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Retail Sales Promotion and Consumer Conversion of Wellness-Oriented Food Products: An Exploratory Field Study of Nutrica at Sai Bazar, Mamurdi

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Abstract

Purpose: This study examines how point-of-sale promotion and need-based personal selling are used to engage shoppers and support purchase conversion for Nutrica wellness-oriented food products at Sai Bazar, Mamurdi. It focuses on the practical selling process, customer questions and objections, and the role of product knowledge in retail interactions.

Design/methodology/approach: The study adopts an exploratory, descriptive single-site case-study design based on a two-month sales internship conducted from 1 June to 31 July 2026. Evidence comprises the trainee's field observations, customer-facing selling activities, an internship activity diary and a summary of outlet-level records supplied in the source report. No structured questionnaire, probability sample or controlled experiment was reported.

Findings: The field account indicates that concise, customer-centred communication, active listening, product familiarity and responses tailored to specific objections were central to the selling process. The source report records 247 customer interactions and 192 conversions. If these counts use consistent definitions and refer to the same observation period, the implied descriptive conversion ratio is 77.7%; this should be treated as provisional because the underlying transaction-level records and operational definitions were not included. The report also lists 1,014 L as units sold, but the measure requires clarification because the promoted portfolio included oils, honey and peanut butter.

Practical implications: Retail promoters may benefit from short question-led scripts, approved product-information sheets, systematic objection logs and consistent recording of approaches, meaningful conversations, transactions and SKU-level quantities. Cross-selling should be based on customer relevance and accurate product information.

Originality/value: The paper provides a practice-based account of consumer-facing promotion for a relatively new wellness-oriented food portfolio in a single Indian retail outlet. Its contribution is contextual and exploratory rather than statistically generalisable.

Keywords: retail sales promotion; personal selling; consumer conversion; FMCG; point of sale; wellness-oriented food; India; case study

1. Introduction

Retail stores are important points at which brand communication meets consumers' immediate shopping decisions. In fast-moving consumer goods (FMCG), shoppers may compare familiar brands, prices, packaging, perceived product value and intended use while making routine purchases. In this setting, in-store promoters can help translate product information into a conversation that is relevant to an individual shopper. However, a product pitch that is too broad, lengthy or disconnected from a shopper's needs may fail to attract attention.



This paper examines retail sales promotion and consumer conversion for Nutrica products at Sai Bazar, Mamurdi, where the researcher worked as a Sales Intern and Brand Promoter for two months. The portfolio covered Pro-Immunity Oil, Pro-Fitness Oil, Pro-Energy Oil, honey and peanut butter. The work involved approaching shoppers, identifying their interests, presenting relevant product information, responding to questions and attempting to facilitate purchase.

The study is framed as an exploratory field account. It does not claim to establish causal effects of promoter activity or to represent consumers across India. Instead, it documents the selling process and recurring themes observed in one outlet, and develops practical recommendations that can be tested through more systematic future research.

1.1 Research problem

The central problem addressed is how a retail promoter can communicate a wellness-oriented packaged-food proposition in a busy store and support a shopper's movement from initial awareness to purchase consideration and, where appropriate, transaction. The challenge is heightened when brand familiarity is limited, customers compare prices, or product suitability is unclear.

1.2 Research objectives

- To describe the point-of-sale selling process used for Nutrica products at Sai Bazar, Mamurdi.
- To identify recurring customer questions and barriers reported during customer-facing interactions.
- To examine the role of need identification, product knowledge and objection handling in the observed selling process.
- To develop practical recommendations for retail promoter training and sales-performance recording.

2. Conceptual background

Personal selling involves direct interaction in which a seller identifies a customer's requirements, presents relevant information and responds to concerns. In a retail setting, this process is immediate and often brief; the promoter must establish relevance without interrupting the shopping experience. Marketing texts describe personal selling and consumer decision-making as connected activities in which information, perceived value and evaluation of alternatives can shape purchase decisions (Kotler et al., 2022; Solomon, 2020).

The AIDA sequence—attention, interest, desire and action—offers a useful descriptive lens for understanding the progression of a retail conversation. In this setting, attention may be secured through a polite opening; interest may develop through concise product explanation; desire may be supported by linking verified product attributes to a stated need; and action may occur when the customer decides to purchase. AIDA is used here as an interpretive framework, not as a measured causal model.

Segmentation, targeting and positioning (STP) are also relevant. Shoppers differ in household requirements, lifestyle, product familiarity and intended usage. A promoter can therefore adapt the conversation to the interest expressed by the customer rather than delivering an identical pitch to every shopper. Such adaptation must remain within approved product information and must not introduce unsupported health or medical claims.

3. Methodology

3.1 Research design and setting

The study uses an exploratory, descriptive single-site case-study approach. The field setting was Sai Bazar, Mamurdi, Pune, Maharashtra. The internship ran from 1 June 2026 to 31 July 2026, covering 60 working days as stated in the internship record. The researcher's role was Sales Intern/Brand Promoter for BN Group–Nutrica.

3.2 Product and activity scope

The products covered were Nutrica's Immunity, Fitness and Energy edible oils, honey and peanut butter. Activities included product familiarisation, retail orientation, customer approach, need identification, product pitching, objection handling, conversion attempts, cross-selling where relevant and observation of customer responses.



3.3 Sources of evidence

The source report identifies three forms of evidence: (i) direct customer-facing interactions and observations; (ii) a fortnightly internship diary describing activities from product familiarisation through conversion efforts; and (iii) a summary table attributed to an actual OJT diary and company-approved sales records. The summary lists 247 total customer interactions, 192 conversions, 1,014 L sold and identifies Immunity Oil as the top-performing SKU. Revenue is recorded as unavailable. The underlying daily log, transaction-level data, definitions and documentary sales extracts were not attached to the report.

3.4 Analysis

Qualitative observations were organised thematically around customer attention, differing needs, price sensitivity, brand familiarity, product suitability, comparison, usage questions and objection handling. The reported interaction and conversion totals were used only for a limited descriptive calculation. No inferential statistical tests were conducted.

3.5 Ethical and data-integrity considerations

The paper does not identify individual customers or reproduce personal customer information. No customer quotations, demographic profiles or survey responses were supplied in the source report. Product descriptions and promotional statements should be checked against current company-approved labels and regulatory requirements before publication. The author should obtain any required company permission for use of internal sales records and brand-specific information.

4. Findings

4.1 The observed retail selling sequence

The internship record describes a seven-stage process: preparation, customer approach, need identification, product pitch, objection handling, conversion and observation. Preparation involved learning the product range and its approved selling points. The promoter then initiated a polite conversation, asked questions and listened to the shopper's requirements. Product information was presented in response to the stated interest, after which the promoter addressed concerns and facilitated a purchase decision where the shopper was willing.

Stage	Promoter activity	Intended process outcome
Preparation	Learn portfolio and approved product information	Accurate product familiarity
Approach	Open politely and respect shopper attention	Initial engagement
Need identification	Ask and listen before recommending	Understanding of customer interest
Product presentation	Explain relevant features and usage	Product consideration
Objection handling	Respond to price, familiarity, comparison or suitability concerns	Reduced uncertainty
Conversion	Facilitate the customer's voluntary purchase decision	Transaction where appropriate
Observation	Note questions and responses for future improvement	Learning and process refinement

4.2 Customer questions and reported barriers

The report groups customer-facing barriers into six broad areas. First, shoppers could be occupied with their shopping and unwilling to engage in a lengthy conversation. Second, customer needs differed, making a standard pitch less useful. Third, price sensitivity led shoppers to compare alternatives. Fourth, limited familiarity with the brand could create hesitation. Fifth, questions about suitability, differences and usage required clear answers. Finally, movement and noise within the store could reduce the time available for explanation.

Observed barrier/theme	Response described in the field report
Limited customer attention	Use a concise, polite opening and avoid an intrusive approach.
Different needs	Adapt the pitch after identifying the shopper's stated interest.
Price sensitivity	Explain relevant value and verified product attributes; avoid unsupported claims.



Low brand familiarity	Provide clear product information and answer questions.
Product comparison or suitability	Use approved differentiators and ask clarifying questions.
Usage questions	Give simple, accurate usage information based on approved communication.

4.3 Need-based product communication

The source report maps wellness-oriented interest to Immunity Oil, fitness-oriented interest to Fitness Oil or peanut butter, energy-oriented interest to Energy Oil, household food use to honey or edible oils, and spread/snack use to peanut butter. This mapping describes the promoter's intended pitch direction; it is not evidence that customers in each segment purchased the corresponding product at a higher rate. Product recommendations should be based on the shopper's expressed requirements and verified label information.

4.4 Descriptive activity indicators

The internship summary reports 247 customer interactions and 192 conversions across the stated 60 working days. Dividing the reported conversion count by the reported interaction count produces a provisional ratio of 77.7%. This calculation is meaningful only if 'conversion' means a completed purchase, each conversion corresponds to an interaction within the same period, and repeat transactions or multiple purchases are treated consistently. Those definitions are not supplied in the source report.

Indicator	Reported value	Interpretation / data caveat
Working days	60	As stated in the OJT diary summary.
Customer interactions	247	Reported total; daily breakdown not supplied.
Conversions	192	Reported as company-approved; operational definition not supplied.
Indicative conversion ratio	77.7%	192 ÷ 247; provisional and not independently auditable.
Units sold	1,014 L	Reported unit requires clarification because the portfolio includes oils, honey and peanut butter.
Revenue	Not available	No revenue figure was provided.
Top-performing SKU	Immunity Oil	Reported in the summary; SKU-level quantities were not supplied.

5. Discussion

The field observations suggest that the quality of the interaction is shaped by relevance, brevity and credibility. A promoter who first identifies what the shopper is looking for can avoid presenting irrelevant product information. This is consistent with the role of personal selling as a need-oriented communication process and with consumer behaviour perspectives that emphasise information evaluation before purchase (Kotler et al., 2022; Solomon, 2020).

The prominence of price and brand-familiarity concerns indicates that product availability alone may not be sufficient to secure trial. Shoppers may compare alternatives or seek reassurance before trying a less familiar brand. In this context, a promoter's role is to clarify approved product information and explain value without pressuring the shopper or overstating health benefits.

The reported 192 conversions from 247 interactions could indicate strong performance, but the ratio must not be presented as a validated conversion rate until the definitions and underlying records are checked. The figure may be affected by how interactions, meaningful conversations, repeat visits and purchases were counted. Likewise, the reported 1,014 L figure should not be used as a portfolio-wide sales volume until its unit basis is clarified. These data-quality issues are important because inaccurate performance metrics can lead to misleading managerial conclusions.

The study's contribution is therefore primarily operational: it identifies a practical sequence for retail selling and highlights the need to capture customer-level funnel measures consistently. A more rigorous follow-up study could compare outlets, product categories or promoter shifts using standardised definitions and daily records.



6. Managerial implications and recommendations

- Develop a short, approved pitch sheet for each product that distinguishes verified product attributes, usage information and claims that promoters must avoid.
- Train promoters to begin with one or two open questions, listen actively and recommend only products relevant to the shopper's stated requirement.
- Maintain an objection log with standard categories such as price, brand familiarity, comparison, suitability and usage; review it periodically with the sales team.
- Record daily approaches, meaningful conversations, completed transactions, units by SKU and revenue using clearly defined fields. Separate customer interactions from transactions.
- Reconcile units using the correct measurement for each category (for example, packs, jars or litres) rather than combining unlike products under one unit.
- Evaluate cross-selling as a customer-relevance practice, not merely as an attempt to increase basket size. The additional recommendation should fit the customer's stated need.
- Where feasible, conduct a structured multi-outlet study to test whether promoter presence, shelf visibility or a revised pitch is associated with changes in conversion.

7. Limitations and future research

This is a single-outlet exploratory study based largely on the trainee's own field experience. The observations are not based on a statistically representative customer sample, and no structured questionnaire, interview protocol, demographic profile or independent observer assessment was reported. The source report does not provide transaction-level sales records, SKU-wise quantities, revenue, daily interaction logs or clear definitions of 'interaction' and 'conversion'. The reported aggregate figures therefore require verification before they are used as formal performance evidence. The study also cannot isolate the effect of promoter activity from other influences such as price, promotions, stock availability, store traffic, seasonality or customer familiarity.

Future research should use a pre-defined observation sheet, consistent conversion definitions and a larger sample across multiple outlets. A quasi-experimental design could compare matched periods or stores with and without promoter interventions, while controlling where possible for promotions, pricing and availability. Customer surveys could also measure brand awareness, perceived value, purchase intention and post-purchase satisfaction.

8. Conclusion

This exploratory field study documents how retail sales promotion for Nutrica products was carried out at Sai Bazar, Mamurdi, during a two-month internship. The observed process combined product preparation, polite customer approach, need identification, relevant product presentation, objection handling and purchase facilitation. The field account highlights the practical value of active listening, concise communication, product knowledge and credible responses to customer concerns.

The report's activity summary records 247 interactions and 192 conversions, yielding a provisional ratio of 77.7% subject to verification of the underlying definitions and records. Because the dataset is incomplete and the setting is limited to one outlet, the findings should be interpreted as context-specific observations rather than generalisable evidence. A standardised sales-tracking system and a larger, multi-outlet research design would provide a stronger basis for assessing the relationship between promoter activity and consumer conversion.

Declarations

Conflict of interest: The author should confirm whether any financial, employment or other competing interest exists. No statement beyond the author's confirmation should be submitted.

Funding: No external research funding is reported in the source material.

Ethics approval: No formal human-participant survey or intervention is described. The author should confirm institutional and company requirements before submission.



Data availability: The underlying internship diary and company-approved sales summary are not reproduced with this manuscript. Access to supporting records is subject to company permission.

Author contribution: Sahil Ujede: fieldwork, observation, source-report preparation and manuscript drafting.

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Pre-submission verification checklist

- Replace the corresponding-author placeholder with an institutional email address.
- Obtain written permission from BN Group/Nutrica and, where required, Sai Bazar to publish company, product and internal sales information.
- Verify the 247 interaction and 192 conversion figures against the original daily log; define exactly what counts as an interaction and a conversion.
- Resolve the 1,014 L unit issue and provide category- or SKU-level quantities if authorised.
- Add the exact URLs, report titles, publication details and access dates for all company, regulatory and industry sources.
- Verify every product/health-related statement against current approved packaging and regulatory guidance; remove unsupported claims.
- Run the final manuscript through the target journal’s similarity checker and follow its author instructions, referencing style, word limit and ethics requirements.