



## Promotion in Increasing Sales Product Popularity: Study on Youth Perspectives

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### Article Info

#### Article history:

Received 05 January 2020

Received in revised form 13 January 2020

Accepted 23 January 2020

#### Keywords:

Promotion

Marketing

Social media

Young Generation.

### Abstract

*Success or failure of a company that operates is always faced with costs, costs needed by the company. The use of social media can minimize promotion costs. Small and medium-sized businesses must begin to understand social media marketing so that products sold can sell quickly. A problem that is often faced by small and medium business people is the limited capital to advertise. Through social media marketing, small and medium businesses will save the cost of promoting their products. Modern marketing requires more than developing good products, setting competitive prices and making it easy for customers to reach. The younger generation will be very happy if business people know what they want automatically. In addition, they will also be open to a product if they are involved not as consumers but become friends. The advantage is that customers can easily submit responses or comments through social media, be it praise, criticism, or even suggestions.*

## Introduction

In general, the company's goal is to get a number of profits to maintain the continuity of its business for development and growth. For this purpose to be achieved, all activities that take place within the company and existing functions must be carried out properly and in a controlled manner. Promotion is one of the functions that help determine the company's success in facing increasingly fierce competition in the business world today where all of that is inseparable from the costs of promotion itself (Belch & Belch, 2003).

Companies must provide attractive products and guaranteed quality, set selling prices, promotional activities in order to achieve the expected goals (McDonald & Wilson, 2016). To achieve success the company must direct its business activities to produce products that can provide satisfaction to consumers and profits for the company.

Marketing system is one of several management activities that have an important role because it is direct support to the company's activities and also to the sales volume to obtain optimal profits from maximum sales results. (Ricks et al., 2000). In overcoming the intense competition in sales, the company needs to work on a promotion strategy. Promotional activities aim to increase the company's sales and market share which is determined by direct communication that will later influence consumers in meeting their needs, especially tastes, satisfaction and things that are used as guidelines or guidelines when conducting marketing.

Activities undertaken to market products are activities carried out by entrepreneurs after the product is finished being produced. This is not the case because the activity to make the product

acceptable, actually must be planned before so that the product can really be in accordance with the needs and desires of the market. If the product does not match the needs or tastes of the market, the product will not be accepted by the market. Marketing activities can run according to their objectives, it requires managerial activities because marketing activities that are well planned, organized, coordinated, and supervised will produce satisfying results (Armstrong, 2001).

Every company certainly wants to maintain that continuity or survival is guaranteed, therefore a marketing role is needed. Marketing is the main element in increasing sales value. Furthermore, it should be added that marketing is not only directed at supporting sales activities, to obtain optimal profits but also promotional activities are needed. The role of promotion is one aspect that plays a role in marketing activities.

#### *Sales promotion*

Sales promotion is the company's activity to market products that are marketed in such a way that consumers will easily see it and even by means of certain placements and arrangements, the product will attract consumers' attention (Folkes & Matta, 2004). In a heavy equipment shop that promotes heavy equipment that it sells aloft is expected to attract the attention of prospective buyers.

Another way to be seen is to install the product in a shop window that is easily seen by people and even equipped with certain decorations so that it will attract the attention of prospective buyers. Another form that is included in this sales promotion is by giving product samples to potential customers. Product samples or samples are given to visitors for free in the hope that they will become interested and happy to use the product.

#### *Promotion purpose*

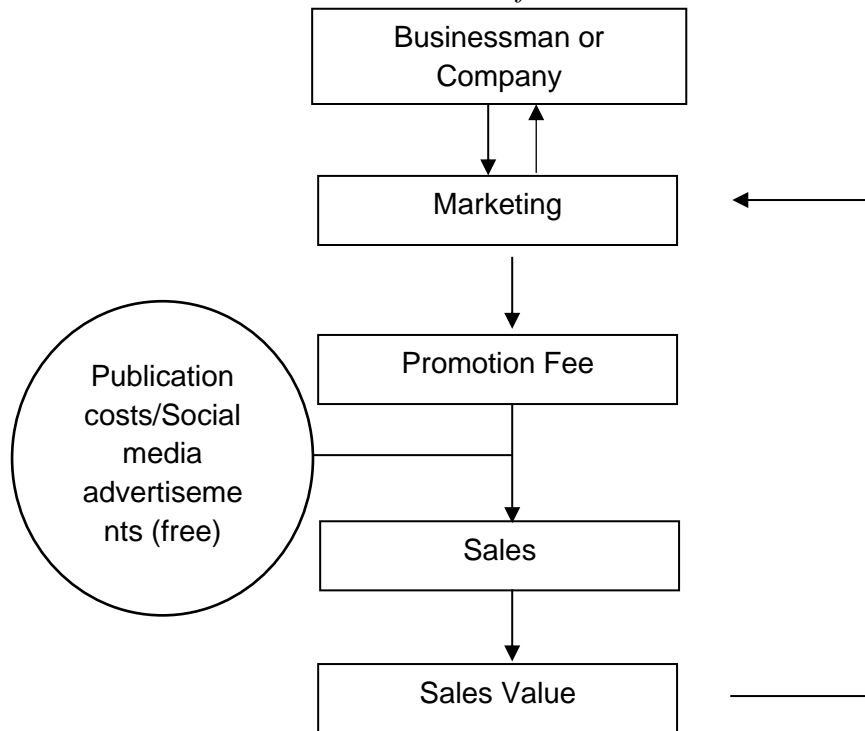
The purpose of advertising for an item will depend on the stage in the product life cycle. Usually, the promotion is done to: give buyers awareness about the existence of the new product; encouraging the distribution of new brands; showing buyers with a reason for buyers of new products. All of this is aimed at maintaining the market position of the product (Peter et al., 1999). New buyers may come from rival brand buyers and then a greater level of use can occur if the company always reminds buyers to use its brand or can also tell buyers about the new use of their products.

#### *Promotional mix*

Modern marketing requires more than developing good products, setting competitive prices and allowing them to reach targeted customers. The company must also be able to communicate with existing and potential customers.

But what he communicates, it should not be left alone. In order to communicate effectively, companies must use advertising agencies to develop effective advertising, sales promotion and public relations specialists.

*Flowchart of Mind Framework*



### *Sales Promotion in a Young Perspective*

Today more and more young people are exploring startup businesses in the network and world. This is not surprising considering the prospects of e-commerce business is getting better (Korper & Ellis, 2000). It is undeniable, e-commerce business passion is also influenced by the rapid development of technology. As a result, many business actors sparked revolutionary trends that influence the decisions and purchasing power of consumers.

In online business, businessmen product images can be very valuable assets that need attention. Therefore, it is very important to create eye-catching images. The images can later be put on a businessperson on social media, websites, brochures, and other promotional media. Social media is a part of the internet that has the function of being one of the media used to promote processed food products used by businesses (Mangold & Faulds, 2009). Social media is used as a promotional tool because it has a direct response to its users. Nowadays many accounts have started to appear on social media that are used to market processed food products more broadly. Social media is an aspect of its content created by the general public that is a combination of sociology with technological facilities. Change one-to-many communication relationships and from the community to community. Social Media is currently the most widely used new type of communication.

Social media can be an online mobile that functions photo sharing, video sharing, and social networking services that allow users to take pictures and videos, and upload and share them on various other social networking platforms, such as Facebook, Twitter, Instagram.

Customers can easily submit responses or comments through social media, be it praise, criticism, or even suggestions. From here, business people can find out what customers really want. After finding out, the Businessman can use it to improve the service and product quality that the Businessman provides. Through social media, business people can also easily convey

the latest information about business products, such as pre-order schedules, information on finished goods, promos or discounts (Tuten & Solomon, 2017).

Young consumers who are business people who are going are much smarter and more critical than what business people imagine. They know what they want and are not reluctant to tell directly through the media used. They painstakingly searched for information about the desired product before finally deciding to buy.

Business social media can create product images that attract the eyes of consumers. Even though there was no writing whatsoever, the photos seemed to speak for themselves. Give more attention to these images because it will be an important asset for online businesses. Young people become the first generation to receive new things related to technology access. They absorb quickly and directly interact with various platforms. As this generation, business people must also be prepared to accept new things and adapt to new platforms. Watch and learn about the behavior of target consumers on each platform and adjust marketing materials and content that will be provided to be more relevant and interesting.

In marketing, the uniqueness of each individual becomes very important. The younger generation will be very happy if business people know what they want automatically. In addition, they will also be open to business products if they are involved not as consumers but as friends. Business people can utilize marketing automation technology to get information about the needs and behavior of consumers in this age range. This will help the marketing team to be able to present the marketing material they want. Do not stop there, give a more personal greeting and relaxed because they will feel greeted individually.

Many business people prefer online promotion because promotion is easier and faster. Business will be more easily recognized by potential customers (Wilson, 2010). Currently, almost all popular social media can be used as a means of promotion. Many business people prefer online promotion because promotion is easier and faster. Business will be more easily recognized by potential customers. Currently, almost all popular social media can be used as a means of promotion (Qualman, 2012).

Through social media, business people learn how to advertise online properly. The term online advertising is called Social Media Marketing (Zarrella, 2009). Small and medium businesses must begin to understand social media marketing so that products sold can sell quickly. The problem that is often faced by small and medium business people is the limited capital to advertise. Through social media marketing, small and medium businesses will save the cost of promoting their products.

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## **Conclusion**

In overcoming the intense competition in sales, the company needs to work on a promotion strategy. Promotional activities aim to increase the company's sales and market share. Small and medium businesses must begin to understand social media marketing so that products sold can sell quickly. The problem that is often faced by small and medium business people is the limited capital to advertise. Through social media marketing, small and medium businesses will save the cost of promoting their products. Modern marketing requires more than developing good products, setting competitive prices and making it easy for customers to reach.

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