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An Empirical Research On Sales Factors With Various Perspectives

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ABSTRACT

In the research paper we will study promotions is a practice done by the companies for selling their product or services to any country and marketing or import marketing in this industrialized world. It is the international trade of goods & services which are transformed & processed in one country & further. It is depend on the market size, store area and sales. The main objective of the paper is identifying all the main factors come under promotion. In the study a research design is chosen to highlight the main factor and also the pros & cons, also we refine the empirical study with various statistical tools applied in the study to obtain a feasible solution regarding marketing of goods & services from one country to another.

KEYWORDS: Promotions, Product services, Sales Factors

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I. INTRODUCTION

India is a country known for its richness & heritage all around the world, if we look the share of our country in terms of marketing it's really very poor-around 1% of marketing is helping industries in our country. If we use the term marketing in Indian trends & culture no doubt we will obtained a good share in world's market[1] Researchers are rich in raw material as well as labor the need arise is to obtain technology[8]. A new technology free flows it will the biggest advantage for our nation to become developed instead of developing the marketing of the agricultural product will really helps in extensive growth our rural sector industrial can prioritize on marketing of handicrafts, we can process vegetables update our handloom industries all these will help in development of rural sector and our country will shine. The fast development in the past century has a significant pressure all around in the environment the outcome constraint is the various environmental practices the law & regulations are very strict[3]. The occurrence of competitive economy all around have accompanied by internationalization this is reflected in the programs as such as ethical & business practices [2]. But certainly practices in various organizations of different countries have caught with international norms & values and bribery remains a way of life[5, 9]. It has been seen at the end 2007 and the starting of year 2008 the capital market of world was shaken up by fallout from subprime crisis in the united state the almost organization was shaken up in a drastic manner and the intervention of government held with lots of emergency find. If a country have high rate of inflation the ferms as well as the domestic household will be purchasing a significant number of imports also the country & its ferm can experience problem in marketing goods & services, If the inflation falls can result in increase of country's international competitiveness & the increase in marketing & reduction of imports likely result [4].

In order to marketing presented the various factors at various phases in figure1 and 2.

Fig 1 Marketing Factors Environment

II EMPERICAL STUDY OF MARKETING FACTORS

The **figure2** describes the estimation process of sales issues in order to establish a multivariate relationship for promotion and time constructs. The values of these attributes can be easily identified by IBM reports. This attributes will play the role of independent variables while sales will be taken as dependent variable. The quantifiable assessment of sales is very helpful to achieve marketing index of industrial terms for secure the product within time and given budget.
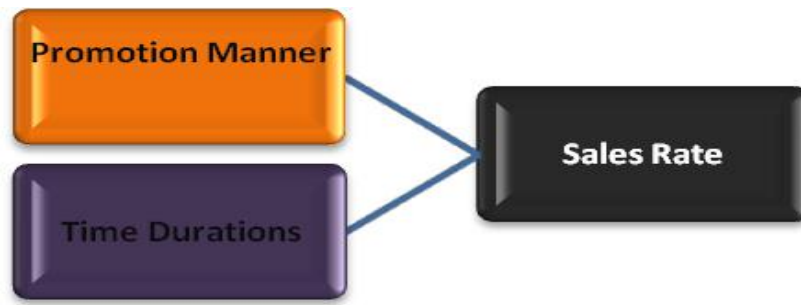
Fig 2 Relationship View

2.1 DATA ANALYSIS

The data is taken [6] from this analysis is from various perspective environment of market. Five of them are custom build solutions that had been already successfully run at market scenario. In view of this fact, an experimental validation of the proposed analysis for sales evaluation has been carried out using sample tryouts.

Table 1 Data Analysis Table

	Market Size	Promotions Route	Duration	Sales
1.	Medium	3.000	1.000	51.470
2.	Medium	3.000	2.000	53.470
3.	Medium	3.000	3.000	46.830
4.	Medium	3.000	4.000	56.700
5.	Medium	1.000	1.000	55.940
6.	Medium	1.000	2.000	61.360
7.	Medium	1.000	3.000	56.190
8.	High	1.000	4.000	62.060
9.	High	1.000	1.000	54.010
10.	High	1.000	2.000	63.480
11.	High	1.000	3.000	61.960
12.	High	1.000	4.000	55.300
13.	High	2.000	1.000	47.890
14.	High	2.000	2.000	52.370
15.	High	2.000	3.000	49.110
16.	Small	2.000	4.000	52.880
17.	Small	1.000	1.000	53.790
18.	Small	1.000	2.000	66.960
19.	Small	1.000	3.000	57.100
20.	Small	1.000	4.000	65.120

Table 2 Method Description

Variables Entered/Removed			
Model	Variables Entered	Variables Removed	Method
1	Duration, Promotion	NO	Enter
a. Dependent Variable: Sales			
b. All requested variables entered			

Table 3 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.667[a]	.445	.379	4.492235
a. Predictors: (Constant), Duration, Promotion				

Table 4 ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	274.602	2	137.301	6.804	.007[b]
	Residual	343.063	17	20.180		
	Total	617.665	19			
a. Dependent Variable: Sales						
a. Predictors: (Constant), Duration, Promotion						

Table 5 Coefficiicients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	60.079	3.176		18.913	.000
	Promotion	-4.313	1.256	-.621	-3.435	.003
	Duration	1.209	.898	.243	1.345	.196
a. Dependent Variable: Sales						

Table 6 Descriptive Statistics

	Mean	St d. Deviation	N
Sales	56.19950	5.701640	20
Promotion	1.60000	.820783	20
Duration	2.50000	1.147079	20

D

In order to experts given a systematic analysis about the marketing factors and also calculates promotion and duration affect on sales environment. Table 1 shows the data have generated through the industry at various perspective. Table 2 explained the apply method on dependent variables. Table 3 describes the relationship between dependent and independent variables. Table 4 highlighted the significance of variables[7]. Table 5 and 6 presented the complete description about variables and affected on various perspective.

III CONCLUSION

India is rich in various aspects, if we need to succeed & enjoy the fruitful result the key of marketing should be developed in our country & it will lead to over all development we should explore new market for trade also we should pay stress on enriching the quality of products for exports by following proper rules & regulations of our country.

It should be pointed out that the main objective in the research evaluation is that the market factors cannot be analytically derived from the sales. Therefore, we have statically analyzed the impacts of these parameters on the sales. Several aspects of the present study warrant further research.

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