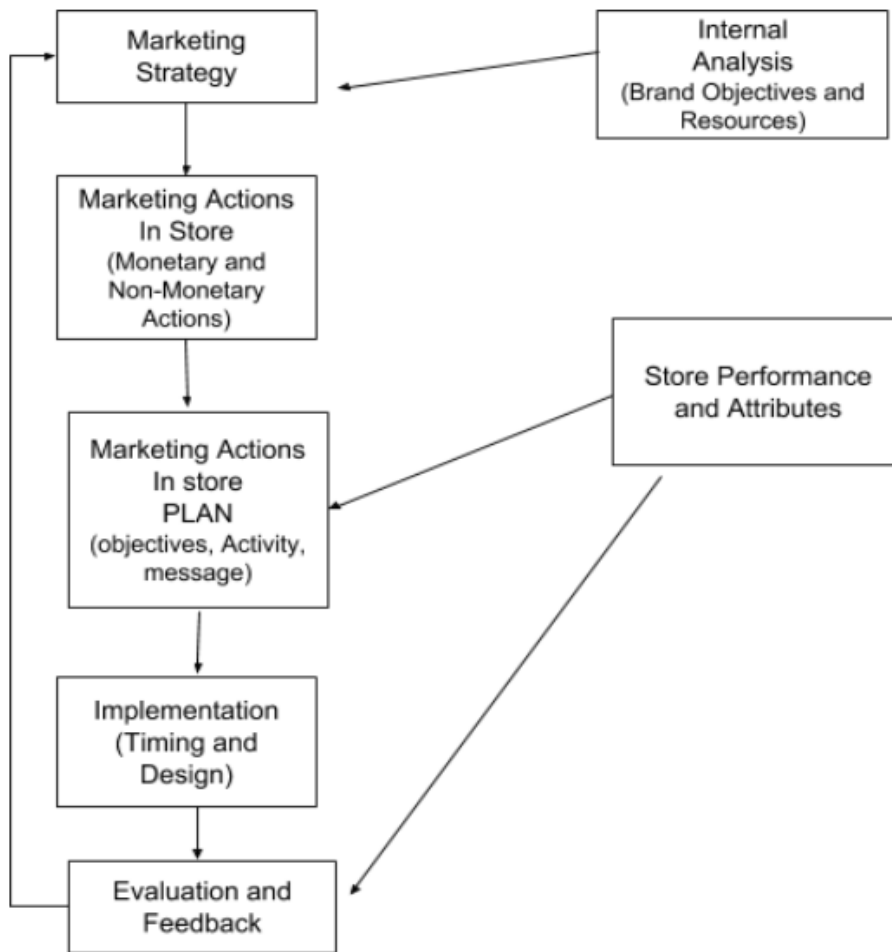


Figure 3: Proposed Conceptual Model.

The model shown in the previous figure represents the main constructions when it is decided to implement different actions in the physical stores and have a greater influence on customer loyalty. This model was carried out, in order to have a response from customers regarding sales and customer traffic within the store.

The company considers all these dimensions of the offline marketing strategy (as shown in Figure 3). Each of them has a strong influence on the participation shop - brand - consumer and all the combined ones will help to achieve satisfaction. Secondly, Brand awareness is key in retaining and determining each level of loyalty. As mentioned, on the one hand, marketing influences this construct, but, on the other hand, the success of an action in the store is also influenced by the

attributes of the store and duration of this action, in addition, if one or several actions are made together. If we increase sales, we increase customers in the store will lead to commitment to the brand. The offline marketing, in fact, one of the most relevant background of brand awareness and success of a brand. If Marketing online joins a strong marketing strategy in store, customers will not hesitate to compromise with the brand. What means clients with a high level of commitment and knowledge of what the brand does will buy more. All these combined constructions will help to promote Long-term customer and brand relationships.

Chapter 3

3 Methodology

The knowledge necessary to the development of this study was collected during the six months internship at PARFOIS - Women Fashion Accessories. The main objective was to acquire professional skills and experience in trade marketing by applying the training and competencies previously acquired at the academic level to answer the challenge proposed by the company: "How Parfois offline marketing in-store actions can be improved to reinforce brand image and customer loyalty?"

During these six months, the student gave constant support to all the areas that take the Marketing of this company, from a support to Trade Marketing, through social networks, production and Merchandising in order to get to know as all children of the company involved in a store, influence the achievement of the action of Marketing. Another of the activities carried out was spending a day as a salesperson in one of the Parfois stores located in one of the famous streets of Oporto to get first-hand how the client perceives the marketing action and if it is easily understandable.

In this research, the research strategy used was a quantitative and qualitative analysis. The review of the literature allowed us to develop a conceptual framework, which we applied to a series of quantitative data obtained from the different marketing actions carried out in the stores of the PARFOIS brand.

This development of this thesis was carried out in two joined phases. In the first place, it was based on the diagnosis of the different promotional actions that the company carried out in different stores, with the explanation of the objectives and the way to carry out. In the second phase, these promotional actions were evaluated to measure the success they had in accordance with the objectives. Given

that the student had access to the key information provided by the company and the internship was essentially focused on the marketing actions in the store, it was possible for the student to compare the literature on promotions with the actions of Parfois to provide comments on the what could be done to improve the performance of the company in the future, which is reported in this study.

Chapter 4

4 Results on the Parfois Analysis

4.1 Company Presentation

Parfois brand was born in Portugal, in the city of Porto. It began to be a retail store that used to sell expensive foreign designer brands. That expensive aspect leads to the closing of the store (Albuquerque, 2011). Years later, in 1994, the founder of the brand, Manuela Medeiros, found a gap in the market due to her previous experience in London. Manuela found that there were not any accessories and complements brand that satisfactorily fulfilled the market needs (Lopes da Costa, 2014). Therefore, the founder opened an accessory store in Porto that offered a fast-fashion brand that followed the newest trends available for everyone by having in mind the affordability (Parfois, 2019). Parfois has, since then, experienced eminent growth over the years. These last three years were particularly outstanding in the opening international stores. Parfois has currently more than 900 stores and is present in more than 65 countries (Table 1), being the majority in Spain, Portugal, and France. Parfois has 3121 direct employees all over the world, without accounting with franchisees, and it plans to continue growing soon (Figure 4).

No. of countries with parfois stores: 65

Stores: 939	Portuguese Stores: 134	Total No. of Employees: 3.121 People
Own Stores: 478	Spanish Stores: 318	Recruitment for 2019 (World): 360 People
Franchised Stores: 461	French Stores: 68	Recruitment for 2019 (Portugal): 130 People

Table 1: PARFOIS Stores Information, 2019.



Figure 4: PARFOIS Brand Visits, 2019.

Moreover, in 2008 the brand decided to apply changes that began with its brand image. In the early beginnings, Parfois did not invest a lot on advertising

campaigns, marketing and branding. The need for developing these areas was noticed when the brand faced the challenges imposed by the expansion to foreign markets, and the increased competition. For that reason, Parfois created the project “Parfois: Worldwide Brand Awareness”, that was developed “through strong marketing campaigns, media attention, social media not only to bring closer the brand and the consumer as well as turning the name Parfois strong and recognized on the sector” (Lopes da Costa, 2014).

Nowadays, almost 20 years after its foundation, Parfois can be regarded as a large company (Figure 5). They have an operating revenue of over 100 million dollars and total assets of over 1000 million dollars.

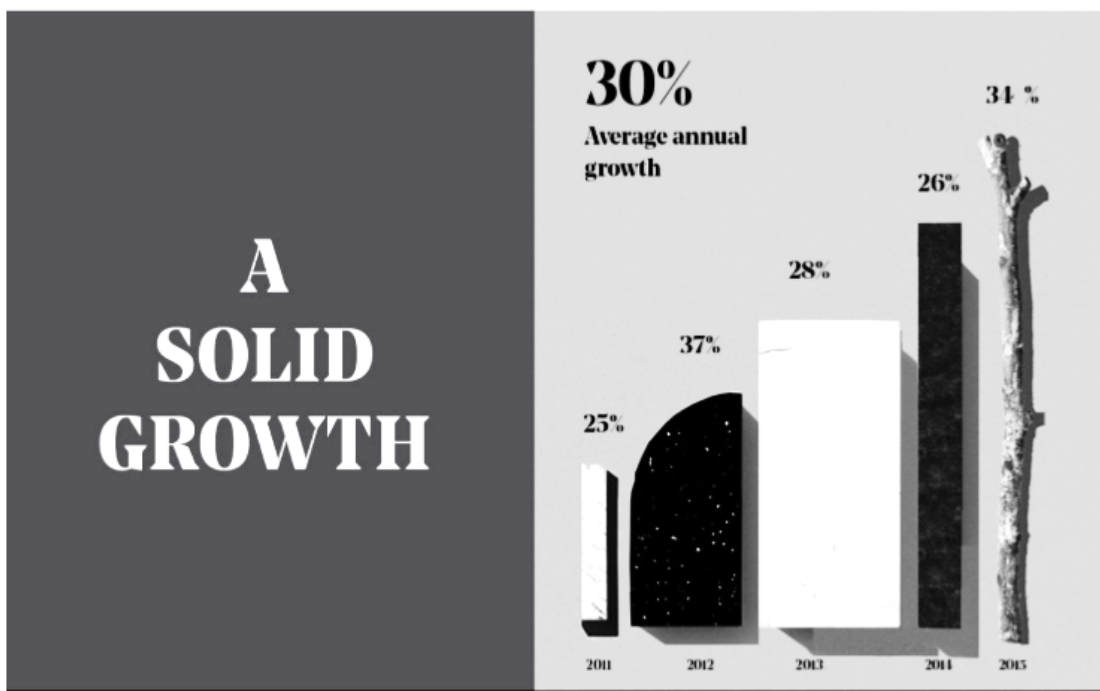


Figure 5: PARFOIS Brand Growth, 2019.

4.2 Analysis of sales promotion campaigns during the Internship

The purpose this section of chapter is to understand how effective the different actions in stores are that the company PARFOIS performs, differentiating between Monetary and Non-monetary and understand that a set of factors influence the success of these. Therefore, the first step is to select the set of actions to study and then analyze these actions in a set of physical stores, identifying certain elements considered fundamental aspects for the achievement of the objectives of a marketing action. From this identification and analysis of the actions of the company, it is intended to point out a set of key points where the company can improve.

The tasks carried out during the period of work in the company was mainly focused on finding new marketing strategies and options in store through the monitoring and management of analysis and creation of databases of these analyzes based on the information obtained weeks after making this in store.

In a first phase, the student made an analysis of the different actions that companies that operate in the same industry usually do to get a point of orientation of what customers are looking for when they buy in a clothing brand and not in other. After this, it was decided to choose those actions most requested by store managers and create a database, where those in charge of Trade Marketing, were able to obtain quick feedback of the results of an action so that they could decide if it was a good option to do in future markets.

Secondly, an exhaustive analysis of each of the actions carried out in the store was carried out and the most relevant data was collected to be included in the database. In the last phase, a series of conclusions and advice of continuous improvement were obtained, which served to improve the following actions in the store and which managed to give solid support to the trade marketing specialists of the

Parfois company and who achieved the objectives with more success than in past actions. The company understood that the action was good when it obtained benefits regarding the previous or next weeks (Each country and store is different). It was understood that the action was bad when no benefits were obtained, or sales were lower in the previous or following weeks.

All this information, together with that provided by the markets where PARFOIS operates, was handled by the apprentice. All the data found in these analyzes are internal data of the company. The student has had limited access since not all stores report to headquarters daily.

First, the team made a visit to the different store concepts that parfois currently has in the market (Figure 6,7 and 8), missing the V4 model, since Portugal, home of the Parfois brand, and this service was outdated and non-existent:

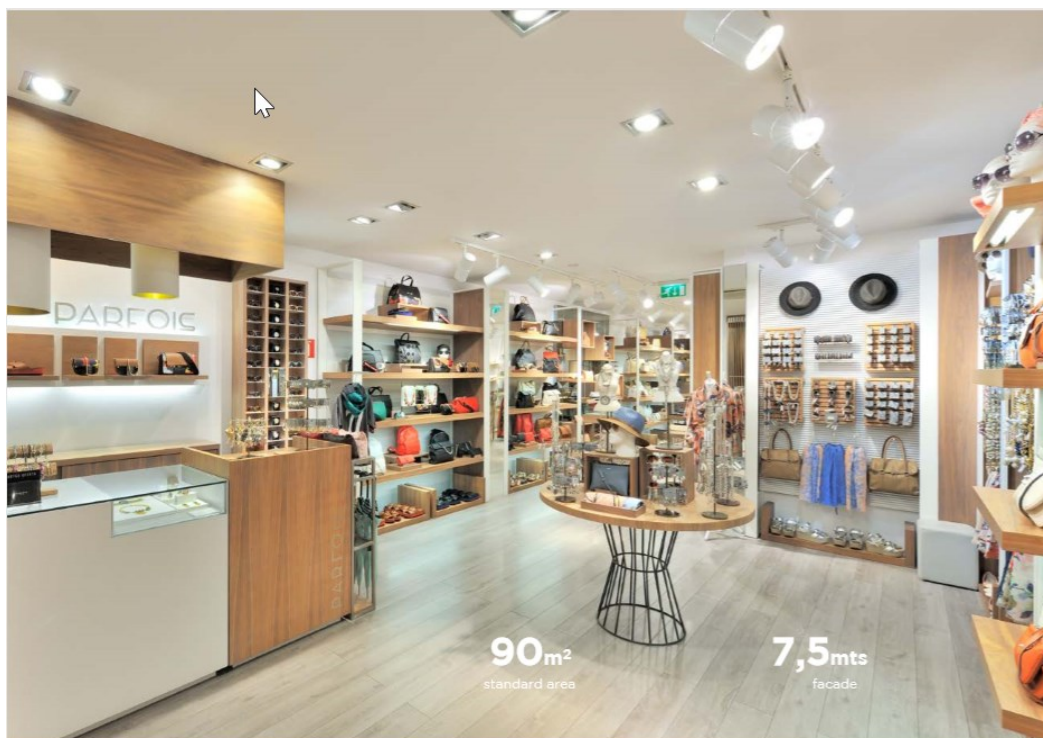


Figure 6: PARFOIS Concept Store V5, 2017.



Figure 7: PARFOIS Concept Store V6, 2018.



Figure 8: PARFOIS Concept Store V6.2, 2019.

4.2.1 Tote Bag Action

The strategy of this action would be to offer a Tote bag to clients buying spending over a specific amount of money (Figure 9), established according to the country and the interests of that store or franchise. If the customer makes a purchase higher than that value, he will be given a Tote bag with the logo and the name of the company. This is an example of push sales by offering a gift for a purchase.

The general objectives of this action when performed in store were: (1) Visibility and differentiation, to introduce the brand to new customers in comparison with the competing brands; (2) Bring more people, who would be potential consumers for the brand but who normally do not have PARFOIS as primary option and; (3) Create traffic into the store to increase sales in the short and long term.



Figure 9: PARFOIS Tote Bag Gift, 2019.

For this study 11 stores were selected where this action was carried out between the August and December 2018 (Table 2). Among the countries that were studied are Spain, Italy, Portugal, Andorra, and Ireland.

Country	City	Start date	End date	Type of Action	Type of Communication	Store concept	Result
ITALY	San Giovanni	23/11/2018	23/11/2018	Tote Bag ≥ 30€	Instore Communication	V6	GOOD
ITALY	Catania	23/11/2018	23/11/2018	Tote Bag ≥ 30€	Instore Communication	V6	GOOD
ITALY	Pescara	23/11/2018	23/11/2018	Tote Bag ≥ 30€	Instore Communication	V4	GOOD
PORTUGAL	Vila Real	12/08/2018	15/08/2018	Tote Bag ≥ 40€	Instore Communication + Flyers	V6	GOOD
PORTUGAL	Heroísmo	27/07/2018	28/07/2018	Tote Bag ≥ 30€	Instore Communication+ Flyers	V6	GOOD
SPAIN	Lorca	11/09/2018	11/09/2018	Tote Bag ≥ 30€	Instore Communication + Flyers	V6	GOOD
SPAIN	Alicante	30/11/2018	01/12/2018	Tote Bag ≥ 30€	Instore Communication	V6.2	GOOD
SPAIN	Madrid	12/09/2018	15/09/2018	Tote Bag ≥ 30€	Instore Communication	V6	GOOD
SPAIN	Barcelona	21/09/2018	24/09/2018	Tote Bag ≥ 30€	Instore Communication	V5	BAD
ANDORRA	Andorra	21/11/2018	22/11/2018	Tote Bag ≥ 30€	Instore Communication	V6	GOOD
IRELAND	Cork	08/11/2018	11/11/2018	Tote Bag ≥ 40€	Instore Communication+ Social Media	V5	BAD

*F.W: Following Week.

*P.W: Previous Week.

Table 2: PARFOIS Tote Bag Campaigns, 2018.

The brand usually performs this type of action with the same conditions in all countries to do not lose brand identity (Figure 10). A Tote Bag will be given to every customer who purchases more than € 30 / € 40. The type of communication in this action is usually a Vinyl in the showcase of the store.



Figure 10: PARFOIS Tote Bag Communication Instore, 2019.

According to the study previously conducted, in the period, in which the action of the Totes Bag was made in store (Table 3), in all of them (Annexes 1 to 12 and 14) there is a high growth of sales and visitors. Only in two of them the results were bad (Annex 13 and 15), however these belong to a country in which the brand is not yet developed. Therefore, globally, this action had good results.

Country	City	Impact on Sales % P.W	Impact on Sales % F.W	Impact on Visitors% P.W	Impact on Visitors % F.W	Result
ITALY	San Giovanni	CLOSE	MORE 263 % to F.W	CLOSE	NO DATA	GOOD
ITALY	Catania	CLOSE	MORE 440 % to F.W	CLOSE	NO DATA	GOOD
ITALY	Pescara	CLOSE	MORE 206 % to F.W	NO DATA	NO DATA	GOOD
PORTUGAL	Vila Real	MORE 18% to P.W	MORE 50 % to F.W	MORE 41% to P.W	MORE 85% to F.W	GOOD
PORTUGAL	Heroísmo	MORE 68% to P.W	MORE 70 % to F.W	NO DATA	NO DATA	GOOD
SPAIN	Lorca	CLOSE	MORE 41 % to F.W	CLOSE	MORE 62 % to F.W	GOOD
SPAIN	Madrid	MORE 21% to P.W	MORE 14 % to F.W	MORE 16% to P.W	MORE 8% to F.W	GOOD
SPAIN	Alicante	CLOSE	LESS 10 % to F.W	NO DATA	LESS 47 % to F.W	GOOD
SPAIN	Barcelona	CLOSE	LESS 64 % to F.W	NO DATA	LESS 25 % to F.W	BAD
ANDORRA	Andorra	CLOSE	LESS 60 % to F.W	NO DATA	NO DATA	GOOD
IRELAND	Cork	LESS 8 % to F.W	LESS 10 % to F.W	NO DATA	NO DATA	BAD

*F.W: Following Week.

*P.W: Previous Week.

Table 3: PARFOIS Tote Bag Results of the campaigns, 2018.

4.2.2 Bracelets Action

This type of action would be usually carried out especially in openings and store anniversaries. The customer receives a gift with every purchase made in the store; The gift is a small bracelet, three colors to choose from (Figure 11). If this action is carried out with the aim of generating store traffic and publicize the range of products and the brand to potential customers. It has been done as follows: The store will receive a pack of 300 bracelets with packaging for the bracelets (white cards). Everything is disassembled; they should assemble the envelopes. They should close the cardboard and distribute it outside the store. When people open

it, they see that they must go to the store because it says, "your secret code bracelet awaits you inside the store" and when they enter the store the bracelet is delivered on the other card. The goal is to give a boost in sales, this bracelet will be offered to stimulate the customer to buy.

These are bracelets in Morse code, and each bracelet has a message: brave, unique & strong.

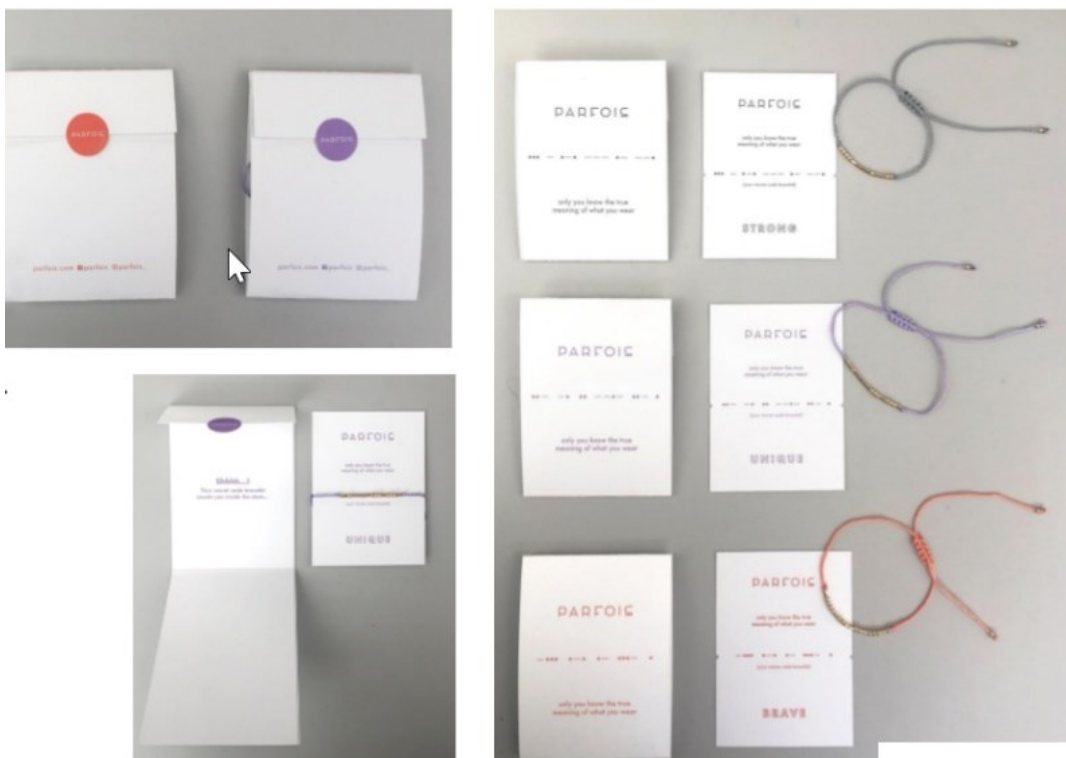


Figure 11: PARFOIS Bracelet Gift, 2018.

For this study, 12 stores were selected where this action was carried out between May and December 2018 (Table 4). Among the countries that were studied are Spain, Mexico, Belgium, Portugal, and Ireland. In addition to the aforementioned study categories, this campaign has differentiated between the various store concepts that currently have the PARFOIS brand in the market, in this case, V4, V5 and V6.

Country	City	Start date	End date	Type of Action	Type of Communication	Store concept	Result
SPAIN	La Coruña	24/08/2018	24/08/2018	Bracelet	Instore Communication+ Local Newspaper	V6	GOOD
SPAIN	Murcia	11/09/2018	11/09/2018	Bracelet	Instore Communication+ Social Media	V6	GOOD
SPAIN	Badalona	09/03/2018	09/03/2018	Bracelet	Instore Communication	V5	GOOD
MEXICO	Metepec	13/07/2018	14/07/2018	Bracelet	Instore Communication+ Giant Tote Bag	V4	BAD
MEXICO	Pachuca	13/07/2018	15/07/2018	Bracelet	Instore Communication+ Giant Tote Bag	V6	GOOD
PORTUGAL	Paços da Ferreira	02/08/2018	02/08/2018	Bracelet	Instore Communication	V6	GOOD
PORTUGAL	Lousada	01/12/2018	01/12/2018	Bracelet	Instore Communication + Post on Social Media	V6	BAD
PORTUGAL	Aveiro	29/09/2018	29/09/2018	Bracelet	Instore Communication	V5	GOOD
BELGIUM	Wijnegem	06/10/2018	06/10/2018	Bracelet	Instore Communication	V6	BAD
BELGIUM	R. Gauche	06/10/2018	06/10/2018	Bracelet	Instore Communication	V6	GOOD
BELGIUM	Liege	06/10/2018	06/10/2018	Bracelet	Instore Communication	V6	BAD
IRELAND	Newbridge	28/07/2018	29/07/2018	Bracelet	Instore Communication	V6	GOOD

*F.W: Following Week.

*P.W: Previous Week.

Table 4: PARFOIS Bracelets campaigns, 2018.

The brand usually performs this type of action when opening new stores and in special occasions specific dates that could be significant for the brand. A bracelet will be given to each customer who makes a purchase at this store, until the exhaustion of supplies. The type of communication in this action is usually a Vinyl in the showcase of the store (Figure 12), or on the contrary. If it is an opening, usually include social networks or more representative communication.



Figure 12: PARFOIS Bracelet Communication, 2018.

Country	City	Impact on Sales % P.W	Impact on Sales % F.W	Impact on Visitors % P.W	Impact on Visitors % F.W	Result
SPAIN	La Coruña	NO DATA	MORE 57% to F.W	NO DATA	MORE 150% to F.W	GOOD
SPAIN	Murcia	CLOSE	LESS 1% to F.W	CLOSE	MORE 150% to F.W	GOOD
SPAIN	Barcelona	CLOSE	MORE 44% To F.W	CLOSE	MORE 105% to F.W	GOOD
MEXICO	Metepec	LESS 89% to P.W	MORE 10% to PW	CLOSE	NO DATA	GOOD
MEXICO	Pachuca	CLOSE	MORE 14% to F.W	CLOSE	NO DATA	GOOD
PORTUGAL	Paços da Ferreira	CLOSE	MORE 81% to F.W	CLOSE	NO DATA	GOOD
PORTUGAL	Lousada	CLOSE	LESS 1% to F.W	NO DATE	NO DATA	BAD
PORTUGAL	Aveiro	MORE 19% to P.W	MORE 25% to F.W	MORE 16% to P.W	MORE 8% to F.W	GOOD
BELGIUM	Wijnegem	MORE 59% to P.W	MORE 99% to F.W	LESS 14% To P.W	MORE 13% to F.W	BAD
BELGIUM	R. Gauche	MORE 66% to P.W	MORE 45% to F.W	MORE 4% To P.W	MORE 17% to F.W	GOOD
BELGIUM	Liege	MORE 4 % to F.W	MORE 22 % to F.W	MORE 23 % To P.W	MORE 9 % to F.W	GOOD
IRELAND	Newbridge	MORE 81% to P.W	MORE 58% to F.W	NO DATA	NO DATA	GOOD

*F.W: Following Week.

*P.W: Previous Week.

Table 5: PARFOIS Bracelets Results of the campaigns, 2018

In the period, in which the action of the Bracelets was carried out in the store (Table 5), in the majority (Annexes 16 to 21, 26, 27, 29, 30 and 33) there was a high growth of sales and visitors, however we can see some stores with a decreases in sales or visitors (Annex 22, 25,28 and 32).

4.2.3 Perfect Match Action.

The strategy of this action would be to deliver to customers, who pass through the street or shopping center, a cardboard with a single earring inside it (Figure 13). To pick up the pair of that earring, you must enter the store and the store collaborator will give it to you. Invite people to go inside the store and be aware of our prices and range of products to push sales by offering a gift for a purchase.

The general objectives of this action when carried out in the store; (1) Visibility and differentiation to present the brand to new customers in comparison with the competing brands, (2) Publicize the brand to new consumers and (3) Create traffic in the store to increase sales in the short and long term and to surprise.



Figure 13: PARFOIS Perfect Match Gift, 2018.

To evaluate this campaign seven stores were selected where this action was carried out from April to November 2018 (Table 6). Among the countries that were studied are Spain, Romania, Greece and Portugal. Store concepts that currently have the PARFOIS brand in these markets, are V5, V6 and V6.2.

Country	City	Start date	End date	Type of Action	Type of Communication	Store concept	Result
SPAIN	Madrid	19/10/2018	19/10/2018	Perfect Match	Flyer Out-Store	V6.2	GOOD
SPAIN	Badalona	02/11/2018	02/11/2018	Perfect Match	Flyer Out-Store	V6	GOOD
ROMANIA	Bucharest	28/04/2018	29/04/2018	Perfect Match	Flyer Out-Store	V6	GOOD
ROMANIA	Timisoara	09/06/2018	10/06/2018	Perfect Match	Flyer Out-Store	V6	BAD
PORTUGAL	Vila Real	06/10/2018	06/10/2018	Perfect Match	Flyer Out-Store	V6.2	GOOD
PORTUGAL	Oporto	30/11/2018	30/11/2018	Perfect Match	Flyer Out-Store	V6	GOOD
GREECE	Corfu	19/07/2018	19/07/2018	Perfect Match	Flyer Out-Store	V6	GOOD
FRANCE	Paris	28/06/2018	30/06/2018	Perfect Match	Flyer Out-Store	V5	BAD

*F.W: Following Week.

*P.W: Previous Week.

Table 6: PARFOIS Perfect Match Campaigns, 2018.

The brand usually performs this type of action to create more transit of people in those stores that are not located in a strategic place and therefore, the brands of the competition have more business power; or on another side, in openings in those countries where the brand is not yet very popular by the potential customer. A special Flyer will be given, pending the exhaustion, with an earring to each client that passes through the street or shopping center, so that it goes to the store to pick up the missing earring. The type of communication in this action is usually simply the Flyer inviting the customer to visit the store.

Country	City	Impact on Sales % P.W	Impact on Sales % F.W	Impact on Visitors % P.W	Impact on Visitors % F.W	Result
SPAIN	Madrid	LESS 15 % to P.W	MORE 29 % to F.W	MORE 31 % to P.W	MORE 35 % to P.W	GOOD
SPAIN	Badalona	MORE 21% to P.W	MORE 89% to F.W	NO DATA	MORE 129 % to P.W	GOOD
ROMANIA	Bucharest	MORE 16 % to P.W	MORE 18% to F.W	NO DATA	NO DATA	GOOD
ROMANIA	Timisoara	MORE 10 % to P.W	LESS 48% to F.W	NO DATE	NO DATA	BAD
PORTUGAL	Vila Real	MORE 52 % to P.W	MORE 21% to F.W	NO DATE	NO DATE	GOOD
PORTUGAL	Oporto	LESS 16 % to P.W	LESS 15% to F.W	NO DATE	LESS 47 % To P.W	GOOD
GREECE	Corfu	CLOSE	MORE 61% to F.W	CLOSE	MORE 106% To F.W	GOOD

*F.W: Following Week.

*P.W: Previous Week.

Table 7: PARFOIS Perfect Match Results of the campaigns, 2018.

According to the study previously conducted, in the period, in which the action of the Perfect Match was made in store (Table 7), in all of them (Annexes 34 to 38, 40 and 44) there is a high growth of sales and visitors we can see decreases in sales (Annexes 39, 41 and 42), which are considered small decreases that may have been due to a phenomenon external to the action, since it is impossible to control if the store is performing the action properly.

4.2.4 Post-its Action.

The strategy of this action would be to place a poster full of Post-its outside the showcase of the store (Figure 14), in this way, customers who pass by can grab a post-it and go to the store with him. They get a gift if they deliver that post-it to one of the shop Assistants.

The general objectives of this action when carried out in the store; (1) Visibility and differentiation to present the brand to new customers in comparison with the competing brands, (2) Invite people to the store and aware them about our prices and range of products (3) Create Buzz around the brand.



Figure 14: PARFOIS Post-its Marketing Communication, 2018.

For this study 5 stores were selected where this action was carried out between April and October (Table 8). Among the countries that were studied are Portugal, Peru, Andorra and Italy. Store concepts available in these markets are: V4, V5 and V6.

Country	City	Start date	End date	Type of Action	Type of Communication	Store concept	Result
PORTUGAL	Lisboa	20/10/2018	20/10/2018	Post-it	Instore Communication	V6	GOOD
PORTUGAL	Braga	04/05/2018	04/05/2018	Post-it	Instore Communication	V4	GOOD
PERU	Lima	06/04/2018	06/04/2018	Post-it	Instore Communication	V6	GOOD
ANDORRA	Andorra	27/04/2018	01/05/2018	Post-it	Instore Communication	V5	BAD
ITALY	Brindisi	04/05/2018	04/05/2018	Post-it	Instore Communication	V6	GOOD

*F.W: Following Week.

*P.W: Previous Week.

Table 8: PARFOIS Post-its Campaigns, 2018.

The brand usually performs this type of action in shopping centers, since the competition is greater and due to the ease of placing the vinyl. The goal of publicizing our brand and bringing people to our store. Customers enter with the Post-it and receive a gift for each purchase or a small discount. The type of communication in this action is a vinyl com post-its outside the store.

Country	City	Impact on Sales % P.W	Impact on Sales % F.W	Impact on Visitors % P.W	Impact on Visitors % F.W	Result
PORTUGAL	Lisboa	MORE 43 % to P.W	MORE 53 % to F.W	MORE 41 % to P.W	MORE 24 % to P.W	GOOD
PORTUGAL	Braga	MORE 88% to P.W	MORE 81% to F.W	MORE 213 % to P.W	MORE 203 % to P.W	GOOD
PERU	Lima	MORE 69 % to P.W	MORE 50 % to F.W	NO DATA	NO DATA	GOOD
ANDORRA	Andorra	MORE 59 % to P.W	LESS 11% to F.W	NO DATE	NO DATA	BAD
ITALY	Brindisi	LESS 11% to F.W	MORE 39 % to F.W	NO DATE	NO DATE	GOOD

*F.W: Following Week.

*P.W: Previous Week.

Table 9: PARFOIS Post-it Results of Campaigns, 2018.

According to the results in the period in which the Post-Its action was carried out in the store, in all of them (Annexes 45 to 49) there is a high growth of sales and visitors Only in two we can observe sales decreases (Annexes 50 and 51), which did not generally affect sales.

4.2.5 Find your balloons Action.

The strategy of this action would be to fill the balloon store with the logo and the name of the brand, these balloons will be filled with Helium (Figure 15). The balloons will have a tied rope and at the end of this rope, the customer who enters the store, can find a small message, which will give this person several benefits in store as a discount, a small gift or another type of profit.

The general objectives of this action when carried out in the store; (1) Visibility and differentiation, to present the brand to new customers in comparison with the

competing brands, (2) Attract attention to the store and action, (3) Increase curiosity and bring more people/traffic in the store.



Figure 15: PARFOIS Balloons Instore, 2018.

For this study, 8 stores where this action was carried out between the period of March to November 2018 were selected (Table 10). Among the countries that were studied are Portugal, Spain, Ireland, Mexico, Romania, Greece and Italy. The store concepts for this action were all V6.

Country	City	Start date	End date	Type of Action	Type of Communication	Store concept	Result
SPAIN	Barcelona I	09/03/2018	09/03/2018	Balloons	Instore Communication+ Social M.	V6	GOOD
SPAIN	Barcelona II	15/09/2018	15/09/2018	Balloons	Instore Communication	V6	GOOD
SPAIN	Tenerife	13/09/2018	13/09/2018	Balloons	Instore Communication	V6	GOOD
PORTUGAL	Oporto	23/11/2018	23/11/2018	Balloons	Instore Communication	V6	GOOD
MEXICO	Ciudad de Mexico	11/08/2018	11/08/2018	Balloons	Instore Communication	V6	GOOD
ARMENIA	Yerevan	15/09/2018	15/09/2018	Balloons	Instore Communication	V6	GOOD
ITALY	Milano	06/11/2018	06/11/2018	Balloons	Instore Communication	V6	GOOD
GREECE	Corfu	19/07/2018	19/07/2018	Balloons	Instore Communication	V6	GOOD

*F.W: Following Week.

*P.W: Previous Week.

Table 10: PARFOIS Find your Balloons Campaigns, 2018.

The brand usually performs this type of action in stores with great visibility, since the objective of the action is to capture the complete attention of the client. The goal is to make the customer enter the store to get aware of the new collection and create curiosity about the brand. The type of communication in this action are black balloons with the logo of the Parfois brand. This action is usually done together with other sales promotion action to maximize the impact in sales, since the balloons create a great visual sensation.

Country	City	Impact on Sales % P.W	Impact on Sales % F.W	Impact on Visitors % P.W	Impact on Visitors % F.W	Result
SPAIN	Barcelona I	CLOSE	MORE 44 % to F.W	CLOSE	MORE 105 % to F.W	GOOD
SPAIN	Barcelona II	CLOSE	MORE 52% to F.W	CLOSE	NO DATA	GOOD
SPAIN	Tenerife	CLOSE	MORE 34 % to F.W	NO DATA	NO DATA	GOOD
PORTUGAL	Oporto	CLOSE	MORE 30 % to F.W	CLOSE	NO DATA	GOOD
MEXICO	Ciudad de Mexico	CLOSE	MORE 29 % to F.W	CLOSE	NO DATA	GOOD
ARMENIA	Yerevan	MORE 256 % to P.W	MORE 250% to F.W	NO DATA	NO DATA	GOOD
ITALY	Milano	LESS 42% to P.W	MORE 4 % to F.W	NO DATA	NO DATA	BAD
GREECE	Corfu	CLOSE	MORE 61 % to F.W	CLOSE	MORE 106 % to F.W	GOOD

*F.W: Following Week.

*P.W: Previous Week.

Table 11: PARFOIS Find your Balloons Results of Campaigns, 2018.

According to the study conducted on the action results in the period in which the action of Find your Balloons was carried out in the store, it can be seen that in all stores and markets (Annexes 43, 44 and 53 to 59) there is a high growth of sales and visitors. It is considered an action with good impact.

4.2.6 Personalize your bag Action.

The strategy of this action would be to offer the client two small letters to stick in his bag. For the purchase of each bag, the customer is entitled to receive two letters (Figure 16) usually the initials of his name, to be able to personalize his bag with these letters.

The general objectives of this action when carried out in the store; (1) Visibility and differentiation, to present the brand to new customers in comparison with the competing brands, (2) Attract attention to the store and create an interaction with the customer, (3) Push sales by offering a gift for a purchase.



Figure 16: PARFOIS Personalize your Bag Campaign, 2018.

For the analysis of this action six 6 stores were selected where this action was carried out between September and December 2018 (Table 12). Among the countries that were studied are Portugal, Spain, Belgium and Vietnam. Store concepts, in this case, were all V6.

Country	City	Start date	End date	Type of Action	Type of Communication	Store concept	Result
SPAIN	Barcelona ECI	13/11/2018	13/11/2018	Personalize your bag	Instore Communication+ Social M.	V6	GOOD
SPAIN	Barcelona Ferran	15/09/2018	15/09/2018	Personalize your bag	Instore Communication+ Social M.	V6	GOOD
SPAIN	Madrid	14/09/2018	14/09/2018	Personalize your bag	Instore Communication	V6	GOOD
BELGIUM	River Gaucche	06/10/2018	06/10/2018	Personalize your bag	Instore Communication	V6	GOOD
BELGIUM	Ville 2	06/10/2018	06/10/2018	Personalize your bag	Instore Communication	V6	BAD
VIETNAM	Ho Chi Mum	22/12/2018	22/12/2018	Personalize your bag	Instore Communication	V6	GOOD

*F.W: Following Week.

*P.W: Previous Week.

Table 12: PARFOIS Personalize your Bag Campaigns, 2018.

The brand usually performs this type of action to boost the sales of portfolios and handbags, since the objective of the action is to customize the portfolio that is purchased in the store. The type of communication in this action is usually a small vinyl in the window display, communicating the activity (Figure 17).



Figure 17: PARFOIS Personalize your Bag Communication, 2018.

Country	City	Impact on Sales % P.W	Impact on Sales % F.W	Impact on Visitors % P.W	Impact on Visitors % F.W	Result
SPAIN	Barcelona ECI	MORE 38 % to P.W	MORE 17 % To F.W	CLOSE	NO DATA	GOOD
SPAIN	Barcelona Ferran	CLOSE	MORE 52% To F.W	CLOSE	NO DATA	GOOD
SPAIN	Madrid	MORE 40 % to F.W	MORE 17 % To F.W	NO DATA	NO DATA	GOOD
BELGIUM	Rive Gauche	LESS 15% to P.W	LESS 1 % to F.W	NO DATA	NO DATA	BAD
BELGIUM	Ville	MORE 88 % to P.W	MOR E 11 % to F.W	CLOSE	NO DATA	GOOD
VIETNAM	Ho Chi Mum	MORE 24 % to P.W	MORE 31 % to F.W	NO DATA	NO DATA	GOOD

*F.W: Following Week.

*P.W: Previous Week.

Table 13: PARFOIS Personalize your Bag Result of Campaigns, 2018.

According to the sales figures during the period in which the action of personalize your bag was carried out in the store (Table 13) and in all of them (Annexes 60 to 65) there is a high growth of sales and visitors (those with this information). It is considered an action with very good impact.

4.2.7 Promotions and Discounts Action.

Regarding monetary actions, which PARFOIS brand does not perform as frequently, are also actions that the brand has carried out to boost sales among other objectives (Figure 18). The strategy of this type of in-store marketing action would be to make a small discount on the original price of the product. It can be a two for one, or with the purchase of two products you will receive a discount on one of the items. These actions are carried out to promote the sales of some undersold products, bring more customers to the store, promote a new store or a store in which sales have not gone very well in the past months and need a brand reinforcement.

THE WOW FACTOR



-20%

valitud mudelitelt meie
peokolleksioonis. Lihvi oma
välimus maksimumini!*

*kampaania kestab 04.-14.06.2018

Figure 18: PARFOIS Promotions and Discounts Communication, 2018.

For the study of the Monetary actions, 6 stores were selected where discount actions were carried out between April and December 2018 (Table 14). Among the countries that were studied are Spain, Mexico, Germany and Ireland. Store concept, in this case, V4, V5 and V6.

Country	City	Start date	End date	Type of Action	Type of Communication	Store concept	Result
SPAIN	Badajoz	02/11/2018	02/11/2018	20% OFF	Instore Communication	V4	GOOD
SPAIN	Cordoba	04/05/2018	04/05/2018	20% OFF	Instore Communication	V5	GOOD
SPAIN	Lugo	28/09/2018	28/09/2018	10% OFF	Instore Communication	V5	GOOD
SPAIN	Ferrol	05/10/2018	05/10/2018	10% OFF	Instore Communication	V6	GOOD
MEXICO	Tlanepantla	06/10/2018	06/10/2018	20% OFF	Instore Communication	V6	GOOD
IRELAND	Dublin	15/11/2018	15/11/2018	20% OFF	Instore Communication	V6	GOOD
IRELAND	Limerick	08/11/2018	08/11/2018	20% OFF	Instore Communication	V6	GOOD

*F.W: Following Week.

*P.W: Previous Week.

Table 14: PARFOIS Promotions and Discounts Campaigns, 2018.

The company PARFOIS, usually does not carry out many actions in marketing that involve discounts, since it is a brand with relatively low prices in comparison with its competition. PARFOIS carry on monetary action in markets where sales are not evolving.

Country	City	Impact on Sales % P.W	Impact on Sales % F.W	Impact on Visitors % P.W	Impact on Visitors % F.W	Result
SPAIN	Badajoz	MORE 38 % to P.W	MORE 17 % to F.W	CLOSE	NO DATA	GOOD
SPAIN	Córdoba	CLOSE	MORE 52% to F.W	CLOSE	NO DATA	GOOD
SPAIN	Lugo	MORE 46 % to F.W	MORE 38 % to F.W	NO DATA	NO DATA	GOOD
SPAIN	Ferrol	MORE 14 % to P.W	LESS 1 % to F.W	NO DATA	NO DATA	GOOD
MEXICO	Tlanepantla	MORE 88 % to P.W	MORE 11 % to F.W	CLOSE	NO DATA	GOOD
IRELAND	Dublin	MORE 24 % to P.W	MORE 31 % to F.W	NO DATA	NO DATA	GOOD
IRELAND	Limerick	MORE 43 % to P.W	MORE 102 % to F.W	NO DATA	NO DATA	GOOD

*F.W: Following Week.

*P.W: Previous Week.

Table 15: PARFOIS Promotions and Discounts Results of Campaigns, 2018.

According to the study carried out, during the period in which the monetary marketing action (Price Reduction) was carried out in the store, we can see that in all of them (Appendices 66 to 72) there is a high sales growth and visitors. This is considered an action with very good impact, but it should be noted that it is carried out in those markets where sales are not high or have a period of recession, which in most of the cases studied, sales of previous weeks were not good. It is an SOS action, not always done, that usually has a good impact on general sales (Table 15).

After the experience in the accomplishment of curricular Internship within the Marketing department in PARFOIS; we can obtain several conclusions. In the first place, we have obtained growth as a professional within the area of international marketing and development of what we learned during our master's degree. Secondly, we have been able to carry out a deep marketing analysis and understand how even the smallest data can change an entire analysis and a future marketing plan.

Finally, we have obtained a personal growth, since this experience has made us know people with a lot of qualifications within the commercial and marketing area that have contributed us to continue learning from this area.

5 Conclusion

Based on the analysis of the promotional actions carried out in stores, it can be concluded that most of them have quite good results. Most of these actions were carried out in stores concept V6 and V6.2 which may influence the results. As we discussed in the previous chapter, the store concept and its attributes greatly help the success of a company and give a different perception to customers, helping them to feel more integrated with the brand. In the analysis it is shown how the actions that had worse results in comparison with those of good results, are associated to lower versions of concept stores. This happens because the client already begins to associate the PARFOIS brand with the new concept of store and have associated with a better brand experience to the new concepts, for this fact they do not enter and do not carry out so many purchases in the previous concept stores. Therefore, based on the results we feel confident in say that there is a strong relationship between the concept of store and the level of sales in a store where a marketing actions is carried out.

In this analysis study, we differentiate between monetary and non-monetary actions as were differed, in the previous chapter. We refer to monetary actions, generally have better results than non-monetary, because a price reduction is always a more attractive action, but as we can see in the previous analyzes, in these cases the non-monetary actions generally had better results than monetary, this is especially due to two factors. Firstly, how to communicate these actions in the store, since the PARFOIS Brand makes a marketing communication different from the rest of its major competitors; and secondly, by the fact of foment the treatment of the brand with the customer, involving the customer in all the actions that he makes in store, making his clients feel special and unique. Parfois is a brand that does not make big discounts since its prices are low, and when they do not do

it together, strong offline communication. We can conclude that non-monetary actions performed better than monetary ones.

The Parfois brand defends the concept of equality of women regardless of where they come from, "a brand for independent women" due to this fact, everything that is done around the marketing in the store tends to be the same concept, constantly defending this idea. The concept of strong and independent women is reinforced. It is true, as we can see in the previous analyzes, that in Ireland or Poland monetary actions have a greater impact and the company does not perform large non-monetary actions in these countries, this is due to cultural studies carried out internally where it could be observed that it deserved more to invest in monetary actions than in non-monetary. In countries such as Spain, Italy and Portugal, non-monetary actions have better results, but in general, with the data obtained, we cannot have a reliable conclusion about whether one of the actions studied above is better in a country or area of a country with respect to another. For future studies, we will carry out an exhaustive analysis by country for several years, in order to better understand the mind of the consumer and future marketing actions.

As a general conclusion, we can say that non-monetary campaigns are a strong point of the Parfois brand, thanks to the union of the client with the brand. Among the most successful non-monetary actions we find the Tote Bag with the PARFOIS logo and personalize your bag. In these two actions, the client feels attached to the brand, identifies himself with fashion, creates an experience and feels rewarded for being a consumer loyal to that brand.

Thanks to this study, the marketing professionals of Parfois will be able to carry out a marketing plan more oriented to the needs of the store and the store where they want to have an improvement, they will be able to save efforts for those actions that have a higher success rate and for the future the idea of uniting a

monetary and non-monetary action at the same time with high probability of success was exposed.

6 Limitations and future investigations

Due to the lack of data and the limited access to sales information that the student has had for this study, we believe that this analysis may suffer some limitations.

Due to the number of stores that Parfois has, the student did not get a more open perspectives towards the Parfois brand store concept in Middle Eastern countries for example, for future research, more effort should be made to obtain visitor data; because even if they do not buy, brand awareness greatly influences future purchases and not all stores have a visitor account, a very big limitation for this study. Other examples of replicating this study should also take their analysis further by providing more information about this marketing. Finally, more research could be carried out in different countries outside Europe, since Parfois is currently in great growth in the Middle East and conduct surveys to customers who have enjoyed a marketing action in store to obtain their degree of understanding of the action and if a satisfying experience with the brand was really obtained

Bibliography

- Andrew J. Newman Gordon R. Foxall. 2003. *In-store customer behaviour in the fashion sector: some emerging methodological and theoretical directions*, International Journal of Retail & Distribution Management, Vol. 31 Iss. 11 pp. 591-600.
- Anthony Lucas. 1996. In-store trade promotions - profit or loss, *Journal of Consumer Marketing*, Vol. 13 Iss. 2 pp. 48 - 50
- Aradhna Krishna., & Zhang, Z. J. 1999. *Short or long duration coupons: The effect of the expiration date on the profitability of coupon promotions*. Marketing Science, pp. 1041-1057
- Babakus, E., Tat, P.K. and Cunningham, W. 1988. Coupon redemption: a motivational perspective, *Journal of Consumer Marketing*, Vol. 5, pp. 37-43.
- Babin, B.J., Darden, W.R. and Griffin, M. 1994. Work and/or fun? Measuring hedonic and utilitarian shopping value, *Journal of Consumer Research*, Vol. 20, March, pp. 644-663
- Batra, R. and Ahtola, O.T. 1990. *Measuring the hedonic and utilitarian sources of consumer attitudes*, Marketing Letters, Vol. 2, pp. 159-70.
- Bawa, K. & Shoemaker, R.W. 1987. The effects of a direct mail coupon on brand choice behavior. *Journal of Marketing Research*. 24, pp. 370-376.
- Belch EA, Belch EL. 1996. The effects of reference prices in retail advertisements. *Journal of Marketing*; 45, pp.61-69
- Blackwell, R. D., et al. 2001. *Consumer Behavior* (9th ed). Fort Worth, TX: Harcourt College Publishers.
- Blattberg RC, Neslin, S.A. 1990. *Sales Promotion, Concepts, Methods and Strategies*. New Jersey, Englewood Cliffs. Prentice Hall.

- Blattberg, R.C. and Neslin, S.A. 1990. *Sales Promotion First Green Stamps. Now, Coupons?* Prentice Hall, New Jersey. Business Week. pp. 51-68
- Bloch, P.H., Sherrell, D.L., & Ridgway, N.M. 1986. Consumer search: An extended framework. *Journal of Consumer Research*, 13: pp. 119–126.
- Brassington F, Pettitt S .2000. *Sales Promotion In: Principles of Marketing*. (2nd ed.) FT Prentice Hall, Harlow. pp. 642-685.
- C. Nagadeepa, J. Tamil Selvi, Pushpa A. Sr. Lecturer, Garden City College, Asst. Prof., Annamalai University, Reader. 2015. *Impact of Sale Promotion Techniques on Consumers' Impulse Buying Behaviour towards Apparels at Bangalore*. Garden City College Asian Journal of Management Sciences & Education Vol. 4.
- Carù, A. and Cova, B. 2003. *Revisiting consumption experience a more humble but complete view of the concept*. Marketing Theory, Vol. 3, pp. 267-286.
- Chandon, P., Wansink, B. and Laurent, G. 2000. A benefit congruency framework of sales promotion effectiveness, *Journal of Marketing*, Vol. 64, pp. 65-81.
- Chinardet, C. 1994. *Le Trade Marketing: Marques et Enseignes: Agir Ensemble?* Ed. d'Organisation., Paris.
- Cholachatpinyo, A., Padgett, I., Crocker, M. and Fletcher, B. 2002. A conceptual model of the fashion process part 1: the fashion transformation process model, *Journal of Fashion Marketing and Management*, Vol. 6, pp. 11-23.
- Christopher, M. and Peck, H. 1999. "Fashion logistics", in Fernie, J. and Sparks, L. (Eds), *Logistics and Retail Management, Insights into Current Practice and Trends from Leading Experts*, Ch. 5, Kogan Page, London, pp. 88-109.
- Claudia Gonzalez-Vallejo, Dilip Soman. 1999. *Modeling the effects of advertised price claims: Tensile versus precise claims?* Marketing Sci. 18: 2, pp154–177.
- Cook, A. 2003. How to cash in on the coupon craze. *Incentive Business*.

- Dhar, S.K. and Hoch, S.J. 1996. Price discrimination using in-store merchandising, *Journal of Marketing*, Vol. 60 January, pp. 17-30.
- Dhebar, Anirudh, Scott A. Neslin, John A. Quelch. 1987. *Developing models for planning retailer sales promotions: An application to automobile dealerships. J. Retailing*. Vol 63, pp. 333–364.
- Diamond, William D., and Leland Campbell. 1988. *The Framing of Sales Promotions: Effects on Reference Price Change*. Advances in Consumer Research, Vol. 16, ed. Thomas Srull. Provo, Utah: Association for Consumer Research, pp. 241-247.
- Donovan, R., Rossiter, J., Marcoolyn, G. and Nesdale, A. 1994. Store atmosphere and purchasing behaviour , *Journal of Retailing*, Vol. 70 No. 3, pp. 283-94.
- Ehrenberg, A.S.C., K. Hammond and G.J. Goodhardt. 1994. The After-Effects of Price-Related Consumer Promotions. *Journal of Advertising Research* 34 (July/August), pp. 11-21.
- Elizabeth M. Visser Ronel Du Preez Hester S. Janse Van Noordwyk. 2006. Importance of Apparel Store Image Attributes: Perceptions of Female Consumers. *SA Journal of Industrial Psychology*, 2006, 32: 3, pp. 49-62.
- Eileen Bridges, Richard A. Briesch & Chi kin yim. 2006. Effects of prior brand usage and promotion on consumer promotional response. *Journal of Retailing*. Vol. 82, Iss. 4, pp. 295-307.
- Farris, P.W. and Quelch, J.A. 1987. In defense of price promotion , *Sloan Management Review*, Vol. 29 No. 1, pp. 63.
- Fernando Saba Arbache, Almir Garnier Santos, Christophe Montenegro, Wladimir Ferreira Saller . 2011. *Gestão de Logística, distribuição e Trade Marketing*.
- Fill, C. 2002. *Marketing communications: Contexts, strategies and applications*, (3rd ed). Italy: Pearson Education Limited.
- Flick, U. 2009. *An Introduction to Qualitative*, pp, 1–528.

- Folkes, V.S. and Wheat, R.D. 1995. Consumers' price perceptions of promoted products", *Journal of Retailing*, Vol. 71 No. 3, pp. 317-28.
- Greenland, S. and McGoldrick, P. 1994. Atmospherics, attitudes and behavior: modelling the impact of designed space. *International Review of Retail, Distribution & Consumer Research*, Vol. 4 No. 1, pp. 1-15.
- Gilbert, D.C. and Jackaria, N. 2002. The efficacy of sales promotions in UK super markets: a consumer view. *International Journal of Retail & Distribution Management*, Vol. 30, No. 6, pp. 315-22.
- Gagliano, K.B. and Hathcote, J. 1994. Customer expectations and perceptions of service quality in retailing, *Journal of Services Marketing*, Vol. 8 No. 1, pp. 60-9.
- Harrison, K. 1992. *On the scent of success*. Super Marketing , 21 August.
- Haugh, L. J. 1983. Defining and redefining. *Advertising Age*, pp.44.
- Hoch, S.J., Dreze, X. and Purk, M. 1994. EDLP, Hi-Lo, and margin arithmetic, *Journal of Marketing*, Vol. 58, October, pp. 16-27.
- Huff, L.C. & Alden, D.L. 1998. An Investigation of Consumer Response to Sales Promotions in Developing Markets: A Three Country Analysis. *Journal of Advertising Research*. 38 (3), pp. 47-56.
- John F. Luick and William, L. Zieger. 1968. *Sales promotion and Modern Merchandising*, New York: MC Graw Hill 1 1.
- Joncos L. 1990. *A retailer promotion policy model considering promotion signal sensitivity*. Marketing Science; 12, pp. 339-356.
- Julie B, Dhruv Grewal and A. Parasuraman. 1994. The Influence of Store Environment on Quality Inferences and Store Image. *Journal of the Academy of Marketing Science*. Vol. 22, N° 4, pp. 328-339.

- Keller, Kevin Lane. 1987. "Memory Factors in Advertising: The Effect of Advertising Retrieval Cues on Brand Evaluations." *Journal of Consumer Research* N° 14, pp. 316-333.
- Kotler, Philip. 1999. *Marketing Management: Analysis, Planning, Implementation, and Control*. 10th ed. Prentice-Hall, Inc., Englewood Cliffs, NJ.
- Kotler P. 2003. *Marketing Management*. Pearson Education. Kumar SR. Marketing and Branding, The Indian Scenario. Dorling Kindersley, Delhi.
- Krishna, A., & Zhang, Z. J. 1999. *Short or long duration coupons: The effect of the expiration date on the profitability of coupon promotions*. *Marketing Science*, 45 :8, pp, 1041-1057.
- Lambin, J. 1997. *Marketing Estratégico*, 3rd Ed., Madrid: Mc Graw Hill.
- Lamb, C.W. Jr, Hair, J.F. Jr and McDaniel, C. 1996. *Marketing*, 3rd edition, South-Western College Publishing, Cincinnati, OH.
- Leland Campbell William D. Diamond. 1990. "Framing and Sales Promotions: The Characteristics of a Good Deal", *Journal of Consumer Marketing*, Vol. 7 Iss. 4 pp. 25 - 31.
- Lindquist, J. D. 1974-1975. Meaning of image. *Journal of Retailing*. 50, pp. 29-38.
- Litvack, David S., Roger J. Calantone, Paul R. Warshaw. 1985. *An examination of short-term retail grocery price effects*. *J. Retailing* 61, pp. 9-25.
- Lopes da Costa, M. M. 2014. *Planeamento e Gestão dos Diferentes Circuitos de Compras O caso Parfois*. Case Study. Universidade Católica Portuguesa.
- Lowe, A.C.T. and Corkindale, D.R. 1998. Differences in cultural values and their effects on responses to marketing stimuli. A cross-cultural study between Australians and Chinese from the People's Republic of China, *European Journal of Marketing*, Vol. 32, pp. 843-67.

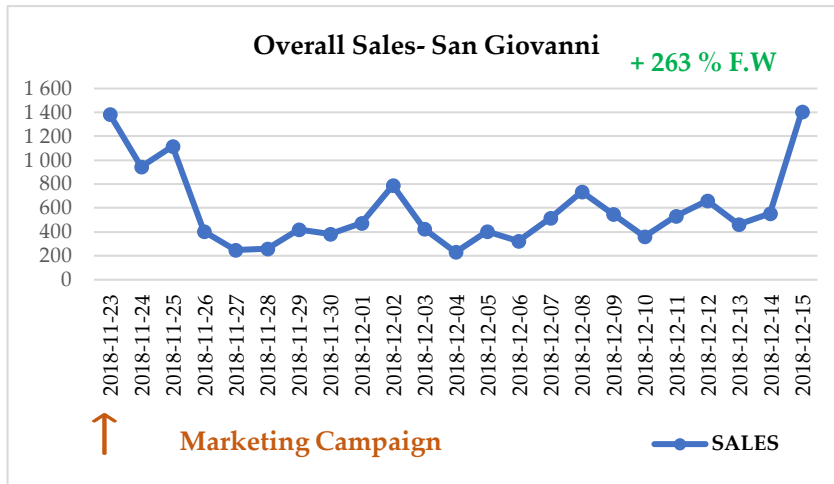
- M. Ghafran Ashraf, Muhammad Rizwan, Aamir iqbal and M. Arslan Khan. 2014. The promotional tools and situational factors' impact on consumer buying behaviour and sales promotion. *Journal of Public Administration and Governance ISSN*; Vol. 4, pp. 2161-7104.
- Manning, Kenneth C. and David E. Sprott. 2007. Multiple Unit Price Promotions and Their Effects on Quantity Purchase Intentions. *Journal of Retailing*, 83 (December), pp. 411-421.
- Martina, G. 2015. *Reseach. International Journal of Sales, Retailing and Marketing*. Case Study. 4, pp. 33–42.
- Martineau, P. 1958. The personality of the retail store. *Harvard Business Review*, 36, pp. 47-55.
- Mercer, Vilela, Ganzalezthe, Johnston & Marshall. 2002. *Role of Selling in Marketing Strategy*.
- Michel Larochea, Frank Ponsa, Nadia Zgollia, Marie-Cécile Cerbellon, Chankon Kim. 2003. *A model of consumer response to two retail sales promotion techniques*
- Michael J.Baker. 2003. *The Marketing Book*. Fifth Edition. Butterworth-Heinemann.
- Miranda, M.J. 2009. *Engaging the purchase motivations to charm shoppers*, Marketing Intelligence & Planning, Vol. 27 No. 1, pp. 127-45.
- Mohamed Dawood Shamout. 2016. he Impact of Promotional Tools on Consumer Buying Behavior in Retail Market. Faculty of Business and Economics Girne American University Girne, North Cyprus. *International Journal of Business and Social Science*. Vol. 7, N° 1.
- Mulhern, Francis J., Robert P. Leone.1990. *Retail promotional advertising: Do the number of deal items and size of deal discounts affect store performance?* J. Bus. Res. 21 179–194.15.40.
- Nagar, K. 2009. Evaluating the effects of consumer sales on brand loyal and brand switching segments. *Journal of Business Perspective*, 13, pp. 35-48.

- Naimah, S., and Tan, B. T. 1999. Faktor-faktor yang Mempengaruhi Amalan Pembelian Pakaian Secara GerakHati di Kalangan Pengguna Wanita. *Journal of Consumer and Family Economics*, pp. 102-116.
- Ndubisi, N. O., & Chiew, T. M. 2006. *Awareness and Usage of Promotional Tools by Malaysian Consumers: The Case of Low Involvement Products*. Management Research News, Vol. 29, pp. 28-40.
- Parfois. 2017. *Historia*. Parfois' website. Disponivel em www.parfois.com.(Retrieved February 2)
- Parfois Company 2019. *Dossier Institucional SS'19*. Parfois presentation.
- Peattie, S. and Peattie, K.J. 1994. *Sales promotion*. Baker, M.J. The Marketing Book, (3rd ed), Butterworth Heinemann, London.
- Perreault William D, Cannon Joseph P and McCarthy, Jerome E. 2008. *Marketing: A marketing strategic planning approach*. McGraw-Hill Higher Education, "Essentials of Marketing".
- Peter, J.P. & Olson, J.C. 1996. *Consumer Behavior and Marketing Strategy*, (4th Edition). New York.: Irwin.
- Philip Kotler. 1988. *Marketing Management Analysis, Planning, Implementation, and Control*. Vol. 1.
- Pramatataris, K.C., Vrechopoulos, A.P., and Doukidis, G.I. 2001. *The transformation of the promotion mix in the virtual retail environment: An initial framework and comparative study*.
- Priya Raghubir; Kim Corfman. 1999. Marketing. *Jornal of Marketing Research*. Vol. 36, N° 2, pp. 211-22.
- Putsis, W. P., Jr. 1998. Are brand promotions just a zero-sum game—or can they increase the size of pie. *Business Strategy Review*. Vol. 9, pp. 21–32.

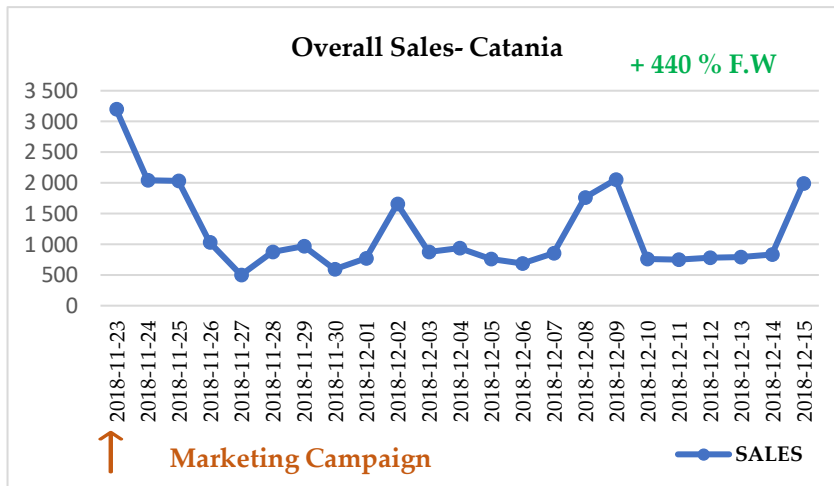
- Quelch O. Satisfaction. 1989. *A behavioural perspective on the consumer*. New Delhi: McGraw-Hill Companies Inc.
- Rainho Albuquerque, M. M. 2011. *Modelo de Abastecimento às Lojas Parfois na Parfois (Barata & Ramilo)*. Case Study. Faculdade de Engenharia da Universidade do Porto.
- Reijonen, H. 2010. "Do all SMEs practise same kind of marketing?", *Journal of Small Business and Enterprise Development*, Vol. 17 No. 2, pp. 279-93.
- Rockney G. Walters and Scott B. MacKenzie. 1988. Sales. *Journal of Marketing Research* Vol. 25, No. 1, pp. 51-63.
- Sarel, Dan. 1981. *Advances in Environmental Psychology A New Perspective on Consumer Behavior. In the Changing Marketing Environment: New Theories and Applications*. Eds. Kenneth Bernhardt et al. Chicago, IL: American Marketing Association, pp. 135-138.
- Schiffman LG, Kanuk LL. 2004. *Consumer Behavior*. (8th Ed.) Pearson Education, New Delhi.
- Shimp, T.A. 2003. *Advertising Promotion and Supplemental Aspects of Integrated Marketing Communications* (6th Ed.) USA: Thomson South-Western.
- Shi, Y.-Z., Cheung, K.-M. and Prendergast, G. 2005. *Behavioural response to sales promotion tools: a Hong Kong study*. *International Journal of Advertising*, Vol. 24 No. 4, pp. 467.
- Shun Yin Lam, Mark Vandenbosch, John Hulland and Michael Pearce. 2001. Evaluating Promotions in Shopping Environments: Decomposing Sales Response into Attraction, Conversion, and Spending Effects". *Marketing Science*. Vol. 20, pp.194-215.
- Smith, P. and Burns, D.J. 1996. Atmospheric and retail environments: the case of the power aisle. *International Journal of Retail & Distribution Management*.
- Stuart, H. 1999. Towards a definitive model of the corporate identity management process. *Corporate Communications: An International Journal*, 4, pp. 200-207.

- Strang RA. 1983. *Sales promotion research: contributions and issues*. Presented at the AMA/MSI/PMAA Sales Promotion Workshop, Babson College.
- Tammo H.A. Bijmolt Harald J. van Heerde Rik G.M. Pieters. 2014. New Empirical Generalizations on the Determinants of Price Elasticity. *Journal of Marketing Research* Vol.4.
- Tellis, G.J. 1998. *Advertising and Sales Promotion Strategy*, Addison-Wesley, Sydney.
- Totten, J.C. and Block, M.P. 1994. *Analyzing Sales Promotion Text & Cases: How to Profit from the New Power of Promotion Marketing*, (2nd Ed.), USA.
- Varley, R. 2005. *Store image as the key differentiator*. European Retail Digest, 46, pp. 18-21.
- Walsh, G., Shiu, E., Hassan, L.M., Michaelidou, N. and Beatty, S.E. 2011. Emotions store environmental cues, store-choice criteria, and marketing outcomes. *Journal of Business Research*, Vol. 64 No. 7, pp. 737-744.
- Walters, Rockney G., Hekki J. Rinne. 1986. An empirical investigation into the impact of price promotions on retail store performance. *Journal Retailing Marketing* 62: 3 , pp. 237–265.
- Walters RG, Mackenzie S. 1988. A structural equations analysis of the impact of price promotions on store performance. *Journal of Marketing Research*. 25, pp.51–63.
- William, Ferrel, Pride M. 1994. *Marketing Research* (New York, McCarthy &Engle).
- Zallocco, perreult and Kincaid. 2008. *Promotion, Persuasive Communication in Marketing* (Irwin-Dorsey Limited, White, Senecal, Morgan, Blackwell & Miniard.

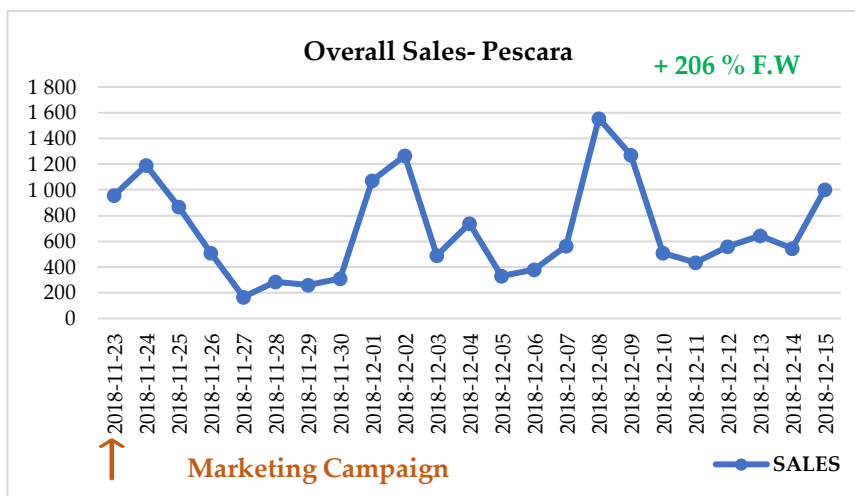
Appendixes



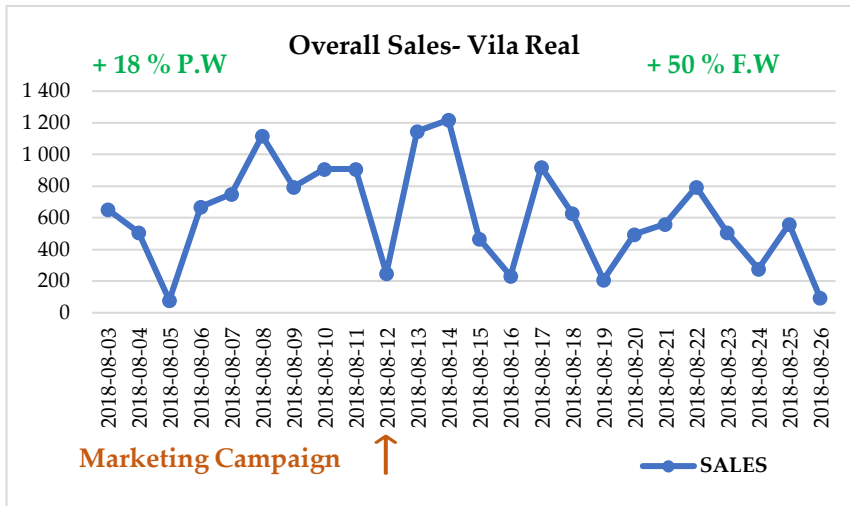
Anexo 1 : Parfois' Sales (Parfois' Brand.).



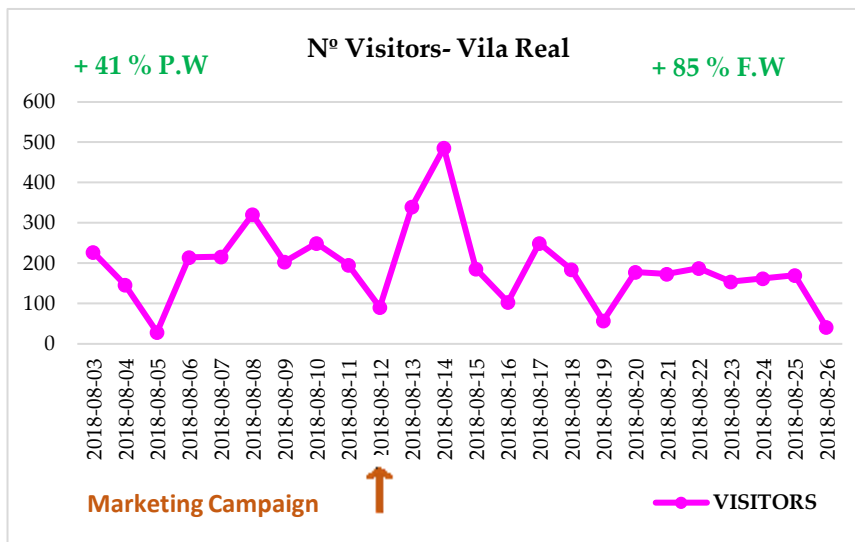
Anexo 2 : Parfois' Sales (Parfois' Brand.).



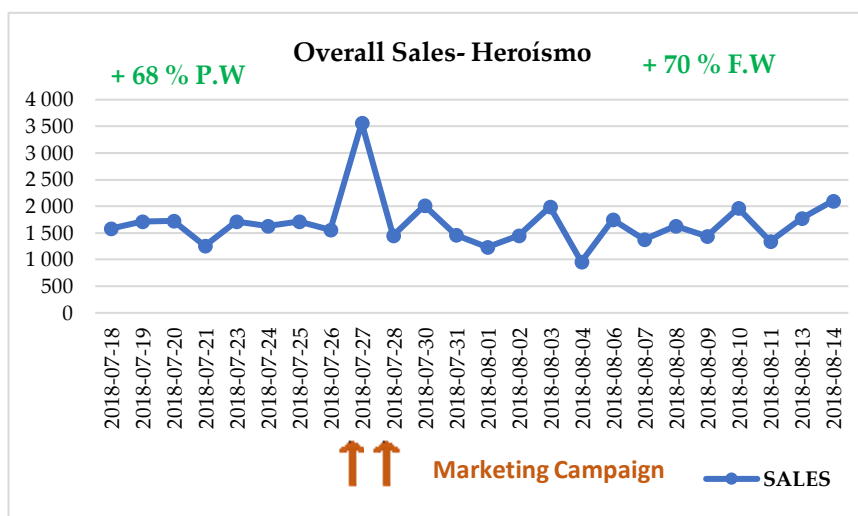
Anexo 3 : Parfois' Sales (Parfois' Brand.).



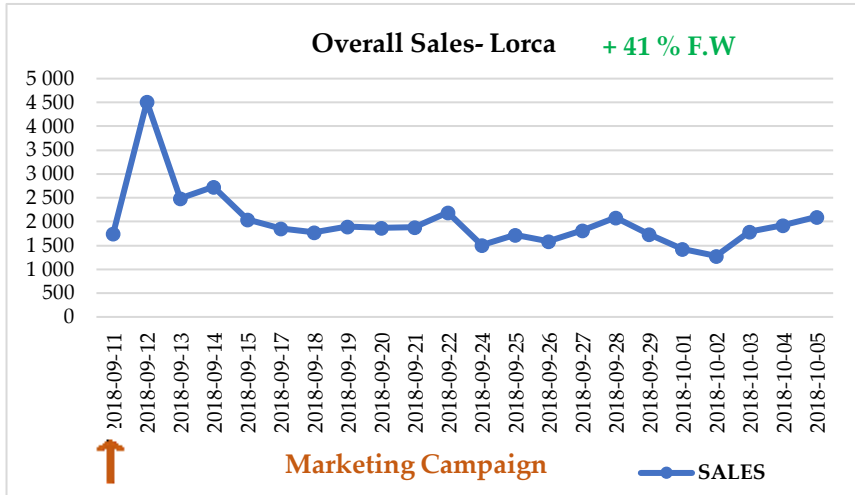
Anexo 4 : Parfois' Sales (Parfois' Brand.).



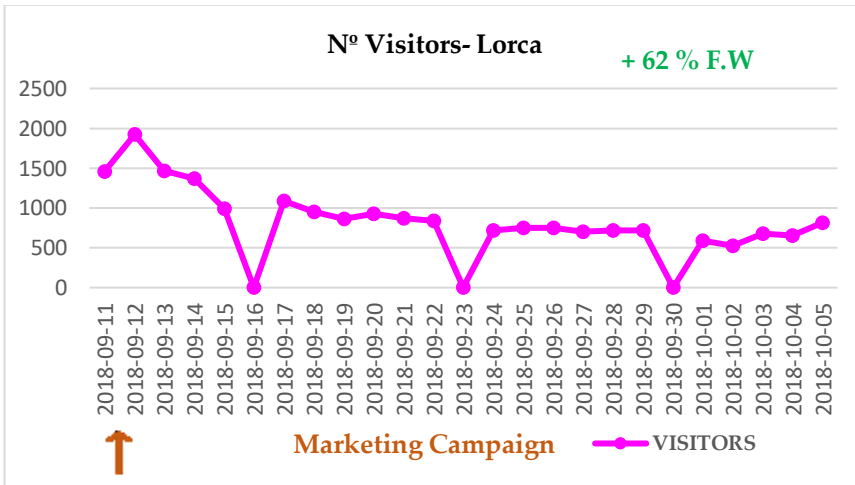
Anexo 5 : Parfois' Visitors (Parfois' Brand.).



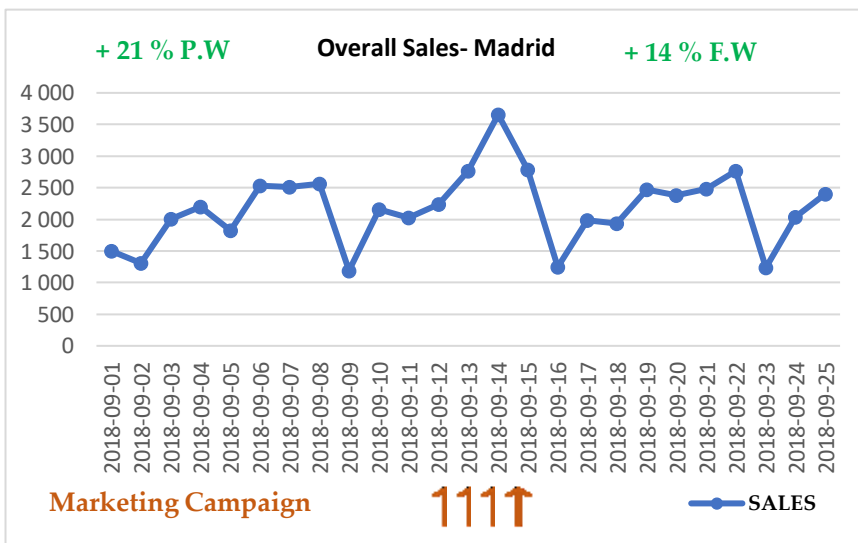
Anexo 6 : Parfois' Sales (Parfois' Brand.).



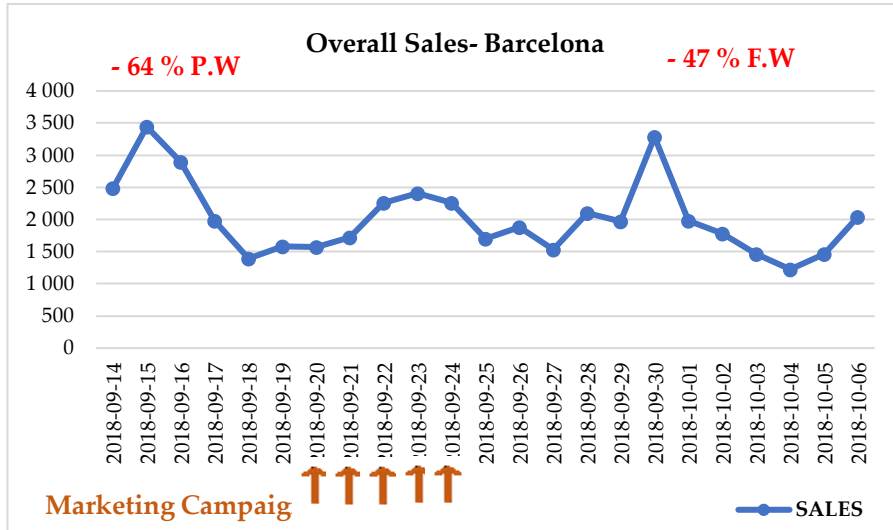
Anexo 7 : Parfois' Sales (Parfois' Brand.).



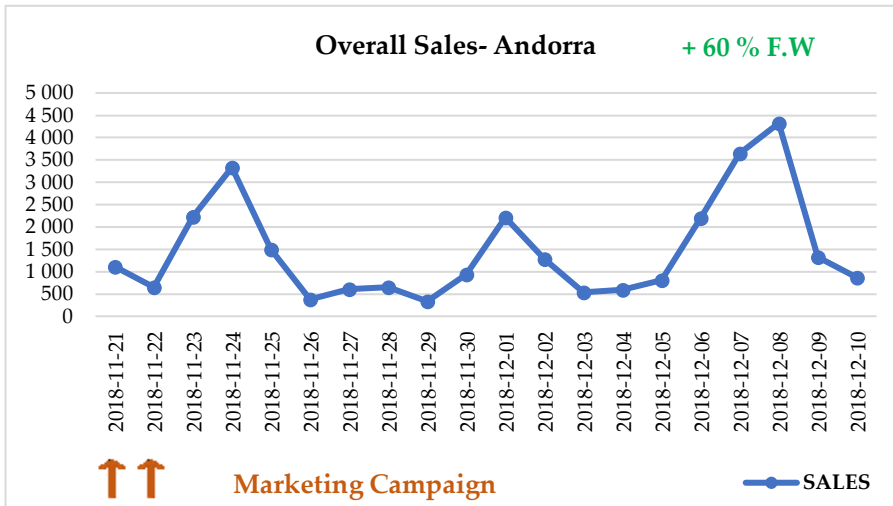
Anexo 8 : Parfois' Visitors (Parfois' Brand.).



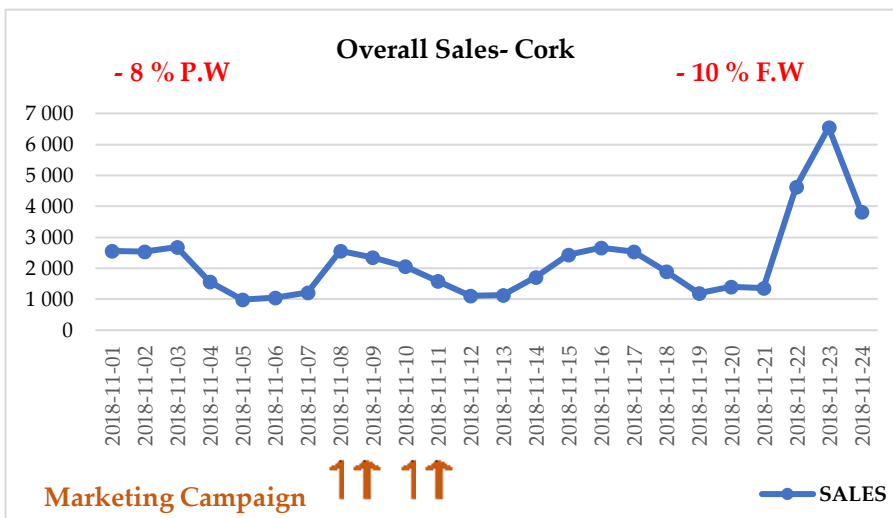
Anexo 9 : Parfois' Sales (Parfois' Brand.).



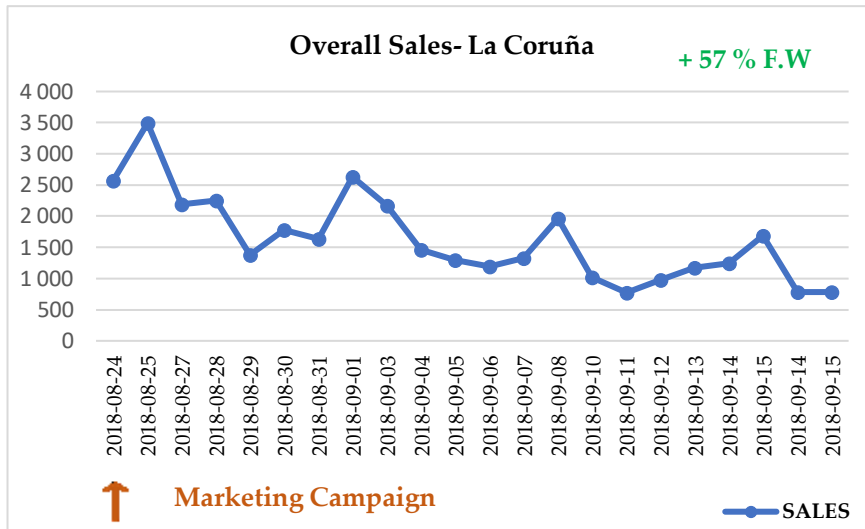
Anexo 13: Parfois' Sales (Parfois' Brand.).



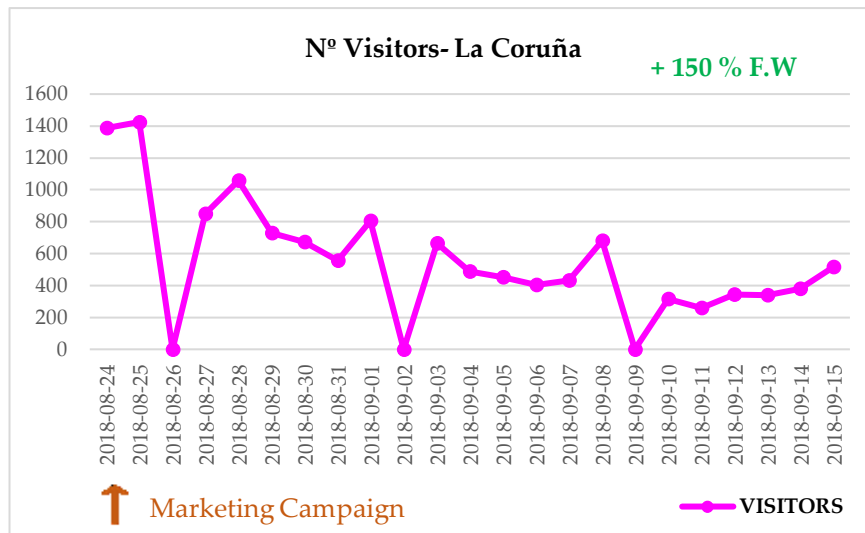
Anexo 14: Parfois' Sales (Parfois' Brand.).



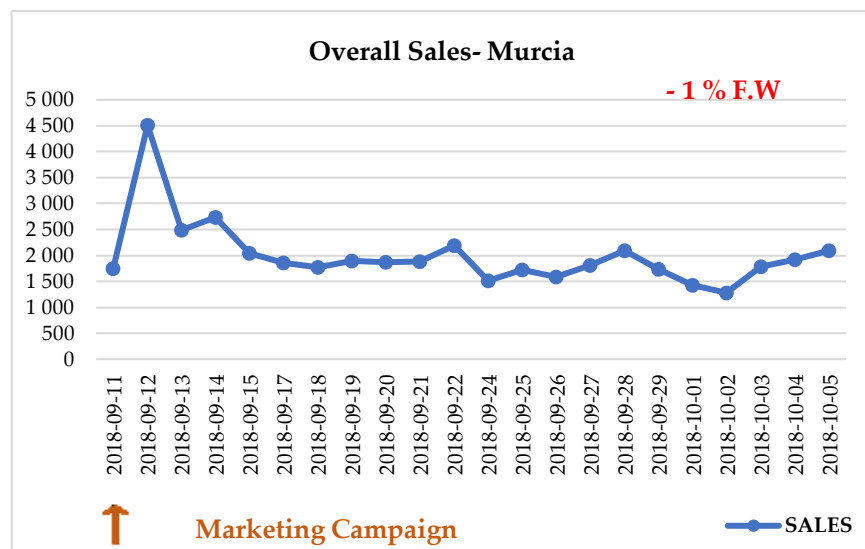
Anexo 15 : Parfois' Sales (Parfois' Brand.).



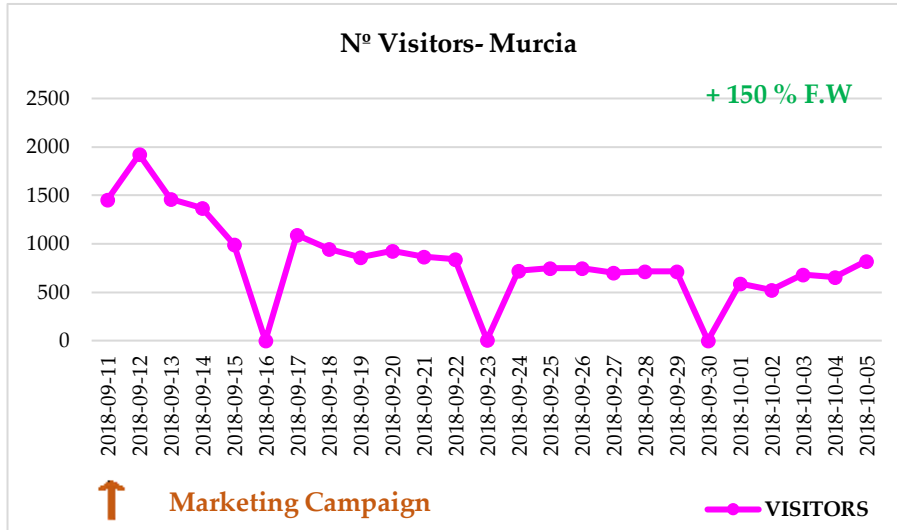
Anexo 16 : Parfois' Sales (Parfois' Brand.).



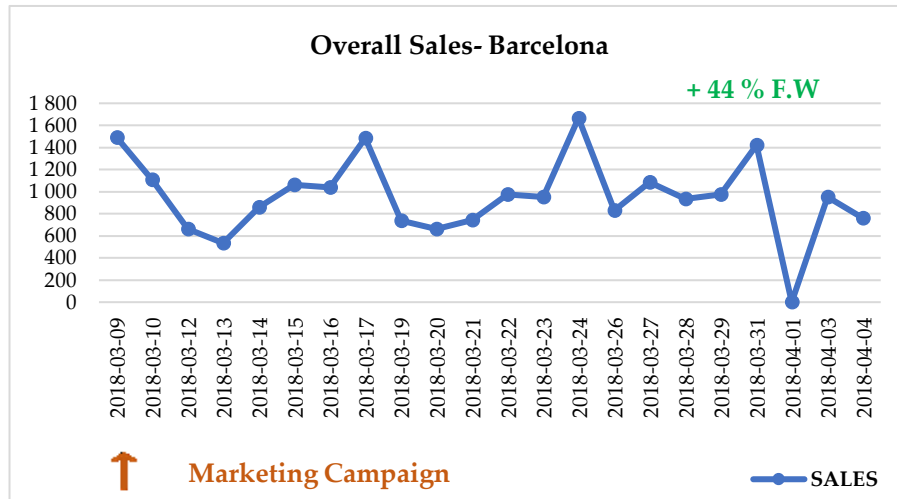
Anexo 17: Parfois' Visitors (Parfois' Brand.).



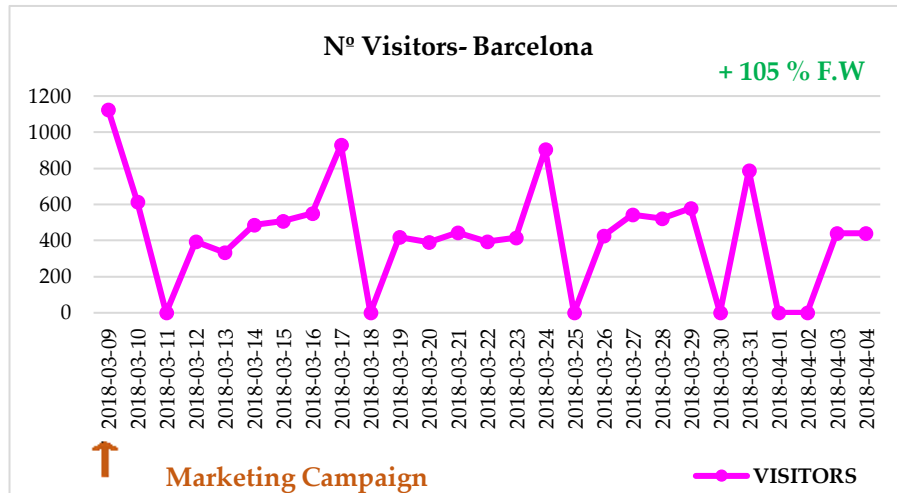
Anexo 18 : Parfois' Sales (Parfois' Brand.).



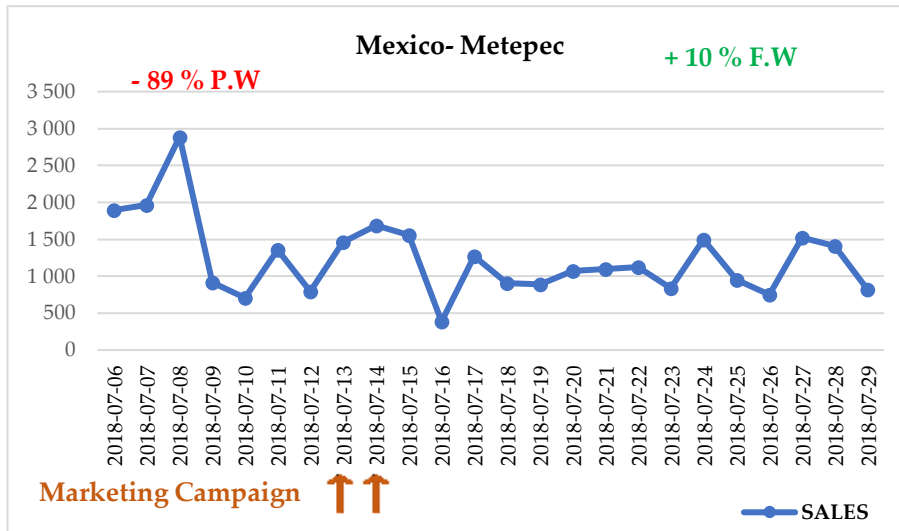
Anexo 19: Parfois' Visitors (Parfois' Brand.).



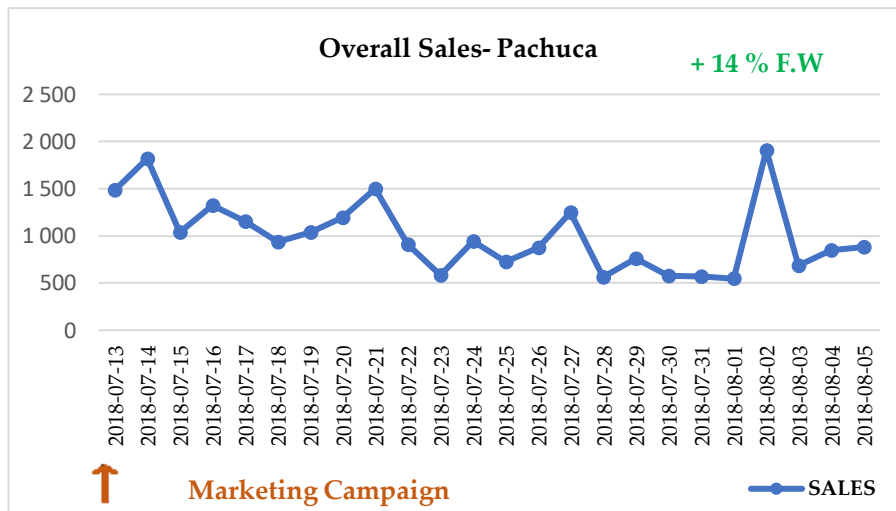
Anexo 20: Parfois' Sales (Parfois' Brand.).



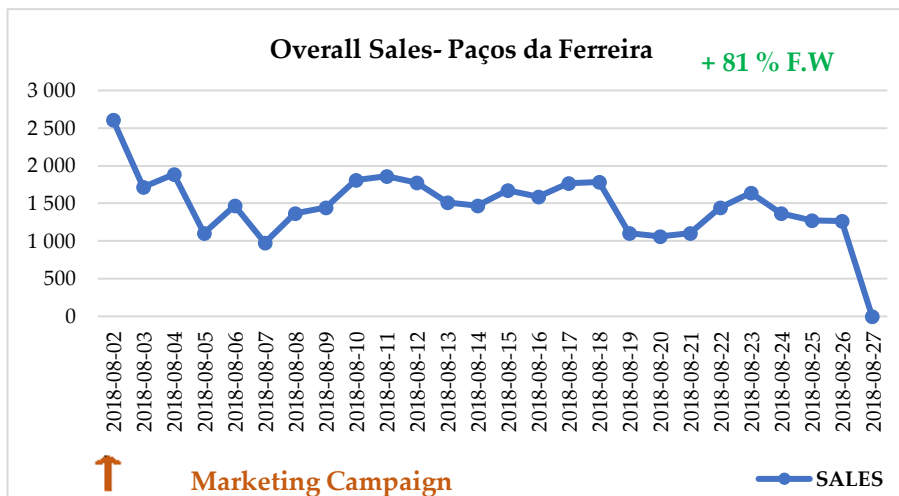
Anexo 21: Parfois' Visitors (Parfois' Brand.).



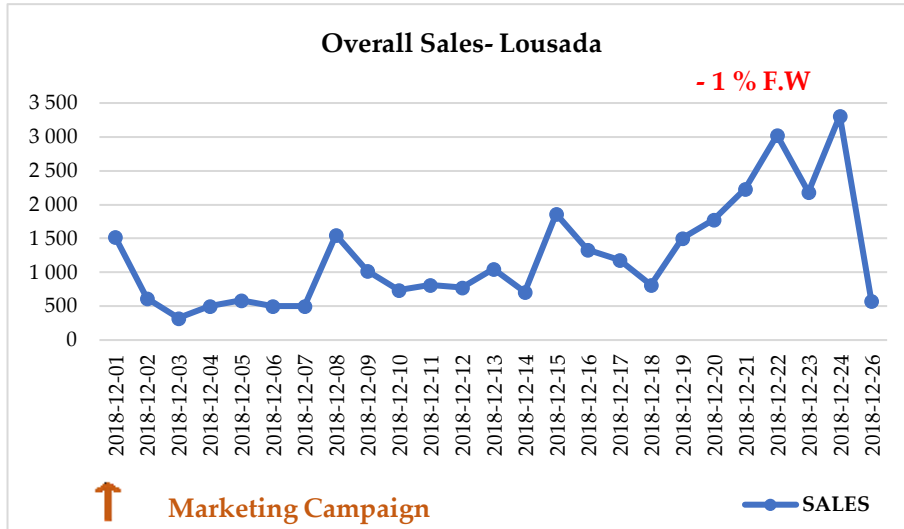
Anexo 22: Parfois' Sales (Parfois' Brand.).



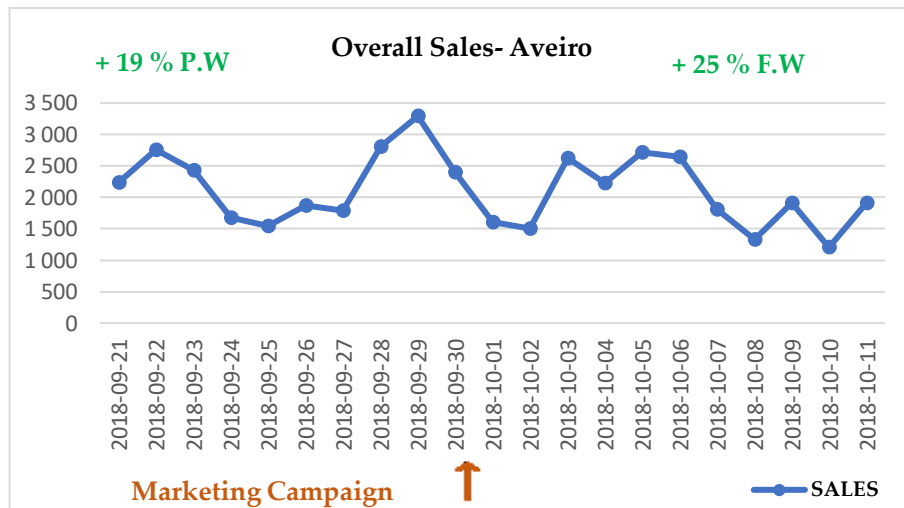
Anexo 23: Parfois' Sales (Parfois' Brand.).



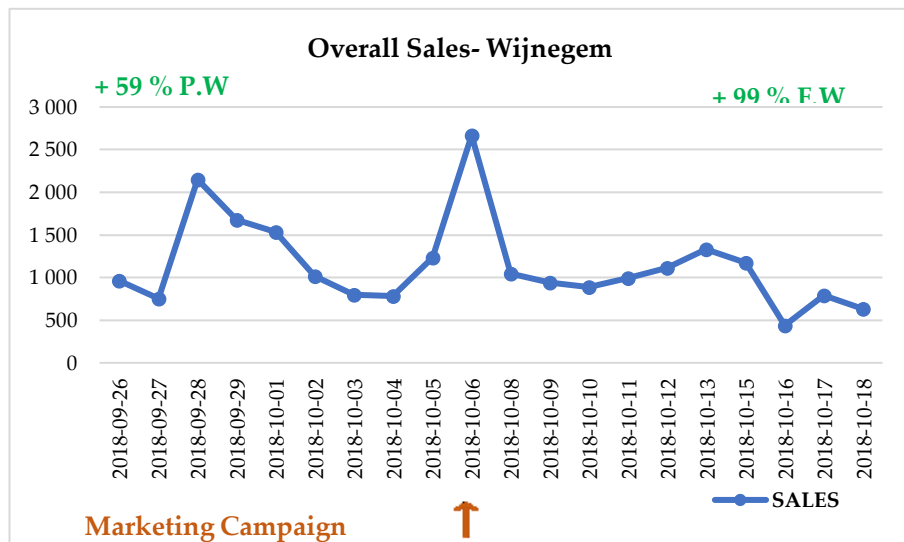
Anexo 24: Parfois' Sales (Parfois' Brand.).



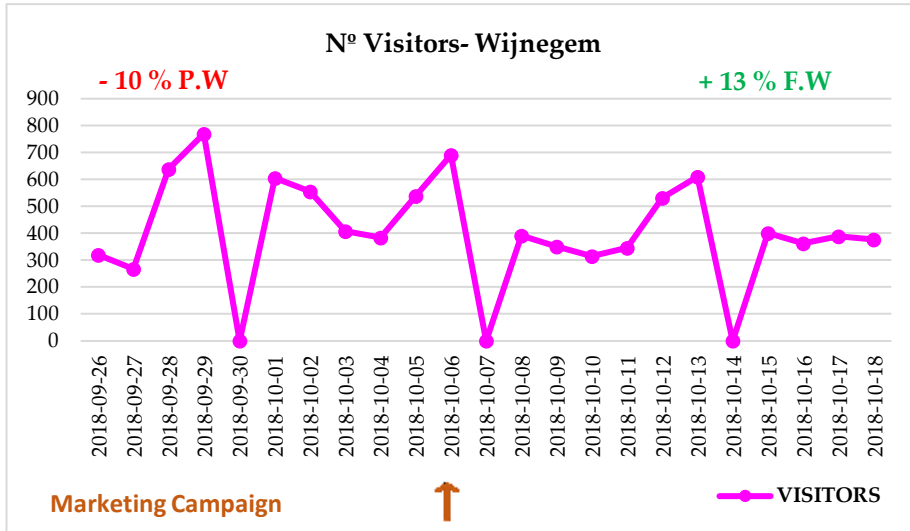
Anexo 25: Parfois' Sales (Parfois' Brand.).



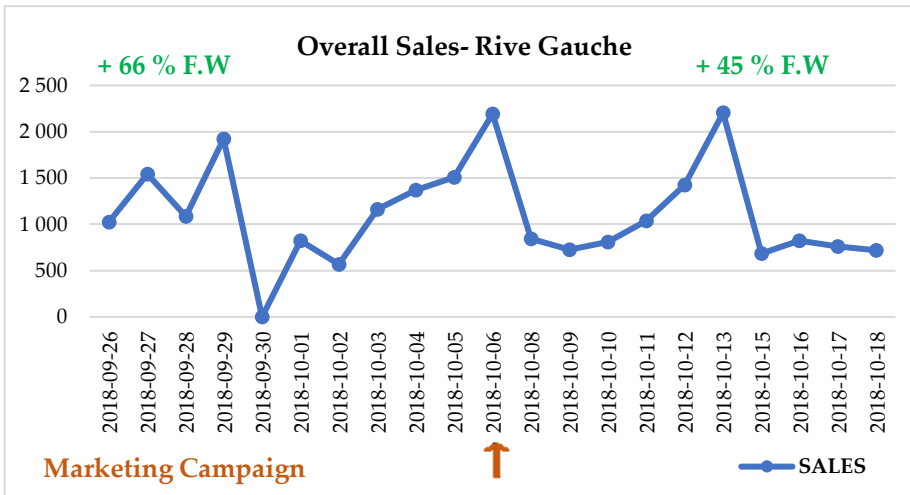
Anexo 26: Parfois' Sales (Parfois' Brand.).



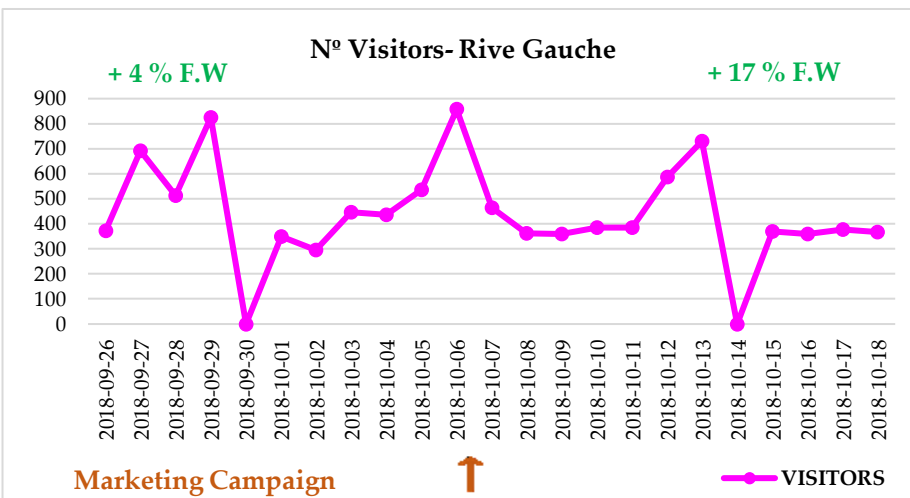
Anexo 27: Parfois' Sales (Parfois' Brand.).



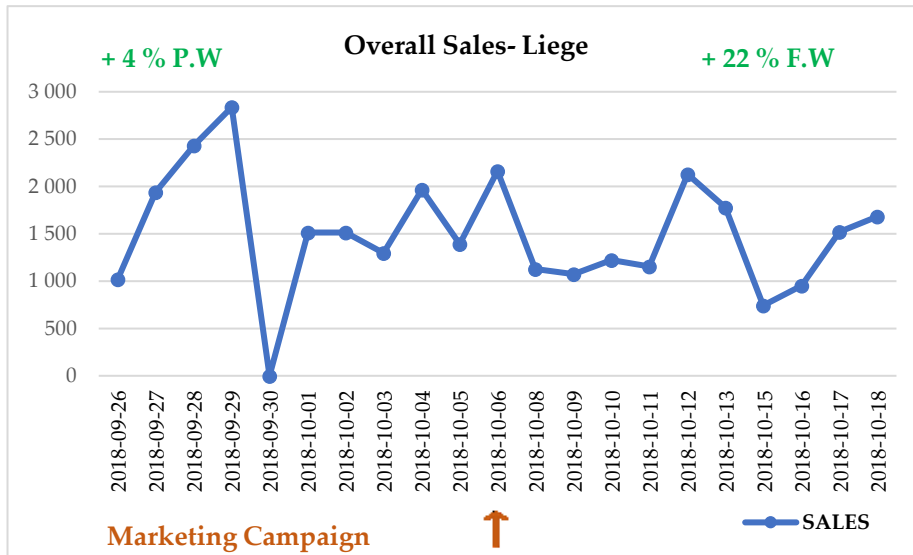
Anexo 28: Parfois' Visitors (Parfois' Brand.).



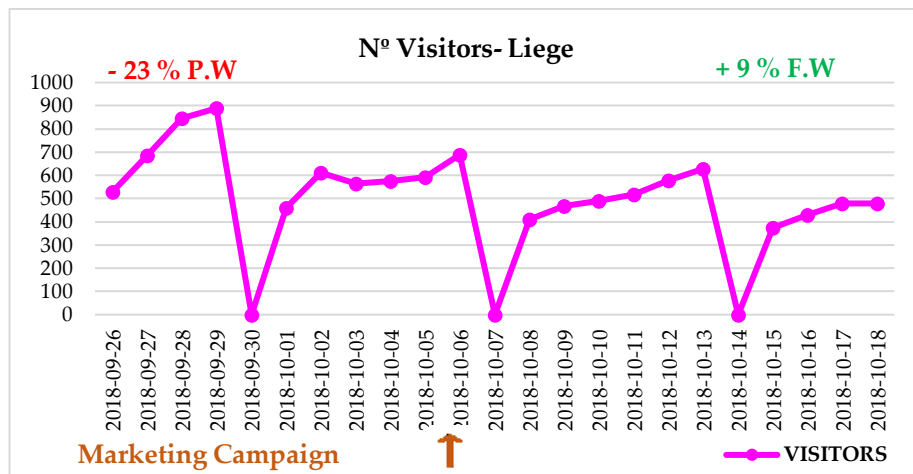
Anexo 29: Parfois' Sales (Parfois' Brand.).



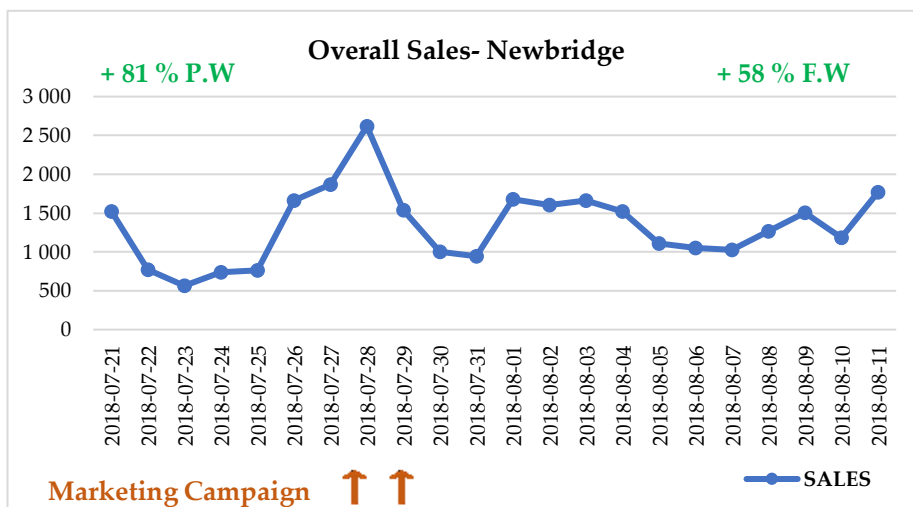
Anexo 30: Parfois' Visitors (Parfois' Brand.).



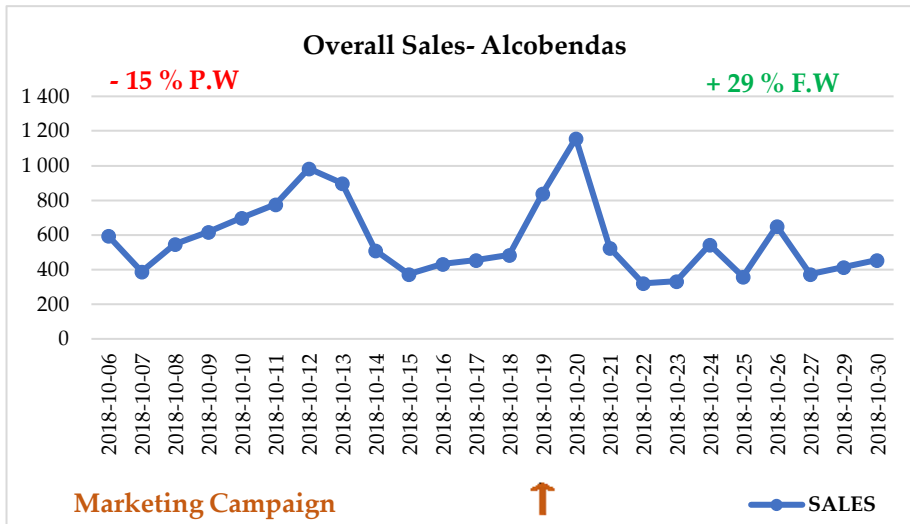
Anexo 31: Parfois' Sales (Parfois' Brand.).



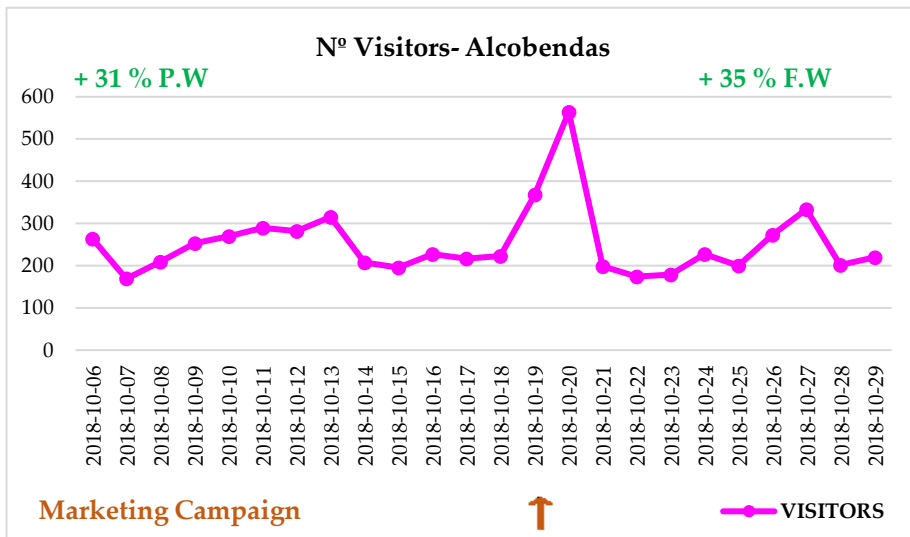
Anexo 32: Parfois' Visitors (Parfois' Brand.).



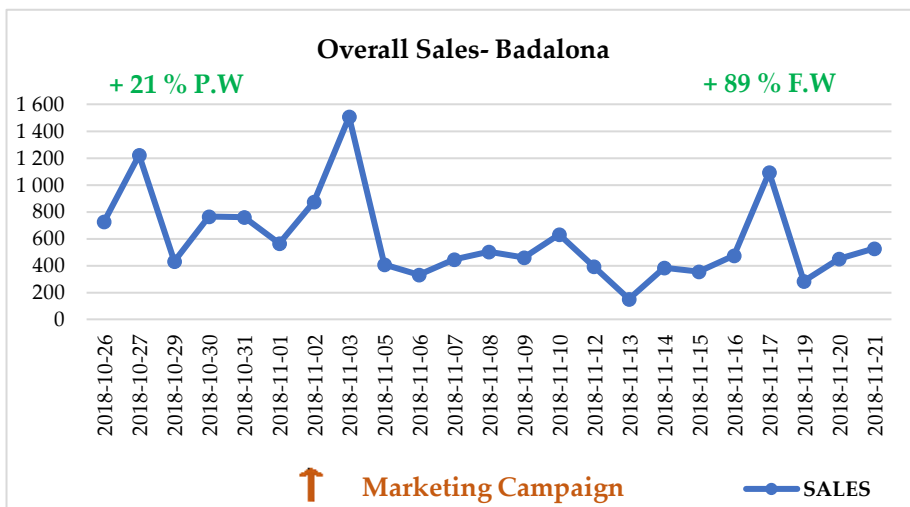
Anexo 33: Parfois' Sales (Parfois' Brand.).



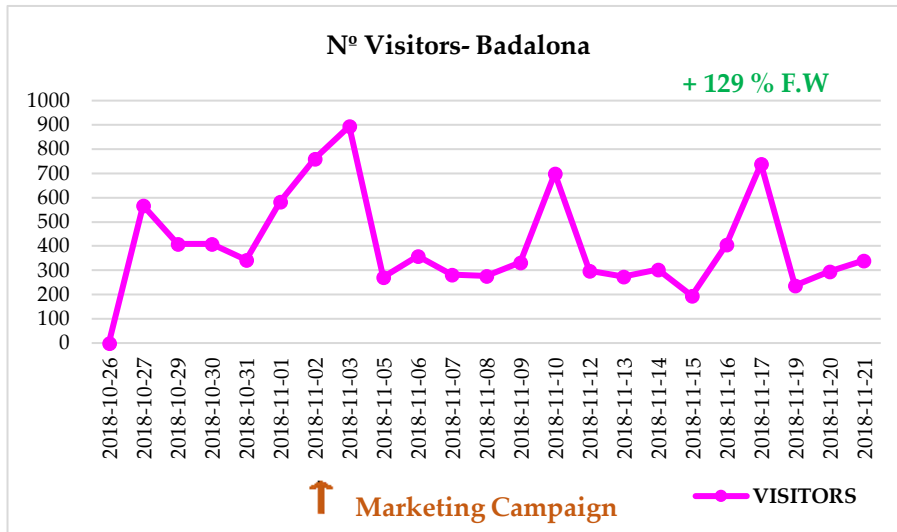
Anexo 34: Parfois' Sales (Parfois' Brand.).



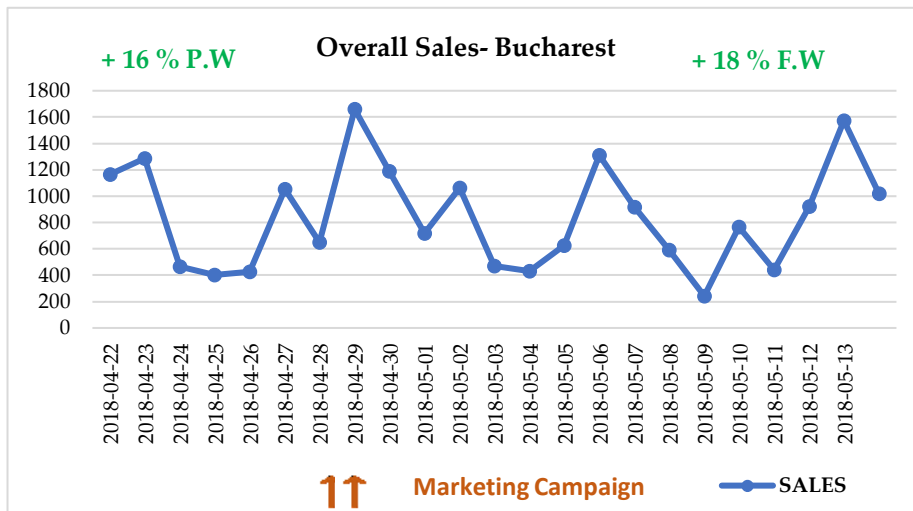
Anexo 35: Parfois' Visitors (Parfois' Brand.).



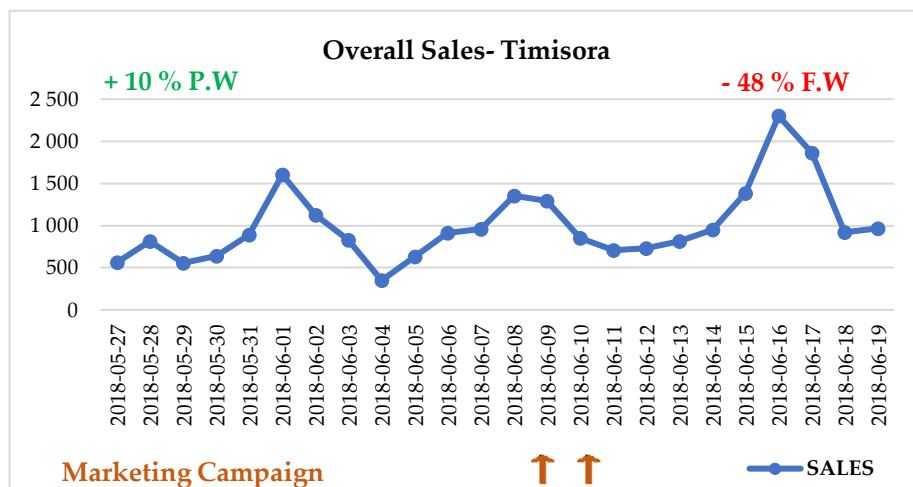
Anexo 36: Parfois' Sales (Parfois' Brand.).



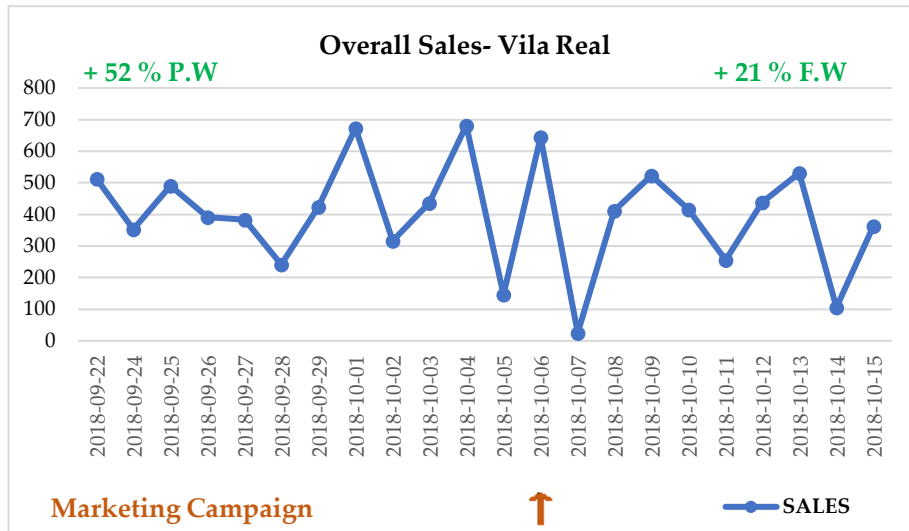
Anexo 37: Parfois' Visitors (Parfois' Brand.).



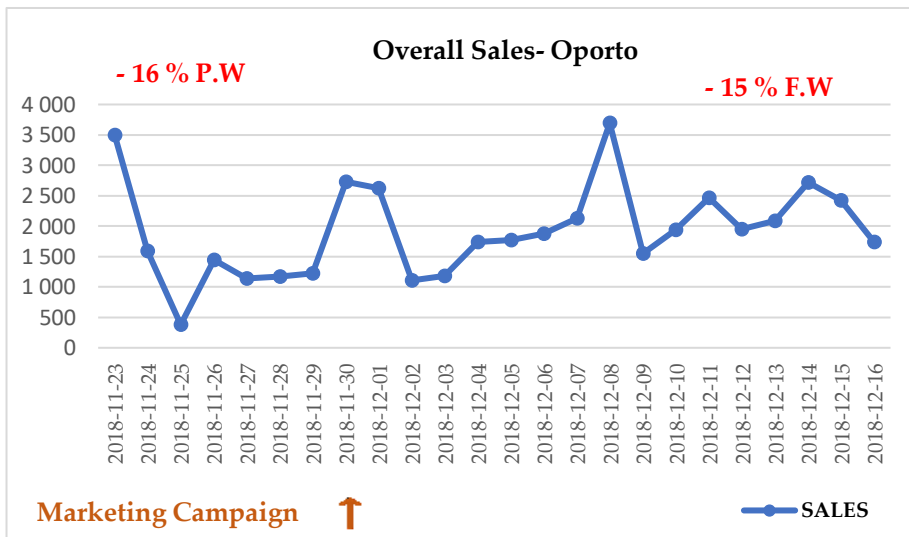
Anexo 38: Parfois' Sales (Parfois' Brand.).



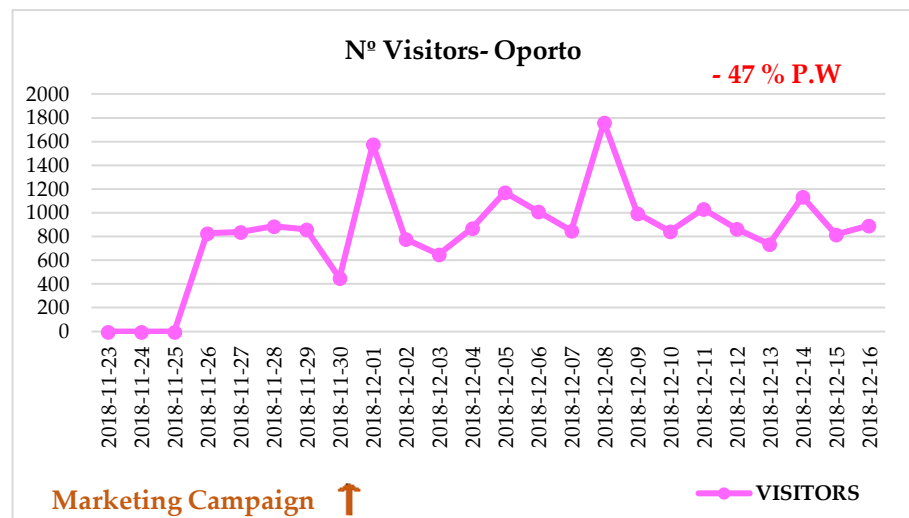
Anexo 39: Parfois' Sales (Parfois' Brand.).



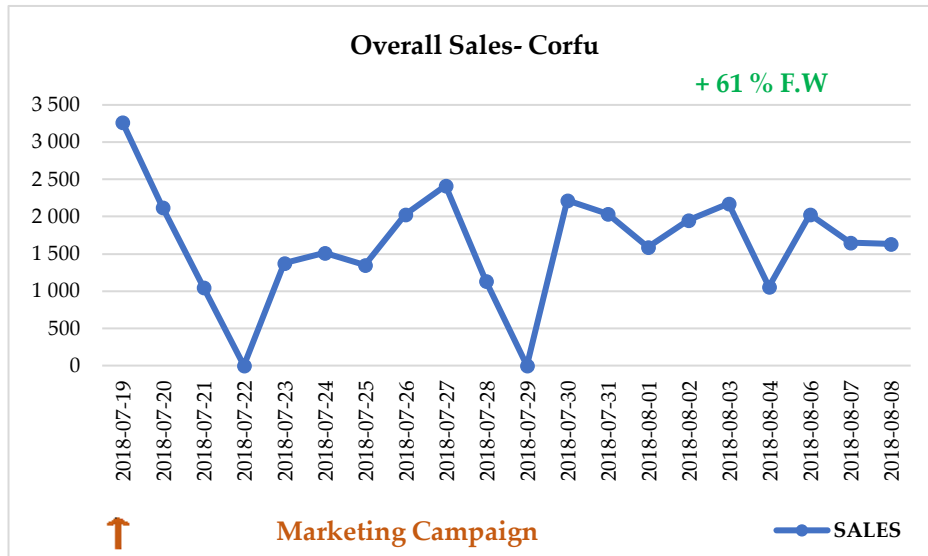
Anexo 40: Parfois' Sales (Parfois' Brand.).



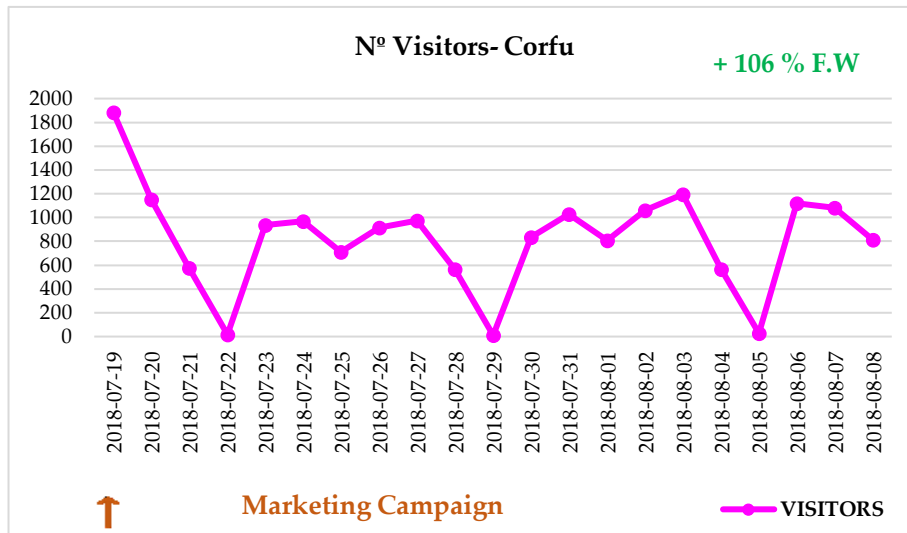
Anexo 41: Parfois' Sales (Parfois' Brand.).



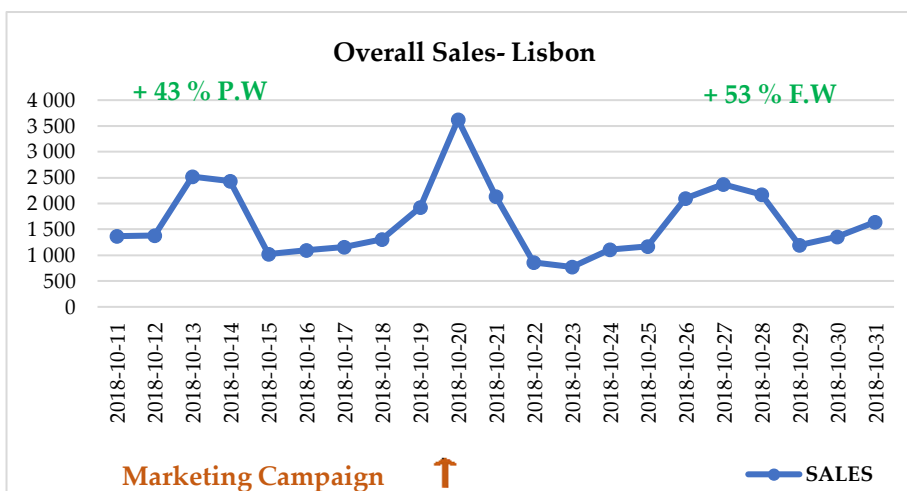
Anexo 42: Parfois' Sales (Parfois' Brand.).



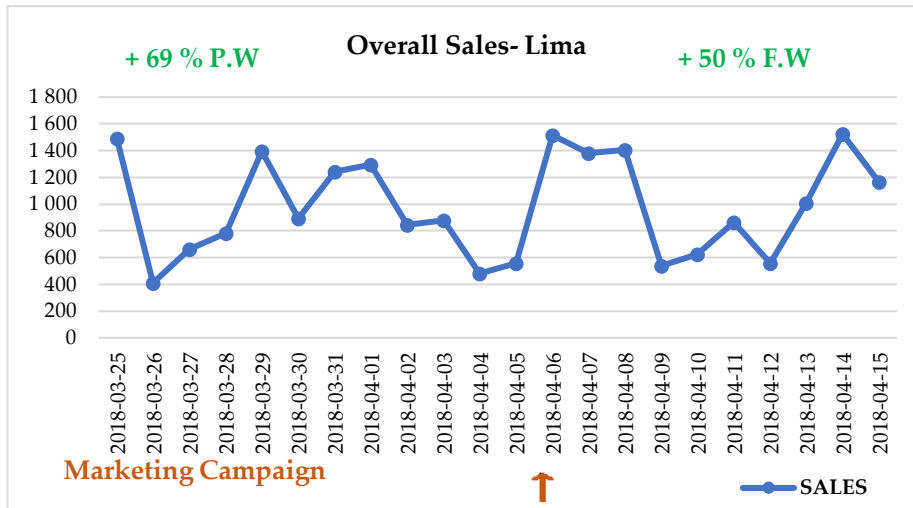
Anexo 43: Parfois' Sales (Parfois' Brand.).



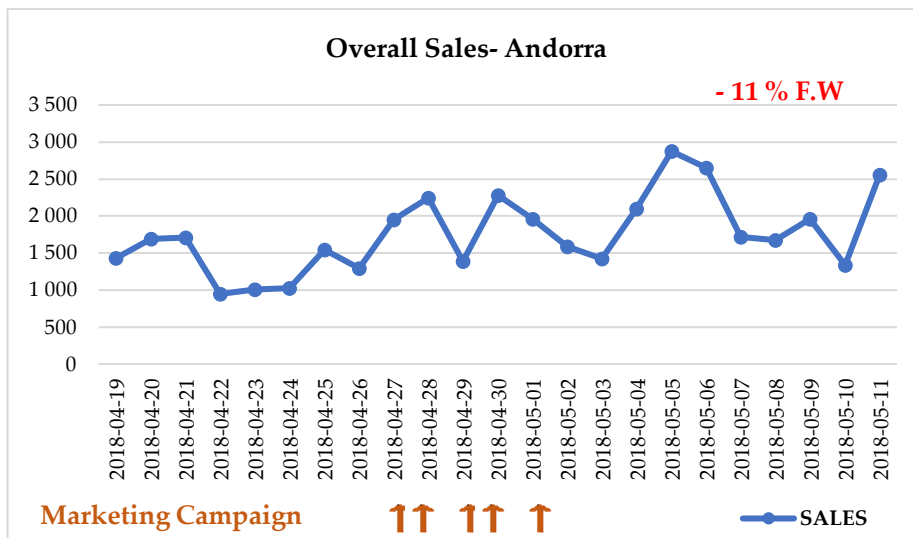
Anexo 44: Parfois' Visitors (Parfois' Brand.).



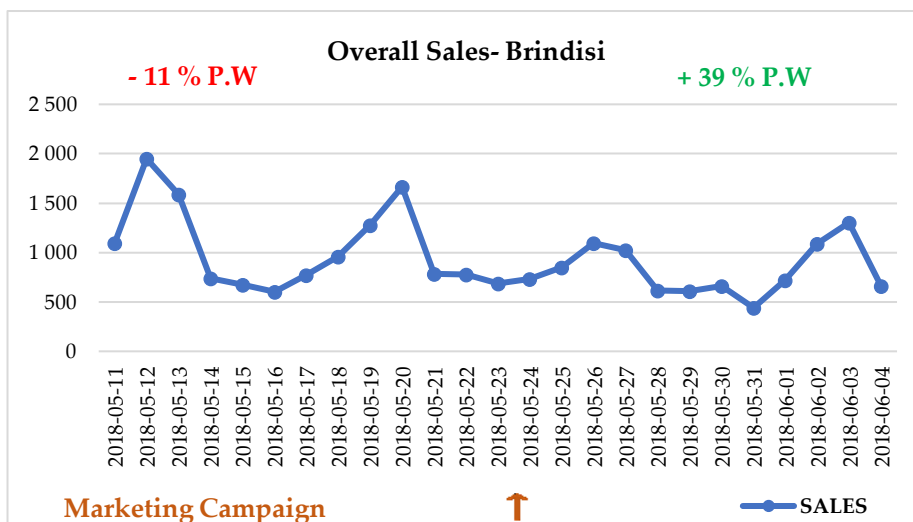
Anexo 45: Parfois' Sales (Parfois' Brand.).



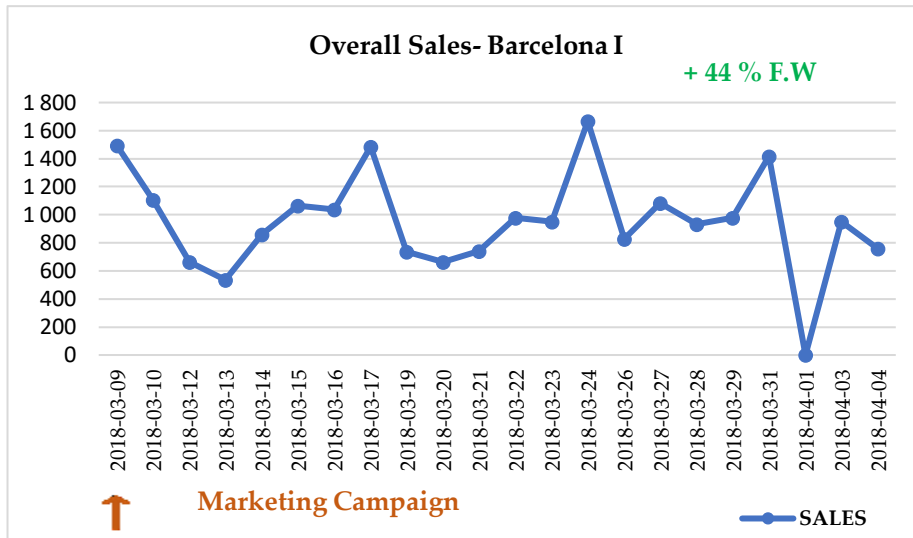
Anexo 49: Parfois' Sales (Parfois' Brand.).



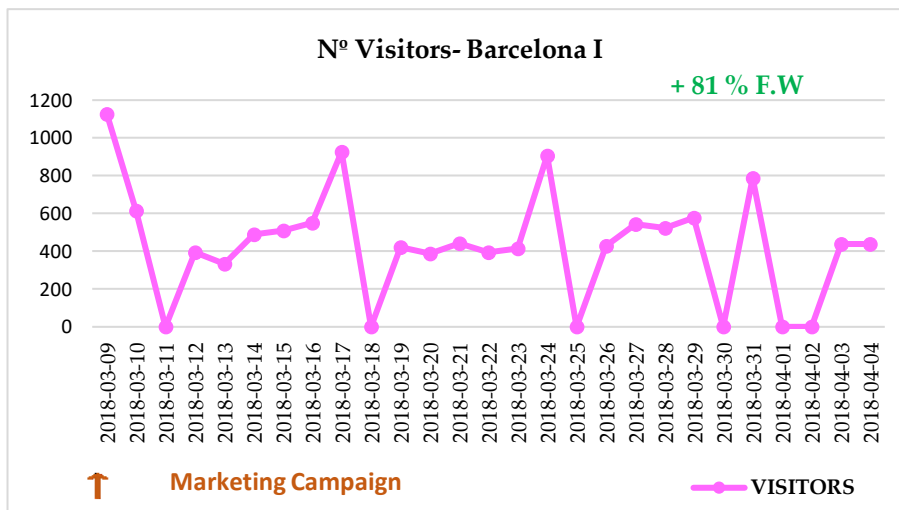
Anexo 50: Parfois' Sales (Parfois' Brand.).



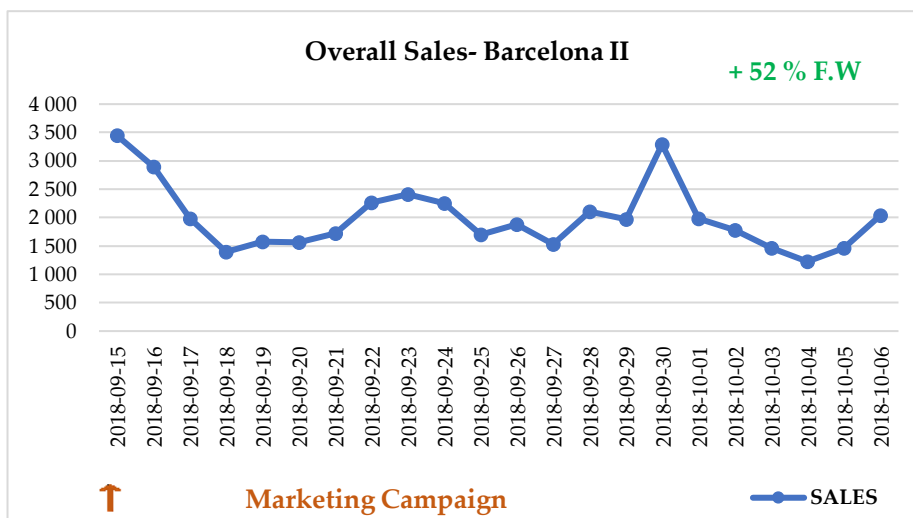
Anexo 51: Parfois' Sales (Parfois' Brand.).



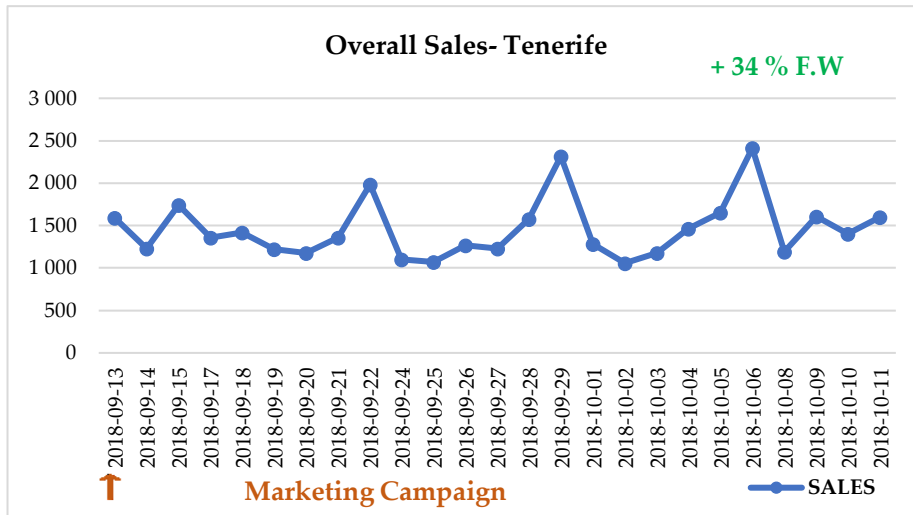
Anexo 52: Parfois' Sales (Parfois' Brand.).



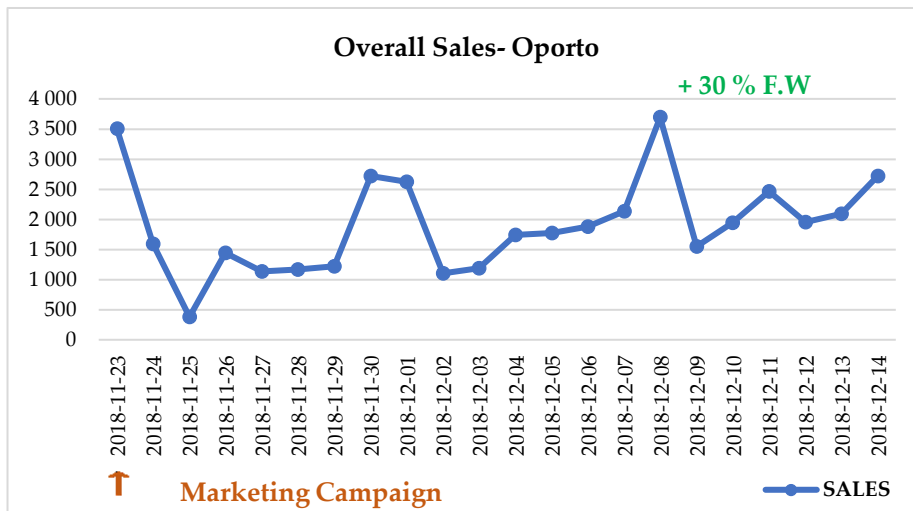
Anexo 53: Parfois' Visitors (Parfois' Brand.).



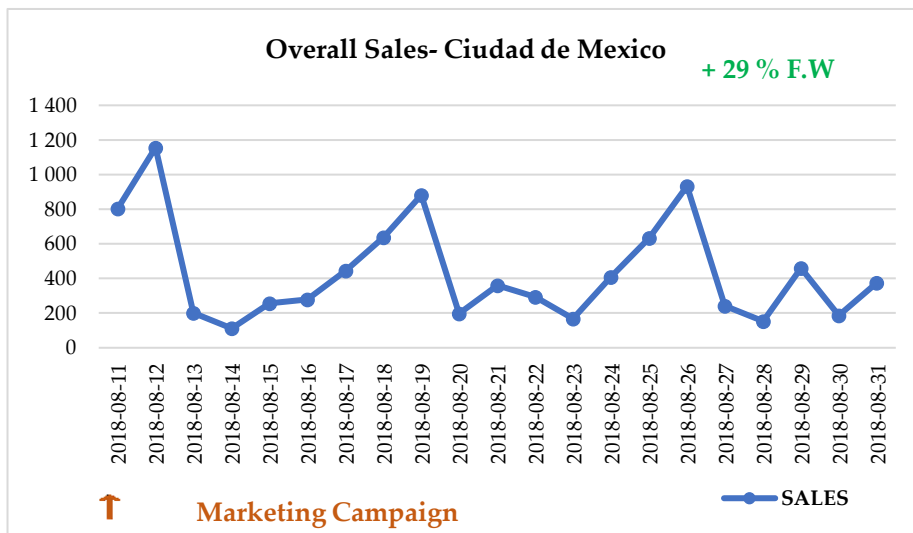
Anexo 54: Parfois' Sales (Parfois' Brand.).



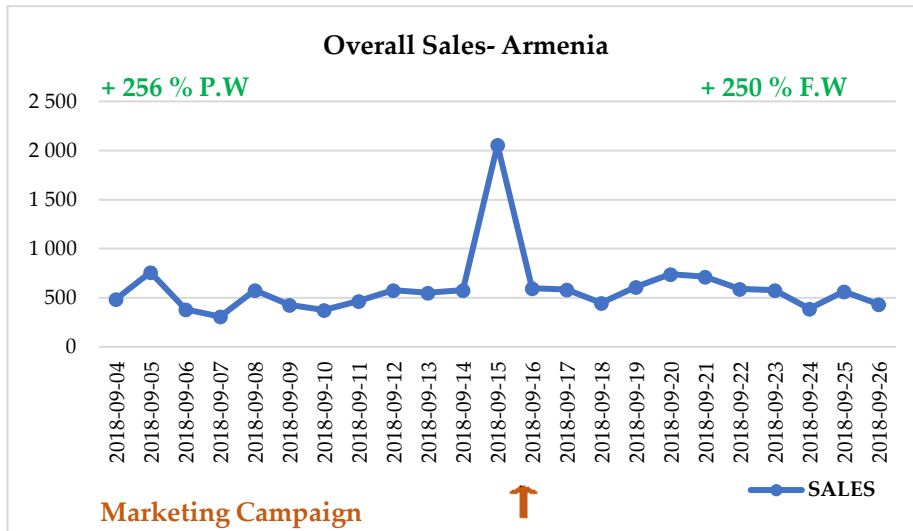
Anexo 55: Parfois' Sales (Parfois' Brand.).



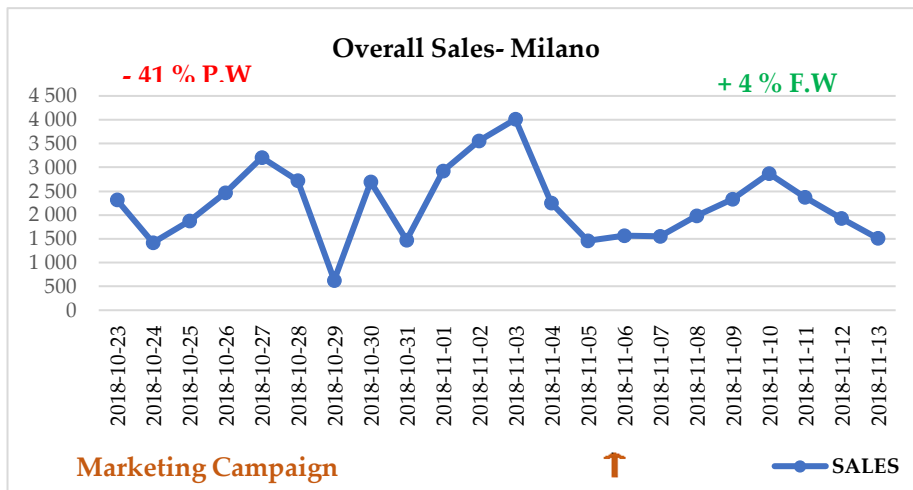
Anexo 56: Parfois' Sales (Parfois' Brand.).



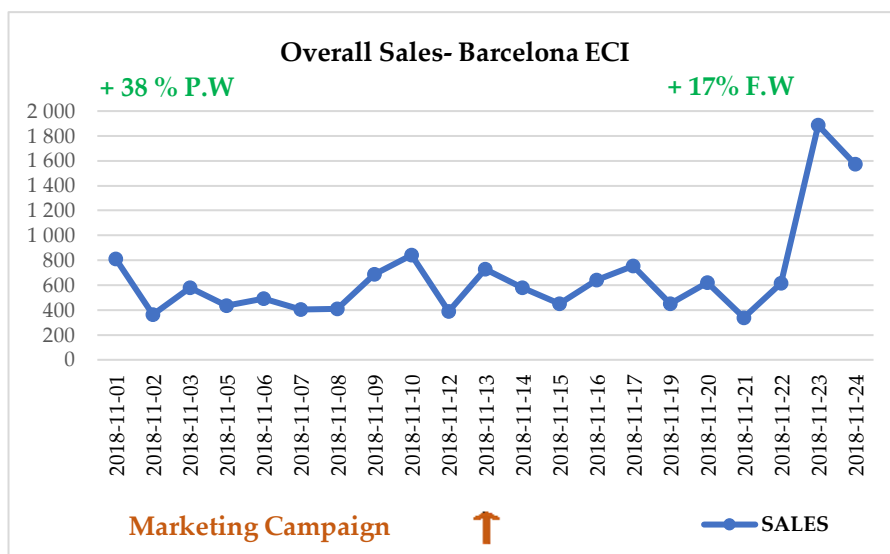
Anexo 57: Parfois' Sales (Parfois' Brand.).



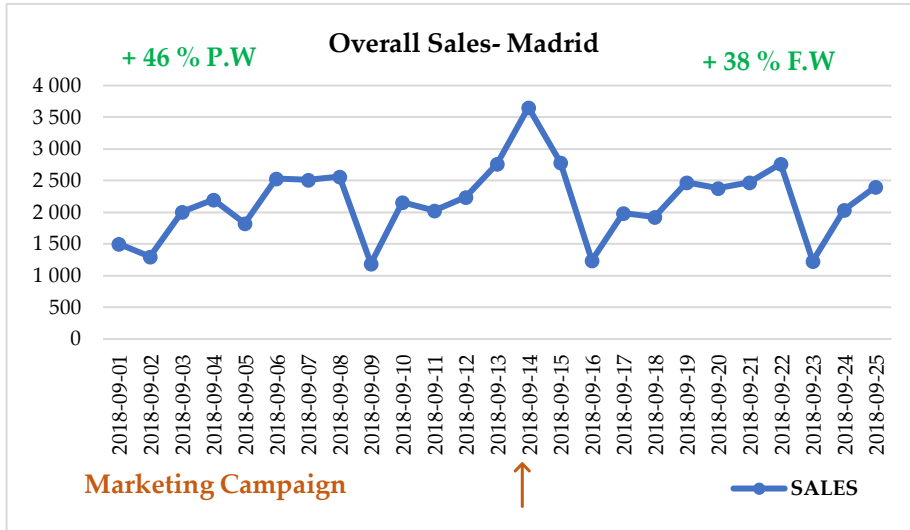
Anexo 58: Parfois' Sales (Parfois' Brand.).



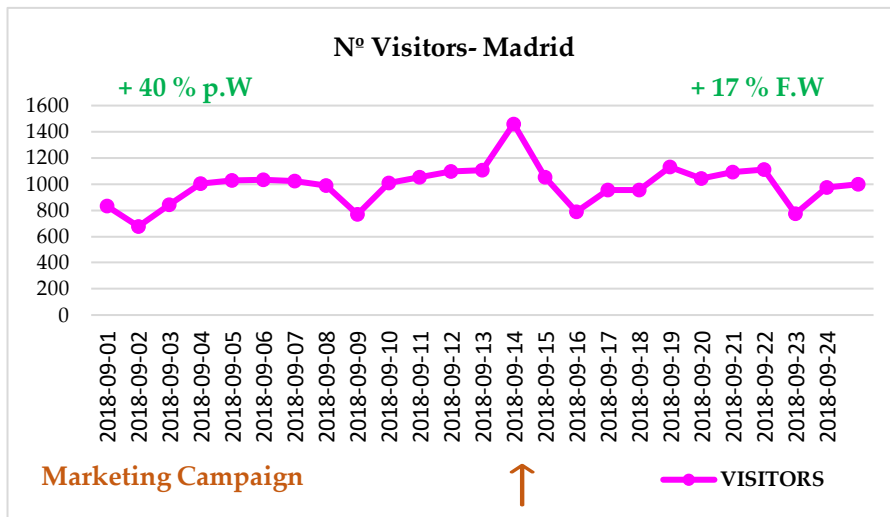
Anexo 59: Parfois' Sales (Parfois' Brand.).



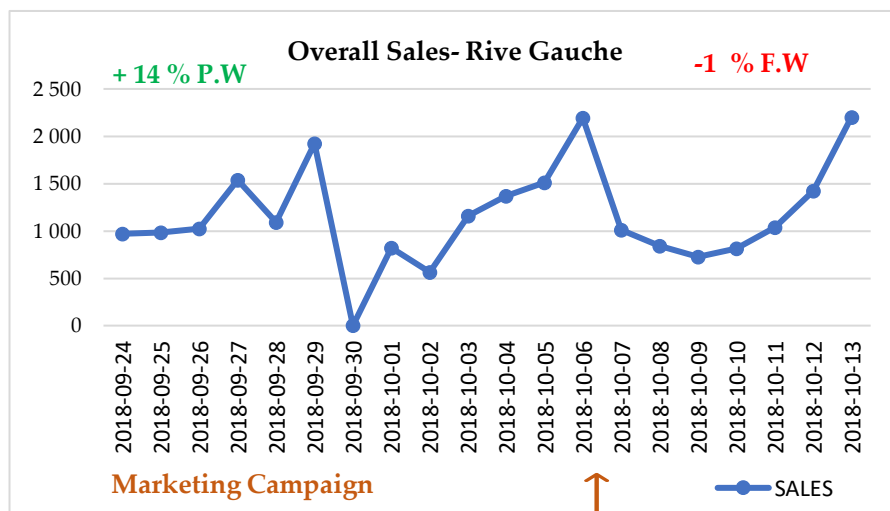
Anexo 60: Parfois' Sales (Parfois' Brand.).



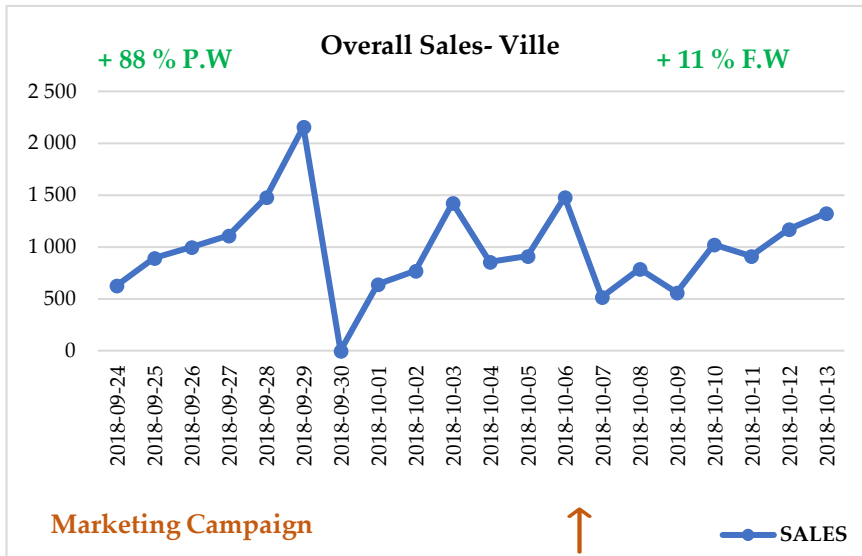
Anexo 61: Parfois' Sales (Parfois' Brand.).



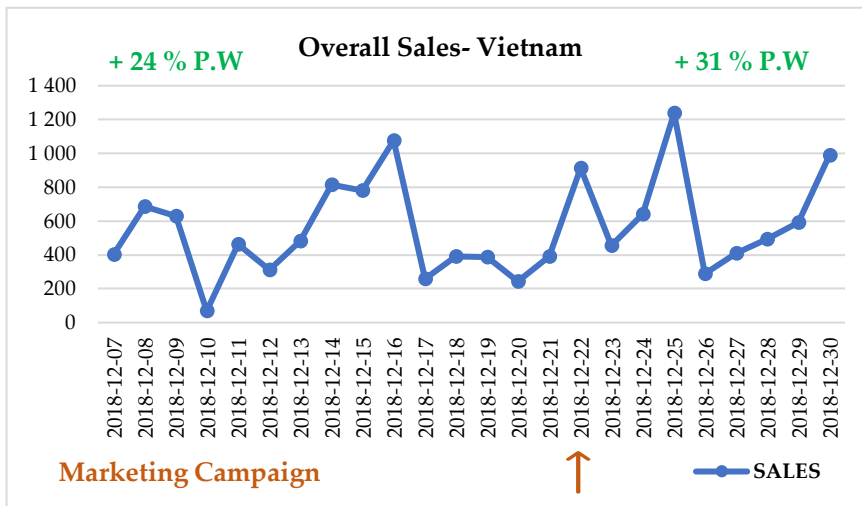
Anexo 62: Parfois' Visitors (Parfois' Brand.).



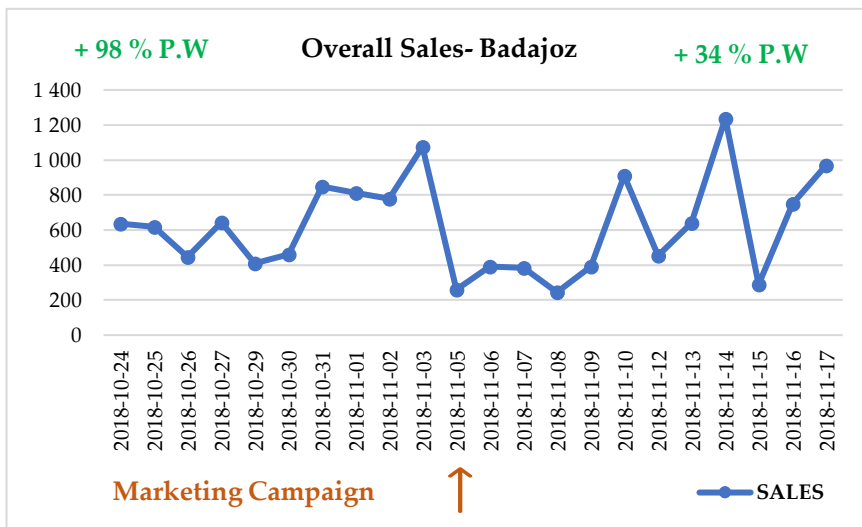
Anexo 63: Parfois' Sales (Parfois' Brand.).



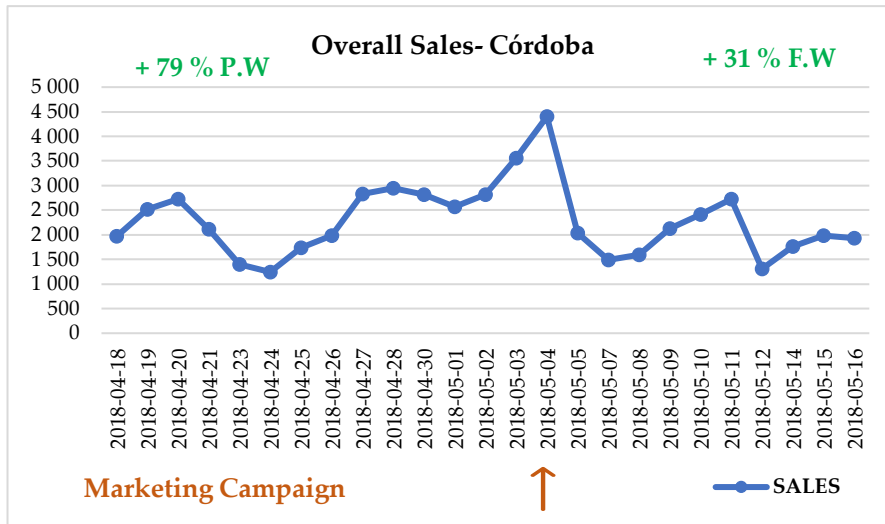
Anexo 64: Parfois' Sales (Parfois' Brand.).



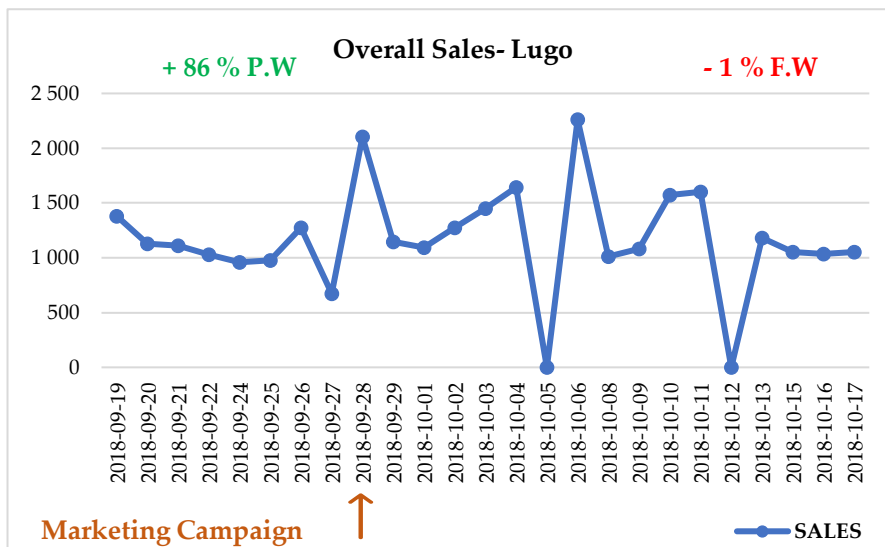
Anexo 65: Parfois' Sales (Parfois' Brand.).



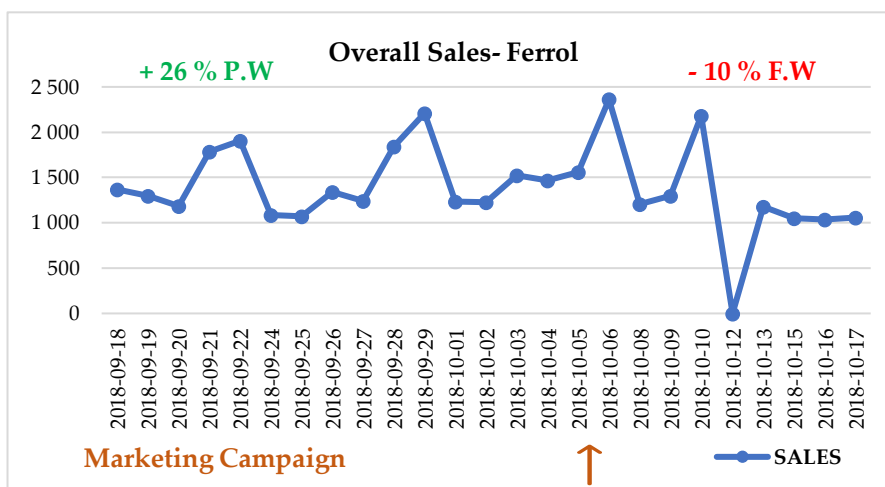
Anexo 66: Parfois' Sales (Parfois' Brand.).



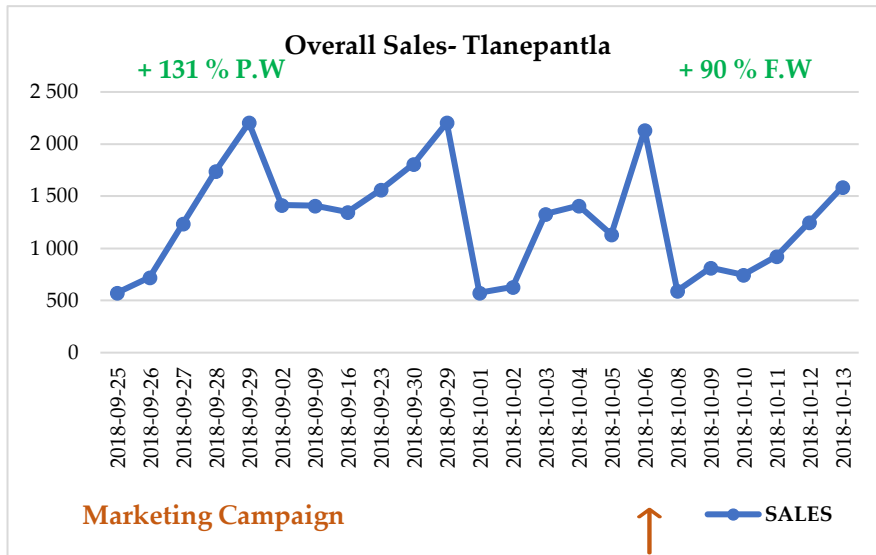
Anexo 67: Parfois' Sales (Parfois' Brand.).



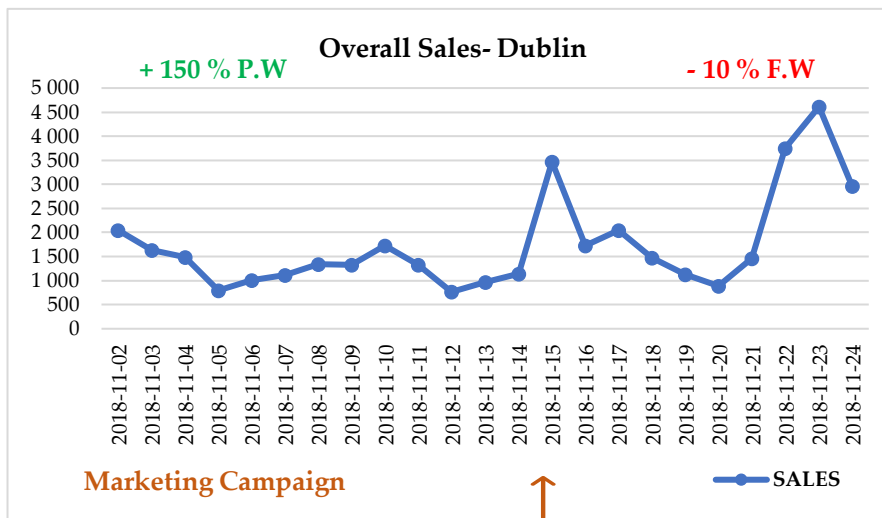
Anexo 68: Parfois' Sales (Parfois' Brand.).



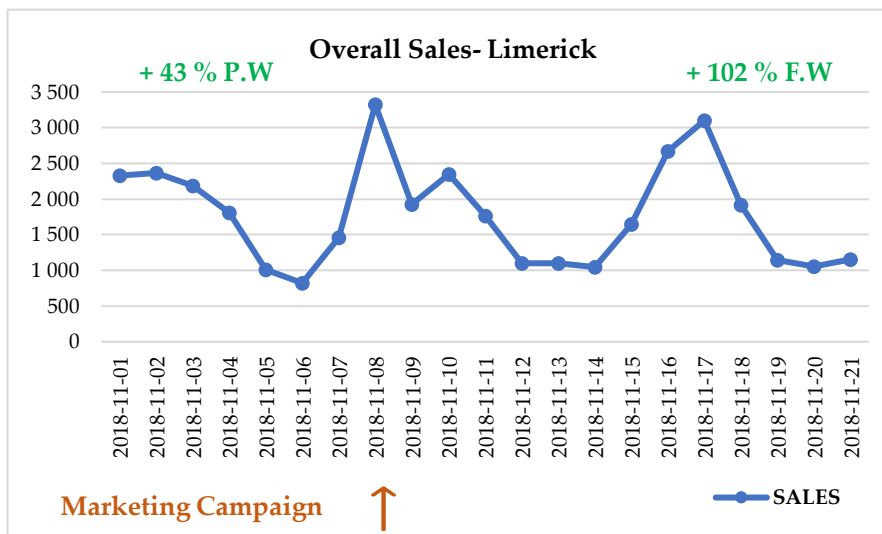
Anexo 69: Parfois' Sales (Parfois' Brand.).



Anexo 70: Parfois' Sales (Parfois' Brand.).



Anexo 71: Parfois' Sales (Parfois' Brand.).



Anexo 72: Parfois' Sales (Parfois' Brand.).

