

PROMOTION MIX AND FACTORS AFFECTING PROMOTION MIX



HORIZON CLASSES
STUDY WITH PURPOSE

1. Type of Product:-

Type of product plays an important role in deciding on promotion mix. Product can be categorized in terms of branded products, non-branded products, necessity products, luxury products, new products, etc. All these types of products need different promotional tools.



2. Uses of Product:-

Product may be industrial product, consumable and necessity product, or may be luxurious product that affects selection of promotion tools and media.



3. Complexity of Product:-

Product complexity affects selection of promotional tools. Personal selling is more effective for complex, technical, risky, and newly developed products as they need personal explanation and observation. On the other end, advertising is more suitable for simple and easy-handled products



HORIZON CLASSES
EDUCATION PURPOSE

4. Fund Available for Market Promotion:-

Financial capacity of company is a vital factor affecting promotion mix. Advertising through television, radio, newspapers and magazines is too costly to bear by financially poor companies while personal selling and sales promotion are comparatively cheaper tools.



5. Type of Market:-

Type of market or consumer characteristics determine the form of promotion mix.

Education, location, income, personality characteristics, knowledge, bargaining capacity, profession, age, sex, etc., are the important factors that affect company's promotion strategy.



HORIZON CLASSES
EDUCATION FLOURISHES

6. Size of Market:-

Naturally, in case of a limited market, personal selling is more effective. When market is wide with large number of buyers, advertising is preferable. Place is also an important issue. Type of message, language of message, type of sales promotion tools, etc., depend on geographical areas



HORIZON CLASSES
EDUCATION FLOURISHES

7. Level of Competition:-

Promotional efforts are designed according to type and intensity of competition. All promotional tools are aimed at protecting company's interest against competition. Level of promotional efforts and selection of promotional tools depend on level of competition.

