4Ps – Promotion Peer-Reviews

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Promotion

Promotion refers to the activity of supporting or encouraging a venture or a course. In business, it refers to publicizing a venture, organization, or product to increase public awareness or increase the sales of the product. Promotion is part of the 4Ps of the marketing mix that is the basic business model. They are a set of tools used in marketing that business and organizations utilize to attain their marketing objectives. The main goal of promotion is to communicate to clients and customers that they require a specific product or service and that the said product or service is priced appropriately. It features things or rather aspects such as public relations, advertising, and overall media strategy that a firm utilizes to introduce a specific product into the market. Marketing professionals have a tendency of combining placement and promotion elements to ensure that they reach their target or core consumers. In simple words, promotion is the thoughtful and creative advertising that firms use to reach their intended target market. For instance, a firm might utilize an email campaign, a public relations campaign, or an Instagram campaign to reach its intended market. It can also implement a combination f all these campaigns.

**Article 1**

According to Ekanem (2021), every organization, whether private or public, big or small, seeks to attain or achieve a specific political, social, or economic goal. To do this, the organizations rely on the creation of a manageable and advantageous medium through which they can effectively advertise and raise awareness of their services and products to their target market. Popularizing the services and products will help the organization attain its organizational objectives and goals. The term promotional mix encompasses things such as sales promotion, personal selling, and advertising. Businesses and organizations are created to attain goals and objectives such as growth, expansion, increase market share, improve product awareness, customer satisfaction, and profitability. It is therefore important for organizations to develop appropriate means through which they can attain these goals and objectives. According to the author, promotion serves to offer an interactive exchange between consumers and organizations during the post-consumption, consumption, selling, selling, and preselling stages. A promotional mix helps organizations to determine just how much attention it will offer to the various subcategories of the promotional mix. The authors identify three basic objectives of promotion that are to differentiate products, increase demands for goods and services, and present consumers with information. The author states that promotional practices have greatly changed in a bid to increase customer relations and improve transactions by increasing self-regulation and accentuating long-term relationships. The aim of this research study was to identify the relationship between organizational performance and promotional mix. It sought to specifically address or rather examine the relationship between organizational performance and sale promotion, investigate the relationship between organizational performance and personal selling, and also ascertain the relationship between organizational performance and advertising.

**Article 2**

According to Gorji and Siami (2020), marketers face a variety of challenges, the biggest being how they can improve the shopping intentions of customers to the products and services that their businesses have to offer. Research indicates that the majority of purchasing decisions that consumers make occur in a storefront environment. Hence it is critical for marketers to have an understanding of the driving force behind consumer purchasing intentions to attract more customers. Previous research highlights the effect that different types of displays and physical environment stimuli have on consumer behaviors. The purpose of this article is to investigate the impact that sales promotion display has on customer purchase and repurchase decisions. The authors posit that stores have integrated displays of sales in their physical environment, creating a new dimension of physical store stimuli. The results from the research study indicated that sales promotion display has a significant effect on consumer purchase and repurchase decisions. The findings also indicated that perceived price fairness and product quality played a moderating role. This research study makes significant contributions to the existing literature on retailing and marketing.

**Article 3**

According to Lee and Cho (2020), new and emerging technologies have significantly changed the way business entities interact and communicate with their target customers via digital media. Recent technological advancements have seen the development of new digital technologies such as cloud computing, machine learning, virtual reality, augmented reality, and artificial intelligence among others. These new technologies have driven a new industrial revolution, which is referred to as digital transformation. Businesses are utilizing these new technologies to gain a competitive edge over their competitors and also to adapt to the ever-changing business environment. This digital transformation has also blurred the lines between domains of advertising media. Digital media have opened up a whole new world of possibilities that transcend space and time. The internet and mobile phone use have accelerated the adoption of digital media. Nearly every individual today has access to digital media. What this does is create new opportunities for markets to build consumer relationships, advertise, and receive responses directly from consumers. Digital advertising is on the rise and may become mainstream very soon. Marketers utilize digital advertising in combination with Internet advertising.

           From a Christian perspective, promotion is not a bad practice if conducted in an open and trustworthy manner. Some organizations would add extra value to a product, but one is not given the promotional gift or services upon purchase, which translates to falsehood. In Proverbs 13:11, God teaches, “Dishonest money dwindles away, but whoever gathers money little by little makes it grow.” Therefore, it is important that an organization or an individual who offers promotion do it with openness and honesty if he wishes to realize lasting profit and customer loyalty.

                                                      Conclusion

           These articles underline the distinctive aspects of marketing on social media. As a new marketing platform for companies, it offers an opportunity to reach a wider range of consumers at a lower cost. In addition to being cost effective, marketing through social media has increased brand engagement, brand recognition, customer engagement, and consumer receptiveness of new products and services. It also allows companies to reach targeted audiences and personalize its advertisements to attract more consumers. Subsequently, social media has become an important part of everyone’s daily activities. For an example, during my recent visit to one remote towns in Africa, Internet was accessible and completing my coursework effectively. Not just that but my textbook was delivered in the nearby city; facebook, whatsappetc and other components of social media were effectively used than ten(10) years ago.

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