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A Study on Impact of Sales Promotional Techniques on Profitability with the reference to Academic Advancement of Information Technology

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Abstract: This study looks at how sales promotional techniques affect profitability, focusing on the Academic Advancement of Information Technology (A2IT). Promotion is a key part of marketing. It shapes consumer behavior by raising awareness, boosting demand, and building brand loyalty. The research examines traditional methods like advertising, personal selling, and public relations. It also considers modern techniques such as digital marketing, influencer partnerships, and AI-driven personalization. Data was gathered through surveys and interviews with consumers and marketing experts, alongside secondary sources like books, journals, and industry reports. The findings show that discounts, free trials, and limited-time offers are the most effective at influencing buying choices. Email and SMS marketing, along with personalization, are crucial for maintaining long-term engagement. Platforms like Udemy and Coursera have effectively used these tools to boost enrollment and profitability. The study concludes that combining traditional and digital promotional strategies improves profitability, enhances brand image, and supports long-term growth in the competitive education and IT sector.

Introduction

A2IT (Academic Advancement of Information Technology) is a top global provider of technical education, development solutions, and CRM-based projects. With over 22 years of experience, the company has established a solid presence in more than 100 countries, empowering over 50,000 students, educators, and professionals. A2IT focuses on providing high-quality IT training programs in partnership with platforms like Udemy and Skillshare, helping learners gain essential skills and remain competitive in the digital age. Besides education, the company offers custom software development, mobile applications, and CRM solutions tailored to business needs, ensuring efficiency, scalability, and customer satisfaction.

Introduction To The Topic

Promotion is seen as one of the key parts of the marketing mix. It acts as the communication link between a business and its customers. It informs consumers about products and services, persuades them to choose one brand over another, and reminds them of the value a company provides. In today's fast-moving and competitive market, effective promotion is necessary for survival and growth. Sales promotional techniques like discounts, coupons, free trials, loyalty programs, and referral schemes are strong tools. They help businesses create immediate demand and influence buying behavior. When used strategically, these tools do more than drive short-term sales. They also play an important role in attracting new customers,

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keeping existing ones, and building long-term brand loyalty.

Traditional methods such as advertising, public relations, and personal selling are still relevant. However, the rise of digital platforms has greatly changed the promotional landscape. Modern strategies like influencer marketing, social media campaigns, AI-based recommendations, and personalized offers let businesses reach larger audiences. They also enable more tailored experiences and real-time measurement of campaign performance. This blend of traditional and digital tools creates chances for businesses to improve profits, enhance brand image, and stay competitive. Additionally, promotions help generate revenue, manage inventory better, build stronger customer relationships, and improve market positioning. In this context, the current study focuses on the significance of sales promotional techniques in determining profitability, especially in the education and IT sectors. By looking at how various promotional tools impact consumer decisions and business outcomes, this study shows the increasing importance of promotion in driving both immediate success and long-term growth.

Review Of Literature

Promotion plays a crucial role in the marketing mix and is often considered the most visible aspect of a company's marketing strategy. Numerous researchers and marketing theorists have studied the impact and effectiveness of various promotional tools, highlighting their importance in shaping consumer behavior and building brand equity.

According to Kotler and Keller (2016), promotion is the means by which firms attempt to inform, persuade, and remind consumers—directly or indirectly—about the products and brands they sell. They emphasize the concept of *Integrated Marketing Communications (IMC)*, which advocates for a unified and coordinated approach in using different promotional tools to deliver a consistent brand message.

Belch and Belch (2015) define promotional tools as the specific methods used to achieve promotional objectives, including advertising, sales promotion, public relations, personal selling, and direct marketing. Their research suggests that while traditional media like television and print remain relevant, the rise of digital platforms has significantly transformed the promotional landscape.

Duncan (2005) also supports the integrated approach and highlights the role of consumer engagement in modern promotional strategies. His work points out that interactive tools like social media marketing and experiential marketing offer real-time engagement and measurable results.

Clow and Baack (2012) discuss the psychological impact of different promotional techniques. For example, sales promotions create urgency, while advertising builds long-term brand awareness. They argue that selecting the right mix of tools depends on the product type, target audience, and marketing goals.

In a study conducted by Nielsen (2023), digital advertising, influencer marketing, and email campaigns were found to be among the most effective promotional tools in terms of ROI, especially among younger demographics. The study also noted that personalization and interactivity significantly increase consumer response rates.

Moreover, Schultz and Schultz (2004) emphasize the strategic role of marketing communication in relationship building. Their research underlines that well-executed promotional campaigns can enhance customer loyalty, improve brand image, and drive repeat business.

Overall, the literature reflects a growing emphasis on integrated and data-driven promotional strategies, combining both traditional and modern tools to adapt to changing market dynamics and consumer behaviour.

Objective Of The Study

- To evaluate the influence of different sales promotional techniques used in A2IT (including discounts, free trails and limited time

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offer) on customers purchasing behavior

- To research how marketing efforts corelate to profitability, particularly in acquiring new customers, retaining them and building long term loyalty to the Academic Advancement of Information Technology.

Researchmethodology

The research methodology outlines the approach adopted to study the effectiveness and impact of promotional tools and techniques in marketing. This section details the methods used for data collection, analysis, and interpretation to ensure that the study provides valid and reliable insights.

Data Collection Methods

a. Primary Data

- Survey Method: A structured questionnaire was distributed to a sample of consumers and marketing professionals to gather firsthand insights.
- Interviews: Semi-structured interviews were conducted with selected marketing managers to gain expert perspectives on the application of promotional tools.

b. Secondary Data

- Information was collected from books, academic journals, marketing websites, industry reports, and case studies.
- Secondary sources include Kotler's *Marketing Management*, reports from Nielsen, and articles from the Harvard Business Review.

- Sampling Method
- Sampling Technique: Convenience sampling was used to collect responses from participants available and willing to participate.
- Sample Size: 100 respondents, including consumers and marketing professionals.

Dataanalysisand Interpretation

Q. Which sales techniques influenced your decision to purchase academic IT content?

- Discounted pricing
- Free trials
- Flash sales/limited time offers
- Free advanced modules
- Cashback/rewards
- BOGO (Buy One Get One)

Data collected

OPINION	AVERAGE
Discounted pricing	65
Free trials	50
Flash sales/ limited time offers	42
Free advanced modules	30
Cashback/ rewards	20
BOGO	18

Pie chart

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Interpretation:
Accordingly, 28.9% discounted pricing, 22.2% free trails, 18.7%flash sales, 13.3%free advanced modules, 8.9% cashback, 8%BOGO was the responses by the respondents. Price reductions and free trials are the strongest motivators. Value-based and urgency-driven promotions yield the highest interest.

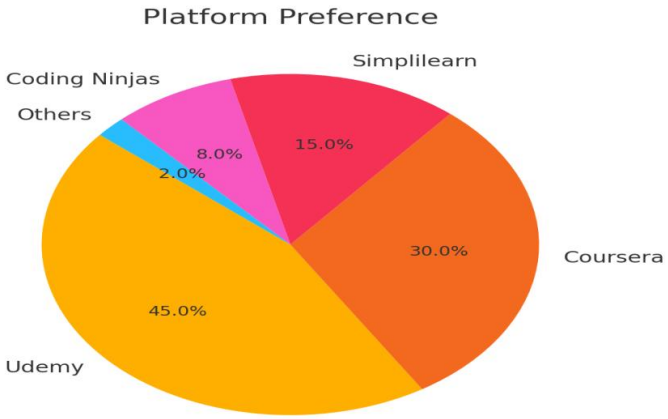
Q. Which platform's sales promotion did you find most appealing or effective?

- Udemy
- Coursera
- Simplilearn
- Coding Ninjas
- Others

Data collected

OPINION	AVERAGE
Udemy	45
Coursera	30
Simplilearn	15
Coding Ninjas	8
Others	2

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Interpretation:
after analyzing the above chart, Udemy stands out due to aggressive discounting and email outreach, followed by Coursera's institutional tie-ups and certificates.

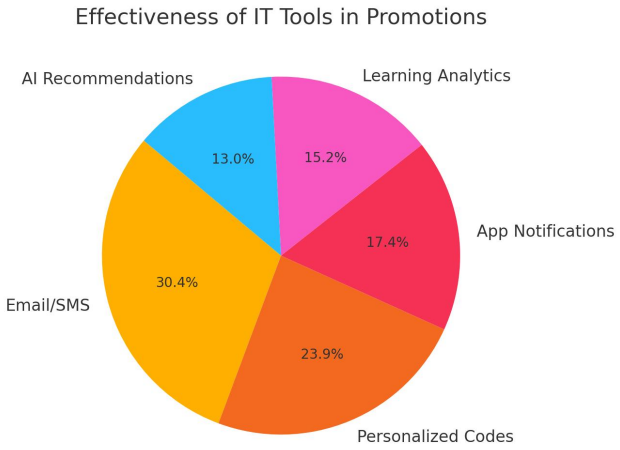
Q. In your opinion, what role does IT play in delivering effective academic promotions:

- Email & SMS marketing
- Personalized discount codes
- App notifications
- Learning analytics
- AI recommendations

Data collected

OPINION	AVERAGE
Email & SMS Marketing	70
Personalized discount code	55
App notifications	40
Learning analytics	35
AI recommendations	30

Pie chart



Interpretation:

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The above data concludes that Email/SMS and personalization are the most effective in delivering impactful promotions. Platforms leveraging AI see higher engagement.

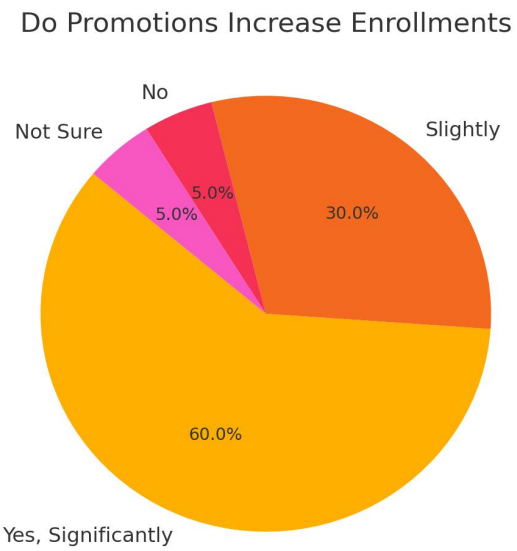
Q. Do you think sales promotions help in increasing enrollment in IT academic courses?

- Yes, significantly
- Slightly
- No
- Not sure

Data collected

OPINION	AVERAGE
Yes, significantly	60
Slightly	30
No	5
Not sure	5

Pie chart



Interpretation:

Clear majority believe promotions are effective in boosting enrollments, especially with urgency and value-based offerings

➢ Findings:

1. Sales promotions strongly influence enrollment decisions.
2. Discounts and free trials are the most effective techniques.
3. Promotions help customers decide faster and with more confidence.
4. Online channels like email and SMS are the most impactful.
5. Promotions increase the profitability and popularity of platforms.
6. Many users continue after promotions, showing long-term value.
7. Referral offers encourage word-of-mouth marketing.
8. Udemy is the most effective platform for promotions.

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9. A2IT uses both traditional and unconventional advertising.

Suggestions:

1. Use limited-time discounts to encourage quick action.
2. Apply personalized promotions with AI and data.
3. Offer bundled courses to increase value per sale.
4. Introduce loyalty programs to keep regular users.
5. Avoid too many discounts to maintain brand image.
6. Focus more on digital campaigns instead of print ads.
7. Launch referral programs to grow your customer base.
8. Track promotion results with analytics tools.
9. Provide free trials while upselling effectively.

Conclusion

Promotional tools and techniques play a vital role in the success and sustainability of any business in today's competitive market. Based on the survey findings, it is clear that most consumers recognize the importance of advertising and promotional schemes in increasing brand awareness, customer engagement, and ultimately sales. Tools such as advertisements, sales promotions, and digital campaigns are not only effective in capturing the attention of the target audience but also in creating a lasting impression of the brand.

The data also indicates that while companies like TCS-ION and A2IT have implemented several promotional strategies, there remains significant scope for enhancement—particularly through non-conventional and digital approaches. Moreover, the importance of maintaining a balance between cost-effective strategies and impactful promotional efforts has been emphasized by the respondents.

In conclusion, businesses must continuously innovate and adapt their promotional techniques to meet changing market dynamics and consumer expectations and attain the profit out of it. A well-planned and targeted promotional strategy can serve as a powerful tool to build brand loyalty, enhance market presence, and drive sustainable growth.

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