

Effectiveness of Publicity in the Realization of the Sales Turnover of a Company in Situation of Duopoly "Case of the Primus Beer of Bralima/Kisangani from 2008 to 2010"

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Authors' contributions

This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.

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ABSTRACT

Objectives: The present study aimed as objective to determine the factors which contribute to the effectiveness of marketing in terms of communication and to release the incidence of the communications media and except media on the sales turnover.

Methods: This study concerned 650 consumers of beers, on which we drew a random sample from 50 faithful consumers of the Bralima products; we also retained the expenditure related to the marketing of 2008 to 2010. It is about an inductive study of the retrospective type based on the abstract and the questionnaire.

Results: The expenditure marketing influences the sales turnover to 97.23% and the other means 2.77%, it is necessary to affirm that the expenditure marketing causes the increase in the volume of the sales turnover in value as in quantities. Also, the sales turnover one year to another during all the period under study increased successively: from 2008 to 2009 of 11.3% and 2009 to 2010 of 14.2%.

Conclusion: We noticed the importance of marketing in the maximization of the sales turnover in a company in situation of duopoly like Bralima. Of course marketing requires the engagement of the enormous expenditure, but what is significant it is the optimization of the sales turnover.

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1. INTRODUCTION

To justify the publicity expenses near Management was always a delicate task for Marketors. The activity of the marketor consisted in combining in a coherent way the four levers of marketing-mix: the 4 Products (produced, price, promotion and not of sale) [1]. Differentiation between strategy and tactic less and less reflects the implementation of a marketing adapted to the current dynamics of the markets. The choice of the segmentation, the evolution of the target, the positioning of the product, the range, the price of launching reveals strategy product-mark on the market. The marketor must then seek the best ways to establish and maintain a relation with the consumer and the customer [2].

With this intention, it is advisable to lay down a policy of communication, the need for the latter resides owing to the fact that we live in an environment where hundreds of new products or marks appear each day, the increasingly keen competition and the need for communication becomes a permanent stake. That it is a question of informing, of convincing, of creating a public image, of maintaining notoriety its mark or other techniques of communication like direct marketing; the communication will not be limited to the publicity campaign with single direction by the media but will seek to open a dialogue, to create an emotion, to get a pleasant feeling or a pleasure. The eventually communication, the relational communication by Internet, the creation of Web sites become daily tools which it is necessary to register in an overall policy of communication [3].

Ultimately, for a better projection of the receipts, the company must implement an overall policy of communication. But in Kisangani, there are few studies which tackled the subject having milked with investments in communication (media and except media) on the evolution of the sales of a certain category of products. On the basis of what precedes, the following questions constitute the axis of our problems:

1. Which are the factors which contribute to the effectiveness of marketing in terms of communication?
2. The communications media and except media affect the sales turnover?

With the thorough reading of the problems treated above, the assumption of research is summarized in the following way:

The marketing effectiveness in terms of communication would be measured by the parameters such as notoriety, the recognition, the attitudes with regard to the product, the intentions of purchase, the impact on the sales, the proximity with the mark and the exposure to the countryside;

The communications media and except media would have a positive impact as they contribute to the increase in the sales turnover.

By undertaking this study, we assigned the objectives hereafter:

- To determine the factors which contribute to the effectiveness of marketing in terms of communication;
- To release the incidence of the communications media and except media on the sales turnover.

The interest that we carry on this subject is not less because its field of analysis is the subject of a judicious choice. The difficulties which know the congolese companies to take off in marketing did not overlook to us.

We must, as a scientist, to analyze the marketing effectiveness in the realization of the sales turnover of a product in phase of maturity. By working out this work, we open a door moreover with the other researchers, we into practice put the theories learned in the field from our formation. It will help the persons in charge for Bralima to rationally manage the means which are placed at their disposal to achieve the assigned goals.

2. METHODOLOGY

We chose Bralima, arranges of Kisangani as tallies space, at best like field of investigation. Our investigations cover one three years period, is 2008 to 2010, period which was used to us as a basis to see whether the expenditure of marketing contributes to the improvement of the sales turnover.

2.1 Population of Study

In what concerns us, the population of study consists of 650 beer consumers which we found

in some large bars and bars of the town of Kisangani, of the whole of the expenditure carried out during the three years of studies.

2.2 Sample

On the total of 650 beer consumers, we drew a random sample from 50 faithful consumers of the Bralima products; we also retained the expenditure related to the marketing of 2008 to 2010.

The criteria of selection implemented to determine this sample are as follows:

- To be a fidelized consumer of the Bralima products;
- To have agreed to voluntarily answer our survey questionnaire;
- To find itself in the sponsored bar and bars by the Bralima company.

2.3 Data-gathering Technical

We, in our methodological approach, made recourse to the analytical method of the retrospective type. It is a question, in this study, of leaving the particular facts, i.e. the expenditure of marketing carried out by the Bralima company with the total facts, i.e. the realization of the sales turnover.

For that purpose, we resorted to the questionnaire and the abstract. The latter enabled us to consult the various book establish by the sales department of Bralima, while the questionnaire enabled us to come into contact with the consumers of the Bralima products.

2.4 Processing Data Technique

The calculation of percentage, the arithmetic mean and the determination of the coefficient of correlation were used to us as instrument of data analysis and processing.

3. RESULTS

It is arisen from Table 1 and Fig. 1 Ci-tops that the production knew an increasing evolution during all the period under our study; 146,524 tons either 26.8% in 2008, 180,223 tons or 32.9% in 2009 and 219,877 tons or 40.3% in 2010. This situation proves with sufficiency that Bralima applies a good policy relating to the production by an adequacy of the real need for the market.

Taking into consideration figure and this table, it should be stressed that the budget allocated in 2010 significant insofar as it accounts for 40.3% of the three last years total, is followed that of 2009 which had also a considerable expansion compared to that of 2008 in which, there was a variation of 8.68%.

In comparison with the table presented up, it is necessary to considerate that the sales turnover increases by one year to another lasting: 1,904,224 \$, is 21.1% in 2008; 2,926,153 \$, either 32.3% and 4,213,117 \$, or 46.6%.

The Table 4 presented shows us the evolution of the values of expenditure marketing and the sales turnover in time. It seems to specify that we considered it preferable to divide each value by 10,000 is 104 by reason of facility of calculation. This procedure of calculation led us to find values approached in expenditure marketing and sales turnover.

$$R^2 = 0.986 \approx 1$$

The coefficient of correlation calculated is 0.986, i.e. it tends towards 1. We can thus deduce from it that there is a strong correlation to the connection between the expenditure of the budget marketing and the sales turnover of Bralima/Kisangani estimated during the analyzed period.

$$R^2 = 97.23\%$$

The coefficient of determination is 97.23%, that wants to say that the expenditure of the budget marketing influenced the sales turnover of Bralima with 97.23% and the other elements influenced it of 2.77%. Thus, the comparison of these variables enabled us to really see how the expenditure marketing caused the increase in the volume of sales turnover of Bralima which is constantly in the growth.

In accordance with this assumption, the test of score shows us that 56% questioned people remember to have seen the publicity of the Primus beer compared to the concurrent marks. This shows indeed its notoriety. This refers to the objective publicity which is to make known the product to make it adopt durably by the purchaser, to fidelize and also to develop notoriety.

On this hypothesis, 84% of the guarantors express by their answers to have memorized the message, which makes us believe that the

message clear and was well conveyed. The design of an advertisement must tarnish account of topics which are concepts or ideas that one will seek to express, to convey and transmit. But, all the ideas must be centered around only one topic or concept which evokes the consumer satisfaction. This high rate of recognition is founded on the role which humour plays in the spot which attracts the audience.

The attitudes with regard to the product make that 70% guarantors can believe in what one affirms to them and the argumentation to be related to the knowledge of publicity, 2% think of the love of the country.

The concept of the target takes a very particular dimension here, any advertisement must be addressed to a target starting from a language and arguments which coincide with the comprehension of the prospective customers.

One can consume only if the intentions of purchase are manifest. This assumption is the consequence of what publicity caused a sufficient interest, being able to go until the purchase. Thus, 90% of the questioned people prove with sufficiency that publicity was at the base of the modification of their behavior. The intentions of purchase are the consequence of a communication in all these forms and it is necessary to manage to design a spot able to persuade the target.

This assumption rises from the intention of purchase, the measurement of test, purchase or of repurchase influenced by publicity stipulates that 50% of the guarantors express the desire to consume at least each day the Primus beer.

Table 1. Evolution of the production in tons

Years	Produced quantities	%
2008	146,524	26.8
2009	180,223	32.9
2010	219,877	40.3
Total	546 624	100

Source: Sales department of Bralima/Kisangani 2010

To smell itself near with the mark so fundamental is undergone by the attention paid to the product, 46% of the guarantors feel close to Primus, 26% of Skol, 18% of the Nkoyi mark, 6% of 33 Export, 2% of Turbo King. This following a good policy of communication which attracts more consumers and sympathizers. To draw the attention of the prospective customer makes that one is still attached more to a mark which is the objectives of an advertising campaign.

H7: The exposure to the countryside

Which are the Radio/TV transmitters or others which you followed this publicity during last three months?

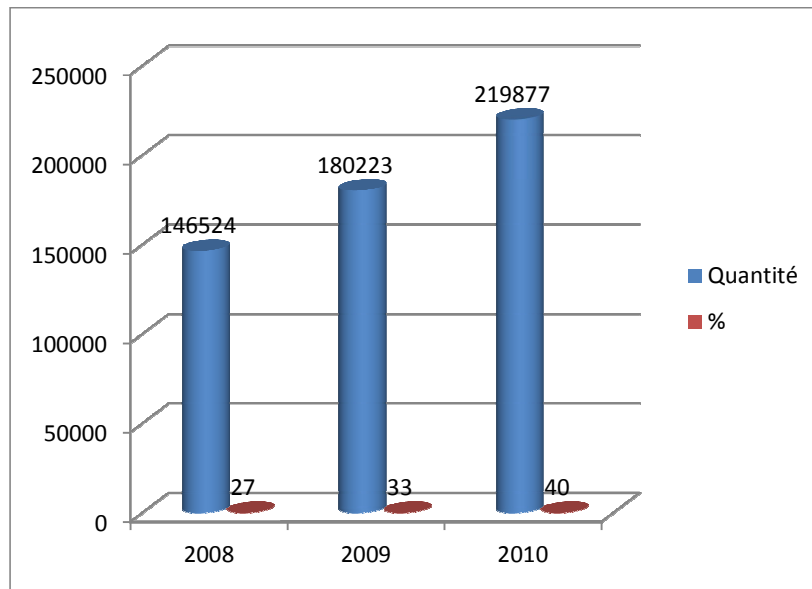


Fig. 1. Evolution of the production in terms of American dollars

Table 2. Evolution of the budget allocated with marketing in American dollars

Years	Budget marketing	%	Variations in %
2008	905,451	25.5	-
2009	1,213,432	34.2	+8.68
2010	1,429,346	40.3	+6.08
Total	3,548,229	100	+14.76

Source: Made by ourselves on the basis of the data received with the direction marketing of Bralima 2010

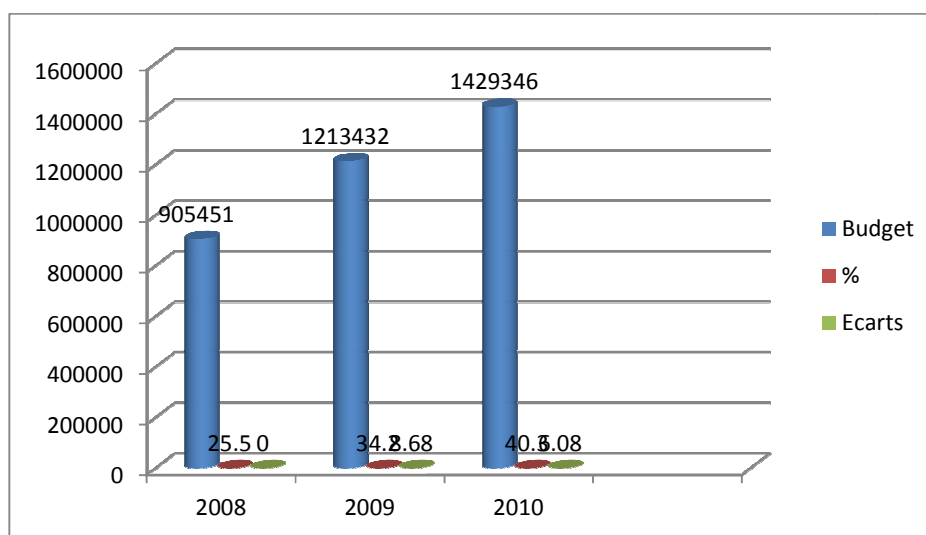


Fig. 2. Evolution of the budget allocated with marketing

Table 3. Evolution of the sales turnover in American dollars

Years	Budget marketing	%	Variations in %
2008	1,904,224	21.1	-
2009	2,926,153	32.3	+11.30
2010	4,213,117	46.6	+14.22
Total	9 043 494	100	+ 25.52

Source: Made by ourself on the basis of the data received with the direction marketing of Bralima 2010

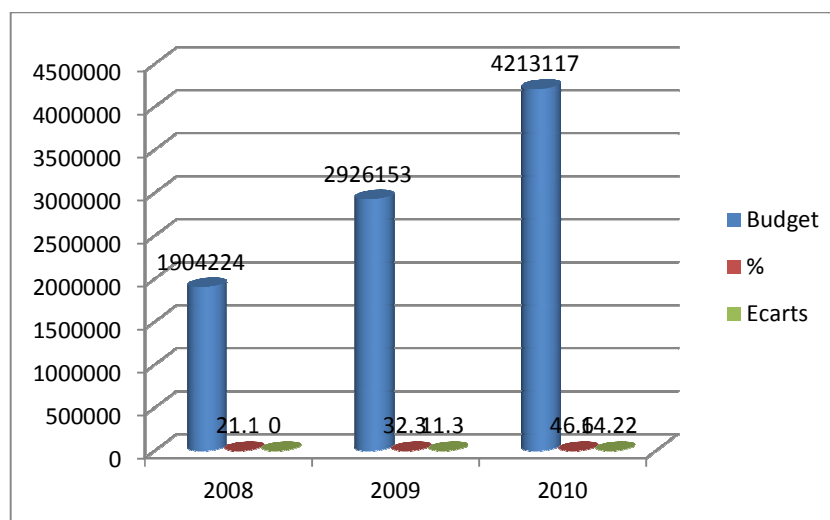


Fig. 3. Evolution of the sales turnover

Table 4. Relation between the budget of marketing and the sales turnover of the Primus beer

Years	Expenditure budget marketing (X)	Brought closer values	Sales turnover (Y)	Brought closer values
2008	905,451	90.5451	1,904,4224	190.4224
2009	1,213,432	121.3432	2,926,153	292.6153
2010	1,429,346	142.9346	4,213,117	421.3117
Total	3,548,229	354.8229	9,043,434	904.3434

Table 5. Notoriety of beer

Notoriety	Manpower	%
Primus	28	56
Skol	13	26
Turbo King	5	10
Nkoyi	3	6
Doppel	1	2
Mützig	0	0
Guinness	0	0
Total	50	100

Table 6. Slogan

Slogan	Manpower	%
None	3	6
Tindika lokito	4	8
Life in better	1	2
To coiled RDC, topona Primus	42	84
Total	50	100

Table 7. Attitudes with regard to the product

Attitudes with regard to the product	Manpower	%
Love of the country	1	2
The choice of the product	2	4
The advertisement of the RDC	2	4
The advertisement of Primus	35	70
Others	10	20
Total	50	100

Table 8. Opinion of surveyed into the desire of the consumption of Primus

Intentions of purchase	Manpower	%
Yes	45	90
Not	5	10
Total	50	100

Table 9. Interval of consumption

Impact on the sales	Manpower	%
None	10	20
1 day	25	50
2 days	9	18
1 week	1	2
1 month	5	10
Total	50	100

Table 10. Proximity with the mark

Proximity	Manpower	%
Skol	13	26
Primus	23	46
Turbo King	1	2
Doppel Munich	0	0
Nkoyi	9	18
33 Export	3	6
Guinness	0	0
Mützig	1	2
Total	50	100

Table 11. Radio/Television transmitters in charge of the publicity of Primus

Radio/T.V Transmitters	Manpower	%
Rtnb	4	8
Eastern Channel	2	4
Rtnc	17	34
Digital Congo	12	24
Rtg@ World	15	30
Total observation	50	100

Acting to measure the rate of exposure to the various media and the countryside. On this assumption, we notice the three media supports to which the spot is diffused respectively collected the score of 34% for the RTNC, 30% for Rtg@ World, 24% for Digital Congo, on the other hand for the remainders of guarantors gave incorrect answers to give pleasure with the investigator. The 88% which the three hold supports are right, but it will be necessary, to make increase publicity, as well as possible to think of other chains which hold a significant rate, such as Rtg@ World, the RTNC because of its audience or national cover in particular at the time especially of the television news.

4. DISCUSSION

4.1 Evolution of the Budget Allocated with the Expenditure Marketing

The results of this study reveal that the budget allocated in 2010 significant insofar as it accounts for 40.3% of the three last years total, is followed that of 2009 which had also a considerable expansion compared to that of 2008 in which, there was a variation of 8.68%.

Publicity is irreplaceable economic war-horse for very undertaken and requires such a consequent budget for its conquests of market [4].

The advertising investments recommended by the service marketing really act in favour of the sales turnover, i.e. 26% for the fresh products

and 66% for the upkeeping products. Moreover, the assessment indicates that the communication in all its forms makes it possible to support the sales (33% for the upkeeping products and 9% for drinks). The investigators of this investigation conclude by specifying that publicity acts like a "support for the constancy of volumes of sales" by taking the example of the resistance of the grocer vis-à-vis the rise of the marks of distributors [5].

4.2 Evolution of the Sales Turnover

Taking into consideration this study, it is observed that the sales turnover one year to another during all the period under study increased successively: from 2008 to 2009 of 11.3% and 2009 to 2010 of 14.2%.

The increase in the sales can be due to the growth of the advertising budgets, but also to factors like the transformation of the marketing policy, the evolution of the modes of distribution, the modifications of the product, the evolution of competition, the changes in the management of the company... [2].

The indicators like notoriety and memorizing do not measure the impact on the sales. The recourse to an explanatory econometric model of the sales is then necessary [6].

4.3 Intentions of Purchase of the Primus Beer

On this subject, our study reveals that 90% of the questioned people prove with sufficiency that

publicity was at the base of the modification of their behavior.

The intentions of purchase are the consequence of a communication in all these forms and it is necessary to manage to design a spot able to persuade the target. The attitude and the behavior constitute two variables which they is appropriate to distinguish from the intention of purchase. The brittleness of the bonds which link these three concepts justifies to bring there a new glance which takes as a starting point the whole of the theoretical projections whose they are the object [7].

Within sight of the whole of the results presented, it appears clearly that the intention of purchase often makes it possible to anticipate the behavior of the individuals. The explanatory studies which stick to the planning of the purchase are much fewer than those estimated, which implement a probability of purchase. One of the tracks which seems promising, according to the will to explain the behavior, resides in the lifting of the assumption of homogeneity of the consumers. Thus, some of them seem more inclined to act according to the intention of purchase than they declare [8].

As for Croue C. [9], publicity is significant, because in a mode of free competition and massive production; it makes known new products, and it is educational when it guides the consumers to make choice and to rationally use what it lays out.

4.4 Proximity with the Mark

In comparison with the result of Table 9, 46% of the guarantors feel close to Primus, 26% of Skol, 18% of the Nkoyi mark, 6% of 33 Export, 2% of Turbo King. This following a good policy of communication which attracts more consumers and sympathizers.

For Kotler and Dubois [10], the mark is "a name, a term, a sign, a symbol, a drawing or any combination of these elements being used to identify the goods or services of a salesman or a group of salesmen and to differentiate them from the competitors".

The motivation studies also show that the purchase is often determined by the significance symbolic system of the object. Any object, any mark as soon as they are on the market put at living and to have a significance. The purchaser

expresses himself through his purchases such as it wants to be. It is thus essential to know the subjective representation that the consumer is made product, the contents symbolic system that it allots to him. These concerns are found of course in the choice of the name of the product, which is more or less evocative certain images [2].

5. CONCLUSION

By undertaking this study, we wanted to show *the advertising effectiveness in the realization of the sales turnover of a company in situation of duopoly, case of the Primus beer of Bralima/Kisangani of 2008 to 2010* .

With the exit of our analyses, we ended to the following results:

- The expenditure marketing influences the sales turnover to 97.23% and the other means 2.77%, it is necessary to affirm that the expenditure marketing causes the increase in the volume of sales turnover in value as in quantities;
- The budget allocated in 2010 is significant insofar as it accounts for 40.3% of the three last years total;
- The sales turnover one year to another during all the period under study increased successively : from 2008 to 2009 of 11.3% and 2009 to 2010 of 14.2%;
- 90% of the questioned people prove with sufficiency that publicity was at the base of the modification of their behavior;
- 46% of the guarantors feel close to Primus, 26% of Skol, 18% of the mark Nkoyi, 6% of 33 Export, 2% of Turbo King;
- 56% questioned people who remember to have seen the publicity of the Primus beer compared to the concurrent marks;
- 90% of the questioned people prove with sufficiency that publicity was at the base of the modification of their behavior;
- 50% of the guarantors express the desire to consume at least each day the Primus beer;
- 46% of the guarantors feel close to Primus;
- Three media supports to which the spot is diffused respectively collected the score of 34% for the RTNC, 30% for Rtg@ World, 24% for Digital Congo.

After having carried out this survey, all the questioned people affirmed that they knew the

Primus beer well; the advertisements launched by Bralima gave them desire for consuming Primus. This communication marketing has a positive incidence on the sales, Primus is very close to the consumers of the town of Kisangani, it is exposed much to the RTNC, Digital Congo and Rtg@ World.

COMPETING INTERESTS

Authors have declared that no competing interests exist. The products used for this research are commonly and predominantly use products in our area of research and country. There is absolutely no conflict of interest between the authors and producers of the products because we do not intend to use these products as an avenue for any litigation but for the advancement of knowledge. Also, the research was not funded by the producing company rather it was funded by personal efforts of the authors.

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