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EFFECT OF SALES PROMOTION ON CONSUMER BEHAVIOR

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Thesis abstract

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Sales promotion is a marketing strategy which has been studied for years and has become a crucial factor in modern marketing. The purpose of promotion is to reach the targeted consumers and persuade them to buy. Promotion has been defined as the coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services, or to promote an idea. Sales promotion is a vital element of a promotional mix.

The purpose of this study is to investigate the effect of sales promotion on consumers' buying behavior. The general objective of this study was to find out the effectiveness of sales promotion tools and techniques on customers' buying behavior. Marketing activities related to sales promotion are aimed at increasing consumer purchases and, indirectly, at earning more profit for the company. So, the purpose of sales promotion is to reach the targeted consumers and persuade them to buy.

Sales promotion has become a vital tool for marketing, and its importance has been significantly increasing over the years. The objective of this study is to find the overall impact of sales promotion on the consumer's behavior and their buying patterns. The result of this thesis allows managers to understand the importance of sales promotion and consumers' changing behavior and buying patterns. It allows understanding the characteristics of consumers and their varying behavior from the perspective of sales promotion targeted at diverse consumers.

Keywords: sales promotion, consumer behavior, consumer, marketing

Table of Contents

1	INTRODUCTION	5
1.1	Background of the study	5
1.2	Aim of the study	5
1.3	Research Question.....	6
1.4	Significance of the study	6
1.5	Organization of the study	7
2	LITERATURE REVIEW	8
2.1	Related literature and previous studies.....	8
2.1.1	Coupons has positive relationship towards consumer buying behavior.....	8
2.2	Definition of Sales Promotion.....	10
2.3	Nature of Sales Promotion	11
2.4	Types of Sales Promotion	11
2.4.1	Customer sale promotion	11
2.4.2	Trade- oriented sales promotion	12
2.5	Sales Promotion Objectives and Uses	17
2.6	Importance of Sales Promotion	18
2.7	Limitation of Sales Promotion	19
3	METHODOLOGY	20
3.1	Population and sampling	20
3.2	Data collection procedure	20
3.3	Research instrument	21
3.4	Research designing and methods	21
4	DATA ANALYSIS AND INTERPRETATION	22
4.1	Statistical tools for data analysis	22
4.2	Frequency Analysis.....	23
4.2.1	Distribution by gender	23
4.2.2	Distribution of respondent based on occupation	24
4.2.3	Distribution of respondent based on income level.....	24
4.2.4	Distribution of respondent whether people like or not shopping	25
4.3	Descriptive Analysis of factor that attract the customers in the stores.....	26
4.3.1	Ranking of people’s preferences for sales promotion strategies	26
4.4	Cross Tabulation Analysis and Chi-Square Test Analysis.....	26
4.4.1	Sales Promotion and monthly salary.....	26
4.4.2	Gender and Shopping habit.....	27
4.4.3	Age and time spent for shopping weekly.....	27
4.4.4	Gender and reaction to sale or money –off deals.....	28
4.4.5	Respondents searching for offer but doubting on the quality of products on sales	29
4.5	Comparison table and one-way ANOVA analysis	30
4.6	Comparison table and T-test Analysis.....	30
4.7	Correlation Analysis.....	31
4.8	Overall Data Analysis	38
5	CONCLUSION AND RECOMMENDATION.....	39

BIBLIOGRAPHY

APPENDIX

Tables, Figures and Pictures

TABLE 1: Number of respondents based on age group.....	23
TABLE 2: Respondent based on occupation.....	23
TABLE 3: Respondent based on Income level.....	24
TABLE 4: Analysis of factor affecting the customers purchase.....	25
TABLE 5: Ranking of people’s preferences for sales promotion strategies.....	26
TABLE 6: Cross tabulation between sales Promotion and monthly salary.....	26
TABLE 7: Cross tabulation between Gender and Like Shopping.....	27
TABLE 8: Cross tabulation between age and time spent for shopping weekly.....	27
TABLE 9: Cross tabulation between gender and feels embarrassed to buy products on sale or money-off deals.....	28
TABLE 10: Cross tabulation between respondents searching for offer and doubting on the quality of products on sales.....	28
TABLE 11: Analysis of time spent for shopping and search for offers.....	29
TABLE 12: Analysis of Gender and purchase more on normal days with sales promotion.....	30
FIGURE 1. Sales Promotion techniques.....	13
FIGURE 2. Tools of consumer-oriented sales promotion.....	14
FIGURE 3: Number of male and female respondent.....	22
FIGURE 4: Monthly Income Level	24
FIGURE 5: Pie Chart.....	25

1 INTRODUCTION

1.1 Background of the study

Consumer attitude are dynamic making the things harder for sales or sales growth. Here comes the marketing in picture with different actions such as advertising, promotion, pricing and distribution having positive effect on business performance.

For more than decades, sales promotions have grown in importance, chiefly to increase the sales temporarily to increase sales volume or market share. Sales promotion have grown importance and worked as marketing kit for the business world. Wathieu & Murre, 2007,” Many purchase situations are so habitual that customers conduct very little cognitive activity”. For the marketers it is difficult to motivate the behavior of customers for brand switching or increase the numbers of unit purchase. The promotional activity stimulates the customer for rethink and evaluates the brand and the quantity that they may not have been realized. So, the sales promotion has grown as the important tools for the marketers and retailers used with different promotional tools and strategies in order to understand the customers’ preferences and boost the sales of their business.

1.2 Aim of the study

The general purpose of the research is to study the significant role of the sales promotion that influence the consumer’s buying behavior. With the increasing competition, today all businesses are using the sales promotional activities for competitive advantage in the marketplace.

This research seeks specifically;

1. To find out the practice of the sales promotion that has great impact on consumer’s behavior.
2. To find out how different types of sales promotional activities have different impact on the consumer’s buying behavior.
3. To assess the consumer’s factors; age, gender, occupation, income and the interest of shopping making essential impact for the outcome of sales promotions.
4. To find out the factors that promotes the effectiveness of the practice.

5. To recommend the suggestion on relevant practice and the measures for improvements.

1.3 Research Question

The research study focuses on both priced promotions and non-priced promotions that impact the consumer's buying behavior. The study overall focus on change in consumer's buying behavior for the same product or brand with priced or non-priced promotional activities.

The focus of this research is to get the responses for the questions such as;

1. What are the impacts of sales promotion on the consumer's buying behavior?
2. How the diversity of the consumers changes the outcome of different types of sales promotions?
3. What are the factors that promote the effectiveness of the practices?
4. How different types of sales promotions effect the consumer's behavior towards buying differently?
5. What are the measures that can be undertaken for improvement of sales promotion?

1.4 Significance of the study

This research would be significant to understand the influence of the promotions on the consumer's behavior. The study would determine the relevant short-term marketing strategy that would have greater impact on increase in sales volume and market share. The outcome this study would be relevant to different companies to determine the various factors that influence the consumer's purchase decisions and adjust their sale promotion strategies accordingly. It would also help the firms to utilize their resources in optimum way and increase profitability and the market share.

This study would determine the importance of understanding of consumer's buying decision and their dynamic attitude before making decision regarding the sales promotion and the implication of the consumer's behavior on sales.

1.5 Organization of the study

This study is organized in five chapters. Chapter one describes the introductory part of the study; includes background of the study, aim of the study, research questions and significance of the study.

Chapter two includes the methodology that is used for the research which comprises of research methods, research strategy, validity and reliability of the research findings, limitations and data analysis.

The third chapter is about the literature review on sales promotion, types of sales promotion, consumer decision process, effect of sales promotions, and consumer gain on sales promotions.

The chapter four comprises of the result and discussion of the research and the chapter five presents the summary and the conclusion of findings and recommendations of the study.

2 LITERATURE REVIEW

2.1 Related literature and previous studies

The topic of the study is more simplified with the definitions and the explaining the outcomes of the research that were conducted previously on related topics. Promotion is the one of the strategies to attract customers to buy more or try the product and services. This results to increased sales; the amount of materials used and attracts new customers. Sales promotion is therefore a direct inducement that offers an extra value or incentive for the product to the sales force, distributors or the ultimate consumer with the primary objective of creating an immediate sale (George, 1998).

Sales Promotion is one of the techniques to attract consumers to purchase more or try a product or service. The outcomes of promotion include sales increased, amount of materials used and attract new consumers. For example, price promotion refers to temporary price reduction which offers to consumers or increase in materials. The characteristic is the retailer would label a specific percentage or cash saving for the products or services.

Previous studies indicated that a sudden increase of sales would experience by retailers because of price-conscious of consumers (Banks & Moorthy, 1999; Kopalle & Mela, 1999; Smith & Sinha, 2000; Gilbert & Jackaria, 2002). According to Blackwell, Miniard and Engel (2001), price discounts played significant roles in influencing consumer product trial behavior by which indirectly attract new consumer. According to Shimp (2003), sales promotion incentives are provided by the manufacturer to increase sales. Incentives can be used by the wholesale, retail, and member of the chain and consumers to increase sales force. Sometimes, retailers have their own brand so they also use incentives for future consumption and buying their store competitors store and buy their competitors not trademark.

Here is some outcomes form the research made previously on the same topics;

2.1.1 Coupons has positive relationship towards consumer buying behavior

Previous research has shown that a rebate offer that was received and accepted as worthy as viable when the promoter (McDougall and Fry, 1974; Biswas and Blair, 1991) should receive. Few researchers have deliberately "discount the effect of price controls on the price of consumer price discount" (Janiszewski and Cunha 2004; Yadav 1994). Retailers often promote different types of price reductions in an attempt to move the favorable assessment

linked to prices and buying behavior of consumers. Discount suggests great potential for clarifying the customer response to sales promotion (e.g. Dickson and Sawyer, 1984; Blattberg and Neslin, 1990)

1. Price Discounts has positive relationship towards consumer buying behavior According Kardes (1999), is a free sample of sales promotion techniques to increase our sales. When a company creates a new product and performs in the market. People are not aware of a new product. The marketing manager of the company tries to increase sales or introduce the new product by using different tools. Free Sample is one of the tools of sales promotion. In free sample of marketing managers goes on the market to suit different traders or clients and give them the free sample. People get easily free sample and try to use it. Free sample had influence on consumer buying behavior (Shimp, 2003). Free sample show a positive change in our sales. (Lammers, 1991). Fill (2002) discount is a very simple technique to offer consumers a price reduction on a product that is clearly given in the product packaging. Sampling is a something that is given to consumers to try your product as the actual product. According to Pramataris et al. (2001), the sample is somewhat small amount of a product consumers or test.

2. Free Sample has positive relationship towards consumer buying behavior Technology promotion "buy one get one free" is one of the types of bonus packages in which consumers are offered the additional product at the normal price, but it was found in an improved package. Consumer would be easily convinced to buy products that do not require additional fees and higher perceived by consumers (Sinha and Smith, 2000) value. In addition, this technique would be beneficial for promoting retailers SALE speed relative to price promotions (Li, Sun and Wang, 2007).

3. Buy-one-get-one-free has positive relationship towards consumer buying behavior In terms of buying behavior, consumers often endless search to meet your needs and satisfaction of finding something new or better, as each own behavior, attitude and thinking, while the selection of products, services and make purchase decisions. As a result, there is a wealth of literature that has examined the behavior of consumers to buy and studies have reported that many factors that may affect the conduct or to buy or not to buy a consumer product. According to Smelser and Baltes (2001), most of the activities of daily life is

dominated by the conduct of the purchase and the knowledge acquired from such malls, downtown, shopping, recreation, amusement, cars and some other institution where sexual stimulation can be. William (2002) found that social class has a significant commitment on the evaluation criteria of purchase. The formation of attitudes and motivations of position value, income, and the public at the time of childhood and education levels contribute to the social class itself. According to Yip (2003), the social class of the person indirectly shows that low-income behind the choice limited when making purchasing decisions. Purchase High, the sales person and the sales force was in the middle of the three main factors contributing to the habit of impulsive buying cloth.

Researchers studying the brand choice decision (Guadagni & John D. C. Little, 1983) and (Gupta, 1988) have found promotions to be associated with brand switching. Montgomery, (1971), (Schneider & Currim, 1991), and Webster (Webster, 1965) found that promotion-prone households were associated with lower levels of brand loyalty. (Blattberg, Peacock, & Sen, 1976) describes 16 purchasing strategy segments based on three purchase dimensions: brand loyalty (single brand, single brand shifting, many brands), type of brand preferred (national, both national and private label), and price sensitivity (purchase at regular price, purchase at deal price)

2.2 Definition of Sales Promotion

Sales Promotion is defined as marketing activities usually specific to a period, place or customer group, which encourage a direct response from consumer or marketing intermediaries, through the offer of additional benefits. (Peattie & Peattie, 1994)

Sale promotion is the process of persuading the potential customers; company's communication strategy to promote an increase in sales. The sales promotion is short term tactics along with advertising, public relation and personal selling for building long term customer loyalty. The sales promotion is customer focused for boosting the sales number. At the core sales promotion is the marketing activity that adds to the basic value proposition behind a product mostly for limited time in order to stimulate the customer purchase. It may either direct to the customers or the intermediaries; retailers.

Sale promotions are short term promotional techniques to induce the customers to respond for the new product in market or the product that have not received the lots of attention. The promotional activities are used to increase the sales of the product rather by attracting new customers or by retaining old customers by various means. The sales promotion is directly deal with product purchasing, enhancing the value of the product either reducing the overall cost of the product or by adding more benefit to the regular purchasing price.

2.3 Nature of Sales Promotion

To qualify as a sales promotion, someone must be offered something that is above and beyond the core product or service, rather than just being offered something that is an everyday aspect of trade. It includes all promotional activities and materials except personal selling, advertising and publicity focusing specifically on short term profits. Sales promotions are the tools to improve the effectiveness of the advertisement designed with the pictures, symbols and messages that appear with the advertisement.

The marketers find the sales promotion as useful tool to overcome the various short-term obstacles with the sales. With the short-term nature, it is not durable and long term that can be compared with advertisement and personal selling. As the advertising and the personal selling are highly related even wholesalers often administer the retail sales personnel for the sales promotional activities. The fact that; sales promotion activities are highly diverse and are beyond just the premium have distinctive characteristics; communication, incentives and invitation.

2.4 Types of Sales Promotion

The overall objective sales promotion is associated with the building brand loyalty or creating product awareness. To fulfill the objective of sales promotion marketers, use different types of sales promotional activities. Broadly sales promotion is separated into two categories;

- a. Consumer Sales Promotion
- b. Trade Sales promotion

2.4.1 Customer sale promotion

Customer sale promotions are marketing techniques done with the focusing on end customers whereas trade sales promotions are focused on dealers, distributors and agents. This tool is used to attract customers or patronize the specific shops or retails to introduce new products or existing products. It is usually done with view draw the attention of customers to retail stores.

2.4.2 Trade- oriented sales promotion

Trade sales promotions are focused to the dealer network to motivate them to sell more of company's brand rather than other brands. This promotion is also called as push strategy as the dealer network are pushed to prioritize the brand to the customers over the competitor's brand.

As per modified version of Kotler 2003, 467, sales promotion techniques are divided in four categories;

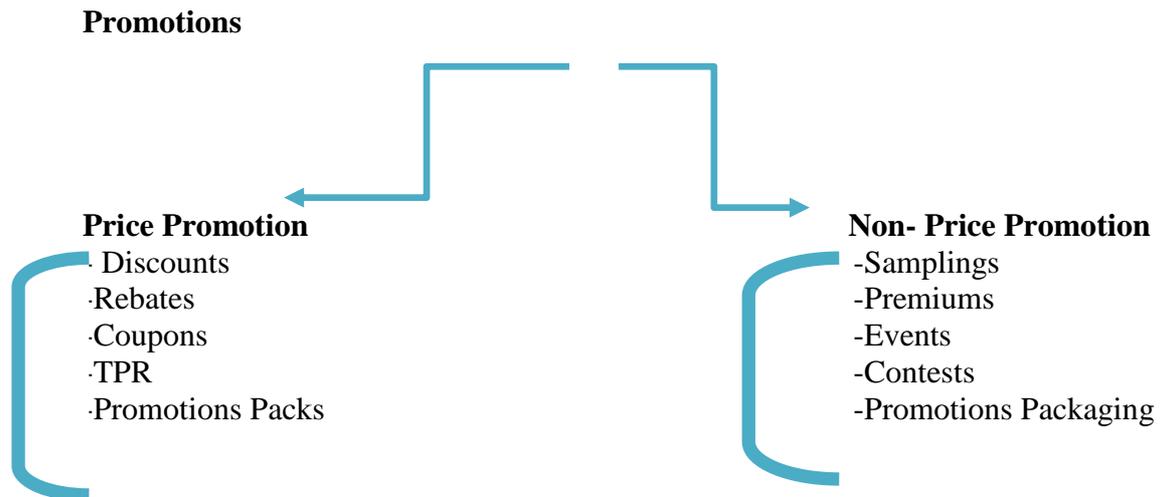
- Sales promotion tools used by retailers
- Sales promotion tools used by resellers
- Sales promotion tools for new products
- Sales promotion tools for established products.

Figure 1: Sales Promotion techniques



Here are some sales promotion tools used by retailers;

Figure 2: Tools of consumer-oriented sales promotion



1. Discounts

The most common sales promotion technique is discount offers on the products. The simplest and frequently used technique for sales promotion for persuading the customers is adding discount to the product. The important aspects that is to be considered while using this technique would be; a) we should be sure that the discount is attractive to the customers, b) always consider the bottom line and c) to be sure not to do it often as people will come to expect it as the norm.

2. Coupons

Coupons are also the frequent sales promotion techniques as discounts commonly used to motivate the customers to purchase. The coupons would push the customers to buy the product when they think that the price is high or can be incentive to buy the product above the competitors. The price sensitive customers would be willing to buy the product with availability of coupons. This price discrimination method is usually made for making the customers happy with buying or turning the customers that have experienced bad services.

3. Samples

The sampling is the way of introducing the new product to the customers by providing the products for free. The potential customers are targeted in this method and not only introduce the product in the market but also create awareness of the product. This marketing strategy is popular in FMCG industry. It is huge cost to the company, but it seems to have high impact on the customers and successful to get the brand loyal customers for the product.

4. Refunds or rebates

The refund and rebates are not too popular in all the countries but the country like United States it is much popular. In the marketing tactics like refund the customers get excited with the portion of refund that they can have on purchase with the parking tickets or the feedback they provide online about the store. These types of promotional activities are done to grab the attention of the customers and to sale the same type of products to the customers over the competitors.

5. Contests

The contests and sweepstakes are simple as winning the gifts that attracts and motivates the customers to go for the product It is mostly useful for gathering the information of the customers and create the awareness about the new product or the new location for the getting the products

6. Price off deals

The promotional techniques are the reduction in the price of the promoted products and the customer saves money on purchase. The price reduction may be used for taking the attention of the customers away from the competitors. The customers are always in search of quality products in lower price so the promotional activity of price off deals would increase in sales.

7. Exchange offers

The exchange offers are used with occasions like Dashain, Christmas. This technique is popular all over the world and basically used in festive season where old products are exchanged for new products and customers can receive the discounts based on valuation of old products.

8. Loyalty Points

The customers always like the personal attention by the sellers. In such context the loyalty points would be the marketing tactics for retaining the loyal customers for lifetime. The customers rewarded with the loyalty points giving them points every time they make purchase and use that points for the money off in future purchase. This is popular promotion system to induce the customers to make the next purchase for getting the reward for future purchase.

9. Bundling

The combination of products on sales that are offered for sale price of one product IS bundling. For instance, getting one shirt free for on the purchase of one shirt would be bundling that make the customers more likely to buy. This is also popular during festive season and the quantity of sales is high which can be the strategy against the competitor.

10. Financing

The product that requires high resource (money) would be promoted if the seller would itself provide the facility of financing options to the customers. This method of promotion popular in varieties of products such as automobiles, household equipment, and electronic products that is high in price.

11. Gifting

The great idea of promotion, everyone loves free product and even better when it is given as gift. The gift to the customers gives the chance to test out the products by the customers and make the customer aware about the product meanwhile. Customer would appreciate for such action and would increase the sale of the product. The customers would be excited about the assured gift with the purchase of products that would increase the sales with the excitement of getting something for free.

12. Bonus pack

The bonus pack is getting additional quantity of the same product is offered for the standard pack size purchased. The customers purchasing huge quantity than the regular size would be offered the bonus pack. This promotional activity would be used as the strategy for high sales and induce the customers to buy more quantity.

13. Free trail

The free trail is also the sales promotional method that introduce to the new product in the market to the customers where they get to know about the product before purchasing it. Free trail strategy much more popular for sales of software, computer programs, apps. These are the products that can be used for free for time being and required to be purchased later for further use. This would convince the customers to purchase the for future use.

2.5 Sales Promotion Objectives and Uses

The sales promotions are believed to have vital link with the advertising and personal selling. The sales promotions are used for varieties of reasons. Some of the objectives of it are;

1. To introduce the new products to the consumers or induce to buy the new products for resale.
2. To attract the consumers or to increase the ultimate response from them.
3. To induce the present consumers to repeat purchase more.

4. To meet the competition in the market with more and better shelf space and displays.
5. To maintain or increase the sales volume even during off seasons.
6. To encourage retailers to add more varieties of goods with intention for more sales volume.
7. To stabilize or control the fluctuating sales pattern.
8. To introduce new brand or the established brands to users.
9. To increase the loyalty of the consumers.
10. Trade loading; increasing dealer's inventories in the views of competitors by:
 - Create talking points for sales force.
 - Maintain customers' patronage and brand loyalty
 - Distrust existing buying patterns
 - Break the bonds of brand loyalty
 - Promote greater consumer awareness of prices
 - Reward loyal customer.
 - Increase repurchases rates of occasional users

2.6 Importance of Sales Promotion

The importance of sales promotion has increased with the increasing competition globally.

The reason for increasing importance of the sales promotion is the changing marketing environment as promotional activities with the new and creative ideas flowing for the favorable sales and future expansion of the sales. It has become the part of the marketing strategy for the survival at any obstacles or with the new birth of products or brands.

The sales promotion has become as equal important to the advertising. Reasons for rapid growing importance of sales promotion are changing customers markets.

Reasons for Rapid growth of Sales Promotions are;

1. Internal Factors:

- The sales promotions are acceptable by the managers as they have realized that it is effective tools increasing the sales volume.
- The managers are responsible for the increase in tools and sales promotion tools have been proven to achieve this objective.

2. External factors:

- The promotions are short term but more practical than advertising for branding and persuading customers.
- The market is flooded with varieties of products with similar satisfaction to the customers which has increase the essential importance of sales promotion.
- The promotional techniques facilitate sales even during inflation and recession.

2.7 Limitation of Sales Promotion

The promotional activities are however limited to short term quick and impulsive results and have no any positive effects on long term.

- It has short impact unlike advertising and personal selling and act as the short-term technique work for the impulsive buying effect on consumers but cannot last long.
- It is dependent technique and must blend with two promotional ingredients; advertising and personal selling for making its impact. This work as bridge or link for these plus promotional ingredients.
- It may damage the brand image of the product by creating doubt on the mind of the customers. The consumers may have doubt about the capability of the products with many incentives and concessions for praising. Too much of praising with the other promotional ingredient may dismiss the brand image of the product.
- The experts undervalue the sales promotion as the tool of promotion mix as in their opinion; sales promotion as mix ingredient is not capable of fighting the competition. As it can be easily replicated by competitors, it cannot used for intense competition.

3 METHODOLOGY

In this chapter the procedures used for conducting the research is discussed. It explains the research designs and methods, research Strategy, validity and reliability of research findings, limitations of the study and data analysis. This chapter of thesis will represent the practical methodology and the theoretical assumption that support the methodology used for this research. Research methodology determines the systematic and scientific procedures that drive the study to the results and the findings of the study.

3.1 Population and sampling

The population for the study is comprised of all types of customers. The population was heterogeneous because it comprised of all types of customers. For this research, a random sampling technique was used to sample 50 and concerned variety of diversity for more applicable outcome for the research questions.

The non-probability sampling technique was used for this research to determine the effect on the behavior of the consumers for the sales promotion they come across. This technique is considered to be appropriate use as the sample as taken out from the diverse population and a questionnaire was administered to seek the consumer's responses for the questions. Furthermore this research, like any marketing research, involves the large population which is almost inaccessible if every member of population has to be included for study. So, for representing the entire population the diverse sample is selected for the applicable response.

3.2 Data collection procedure

The data for the study were collected through both primary and secondary means. The primary data were collected through the administering the questionnaire to the randomly selected samples.

The questionnaires were completed by the respondents with average of five minutes. The aim of collecting the data was to establish the influence of the sales promotion on consumers buying behavior.

Secondary data was obtained through related literatures of sales promotion and data obtained from

3.3 Research instrument

Questionnaire served as the main data collection instrument used. The questionnaire proves to be the most common research instrument, appropriate enough to help the researcher ask questions and obtain data with ease. In all, the questionnaire was in five parts consisting of thirty-two (32) items. Four (4) related to respondent's demographics, four (4) on sales promotion strategies practiced for sales volume growth, three (3) on events that influence the actual buying of consumers regarding sales promotion strategies.

The questions were mostly closed-ended and in major part contained 5-point Likert Scale such as "Strongly Agree", "Agree", "Neutral", "Disagree" and "Strongly Disagree (See Appendix A). The questionnaire was administered through the google forms online to make it quick and effective to the randomly selected consumers.

3.4 Research designing and methods

Research design according to Kerlinger (1986) is "the plan and the structure of the investigation conceived to obtain answers to the research questions". The design represents the research methods and procedures acquiring the information required. Research methods represent the overall framework of the study that stipulates the information to be collected and the sources and the procedures for information collection.

Research methodology can be either quantitative, qualitative, or combination of both for data analysis. The data are quantified, and statistical methods are used for quantitative methods whereas in qualitative research the understanding of the given phenomenon is carried through verbal or visual data.

The diverse customers were selected for the responses and researcher used the Google forms for acquiring the data as the quantitative approach for the data collection. The topics of the research effect of sales promotion on consumer behavior and the research questions of this research is fulfilled with the collection of the data from random customers.

4 DATA ANALYSIS AND INTERPRETATION

Analyzing data involved reducing and arranging the data, synthesizing searching for significant patterns and discovering what was important. Ary et al (2002) has noted three steps involved in analyzing data: organizing, interpreting and summarizing data.

Statistical tools such as tables, bar graphs and pie chart were used for presenting the data collected for this study. The analysis was done with the help of Statistical Package for Social Science (SPSS) and Microsoft Excel. The closed ended questions were given numerical codes which were done in a varying scale depending on the responses. Data was analyzed in the form of reliability analysis, descriptive statistics and multiple regressions.

The data analysis is the important part of this research and SPSS 20.0 and Microsoft Excel have been used for calculation and measurement of the data that had been collected for the outcome and analysis. The data were collected randomly and is been entered SPSS for the systematic analysis and output of the data.

4.1 Statistical tools for data analysis

Following statistical tools have been used for analyzing data:

- Descriptive analysis was used to describe the basic features of the data in the study and simple summaries about the sample were provided accordingly.
- Crosstabs in SPSS procedure cross tabulates two variables and displays their relationship in tabular form. In this research, crosstabs are used to see the relationship between different variables and to prove the hypothesis.
- A chi- square test is a statistical test commonly used to compare observed data with data we would expect to obtain according to a specific hypothesis. The chi- square test thus in this research was used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories.
- A one sample T-test, also known as a goodness of fit test, shows whether the collected data is useful in making a prediction about the population or not.
- One-way ANOVA is a statistical test that determines the probability values of the quantifiable data variable for three or more independent sample groups. This

technique was adopted in finding about the significant relationship between variables.

4.2 Frequency Analysis

4.2.1 Distribution by gender

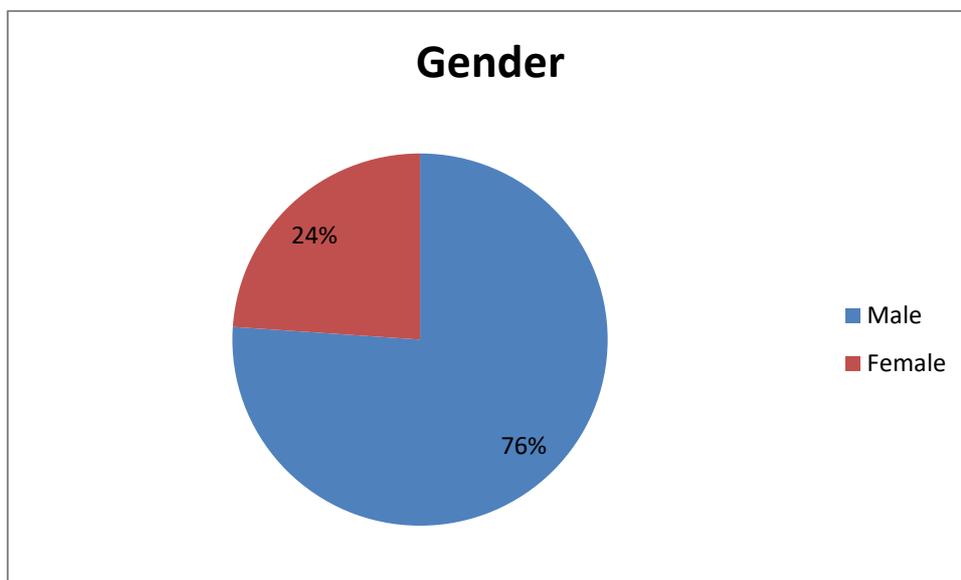


Figure 3: Number of male and female respondent.

Out of the 46 respondents 35 were Female and 11 of them were male.

Distribution of respondents based on age group.

Table 1: Number of respondents based on age group

Age group	Frequency	Percent
16-25	6	13%
26-35	34	74%
36-45	4	9%
46-55	2	4%
Total	46	100%

From the above table we can see that 6 of the respondent belong to the age group of 16-25, 34 of the respondent belong to the age group of 26 - 35 and 4 of the respondent belong to the age group of 36– 45, 2 of the respondent belong to the age group of 46-55. The maximum number of respondents belongs to 26-35 age groups for this study. It shows that this age group are more active in shopping and attracted by the sales promotional activities.

4.2.2 Distribution of respondent based on occupation

Table 2: Respondent based on occupation

Occupation	Frequency	Percent
Students	18	39%
Freelancer	4	9%
Service	21	46%
Business	3	7%
Total	46	100%

Out of the 46 respondents 3 of them are Business person, 21 of them are Salaried, 18 of them are Students and 4 of them are freelancer.

4.2.3 Distribution of respondent based on income level

Table 3: Respondent based on Income level

Monthly salary	Frequency	Percent
Below €1500	26	57%
€1500 - €3000	13	28%
€3000 - €4500	7	15%
Above €4500	0	0%
Total	46	100%

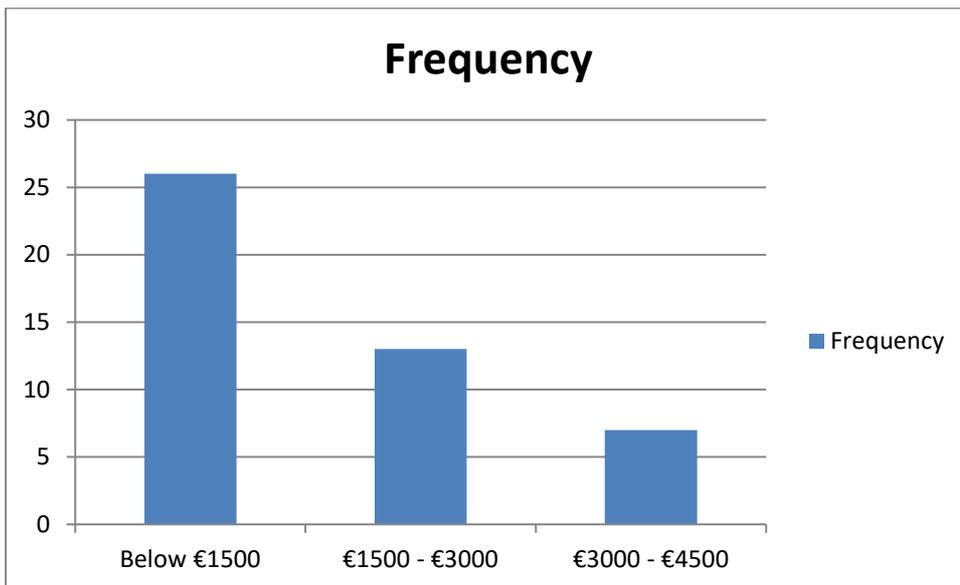
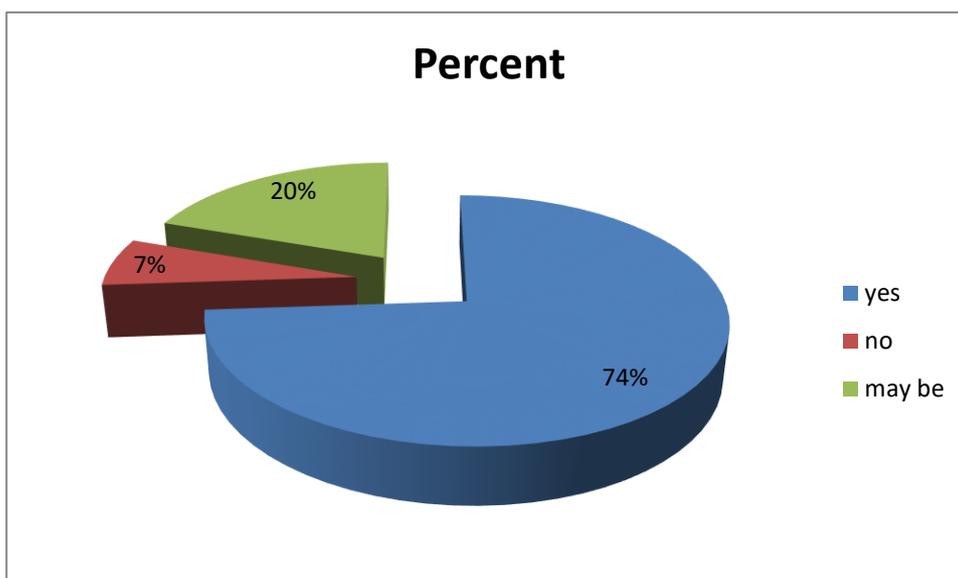


Figure 4: Monthly Income Level

Above figure and tables indicates that 57% of respondents have income level below €1500, 28% of respondents have income between €1500 -€3000 and 15% of respondents between €3000-€4500 and none of the respondents have income level above €4500.

4.2.4 Distribution of respondent whether people like or not shopping

Figure 5: Pie Chart



The data from the above indicates that the people like shopping, 74% of people agreed for it. 7% of people in 46 respondents doesn't like shopping and 20% are confused whether they like it or not.

4.3 Descriptive Analysis of factor that attract the customers in the stores

Table 4: Analysis of factor affecting the customers purchase

Factors attracting customers in store	Mean	Std. Deviation
offer	0.74	0.444
Service	0.37	0.488
Quality	0.72	0.455
Availability of Products	0.48	0.505

The above data indicates that the people are more attracted by the service and availability of products than offer provided or the quality of the products.

4.3.1 Ranking of people's preferences for sales promotion strategies

Table 5: Ranking of people's preferences for sales promotion strategies

Sales Promotion Strategies	Mean	Std. Deviation
price discount	2.37	.799
Coupon discount	1.76	1.037
Free sample	2.57	1.003
Buy one get one free	2.65	1.140

The above table provides ranking for reason for people favoring for the sales promotion strategies. The table shows ranking of the parameters in the scale of 1 to 4 where 1 is the most favorable scheme and 4 is the least favorable.

In the sample of 46 respondents, the data shows that people mostly favor coupon discount than other sales promotional strategies as it has lowest mean among the given strategies i.e. 1.76. The favorable strategy is price discount, less favorable is free sample and least favorable is buy one get one free.

4.4 Cross Tabulation Analysis and Chi-Square Test Analysis

4.4.1 Sales Promotion and monthly salary

Table 6: Cross tabulation between sales Promotion and monthly salary

Change in sales pattern with sales promotion			
Monthly salary	yes	No	Total
Below €1500	24 92%	2 8%	26 100%
€1500 - €3000	12 92%	1 8%	13 100%
€3000 - €4500	4 57%	3 43%	7 100%
Total	40 87%	6 13%	46 100%

Above table shows the association between sales promotion and monthly salary. The table indicates that the monthly salaries below €3000 monthly are more attracted by the sales promotion and change the purchase pattern with.

57% of respondents having salary €3000 to €4500 are attracted for changing the purchase pattern which is comparatively low than the respondent's salary below €3000.

4.4.2 Gender and Shopping habit

Table 7: Cross tabulation between Gender and Like Shopping

Gender	Like Shopping			Total
	yes	no	may be	
Male	24 69%	3 9%	8 23%	35 100%
Female	10 91%	0 0%	1 9%	11 100%
Total	34 74%	3 7%	9 20%	46 100%

The table indicates the relationship between Gender and interest for shopping. The table shows that female is more interested in shopping than male. The figure shows that the 9% of male in 35 male respondents are not interested in shopping while no female are there who are not interested in shopping.

4.4.3 Age and time spent for shopping weekly

Table 8: Cross tabulation between age and time spent for shopping weekly

Age	Time spent by you for shopping weekly				Total
	less than half hour	half- one hour	one-two hours	more than two hours	
16-25	1 17%	0 0%	2 33%	3 50%	6 100%
26-35	7 21%	9 27%	12 35%	6 18%	34 100%
36-45	0 0%	2 50%	1 25%	1 25%	4 100%
46-55	0 0%	1 50%	1 50%	0 0%	2 100%
Total	8 17%	12 26%	16 35%	10 22%	46 100%

The table indicates the relationship between age and time spent for shopping weekly. The table shows random figure but can conclude that age group between 16 and 25 spent more hours for shopping. And again the age group between 26 and 35 spent one to two hours of shopping. The age group between 36 and 55 are the stage where most of the people get married and settle down and are more reluctant to spent one to two hour for shopping but the age group between 46 and 55 don't spent less or much of their time for shopping and use their limited time.

4.4.4 Gender and reaction to sale or money –off deals

Table 9: Cross tabulation between gender and feels embarrassed to buy products on sale or money-off deals

Gender	feels embarrassed to buy products on sale or money-off deals					Total
	strongly agree	agree	neutral	disagree	strongly disagree	
Male	2 6%	2 6%	2 6%	17 49%	12 34%	35 100%
Female	0 0%	0 0%	5 46%	3 27%	3 27%	11 100%
Total	2 4%	2 4%	7 15%	20 44%	15 33%	46 100%

The above table indicates relationship between gender and their behavior towards the products on sales or money-off deals. It shows that 49% male disagree and 34% strongly

disagree that they feel embarrassed to such deals while 12% of male respondents agrees to it.

But in case of Female respondents all disagrees to feeling of embarrassment to buy product on sale.

4.4.5 Respondents searching for offer but doubting on the quality of products on sales

Table 10: Cross tabulation between respondents searching for offer and doubting on the quality of products on sales

	doubt on the quality of products on sale					
search for offer	strongly agree	agree	neutral	disagree	strongly disagree	Total
never	0	1	0	0	0	1
	0%	100%	0%	0%	0%	100%
sometimes	5	6	9	11	2	33
	15%	18%	27%	33%	6%	100%
often	0	2	1	3	0	6
	0%	33%	17%	50%	0%	100%
always	0	0	2	2	2	6
	0%	0%	33%	33%	33%	100%

The data above indicates that though respondents search for the offer of sales promotion most of them agrees to doubt on quality. However, 33% of respondents who goes for offer disagrees it and 50% and 33% of respondents searching for offer often and always respectively disagrees that they doubt on quality of products on sales.

Chi –square test analysis for people looking for sales promotion and frequency of shopping

Null Hypothesis (Ho): There is no significant association between people looking for promotion and frequency of shopping.

Alternative Hypothesis (H1): There is significant association between people looking for promotion and frequency of shopping.

Chi- square value = 4.880

P – Value = 0.300

Since, P-value 0.300 > $\alpha = 0.05$, we do not reject Ho.

Hence, there is no significant association between people looking for promotion and monthly salary.

4.5 Comparison table and one-way ANOVA analysis

Table 11: Analysis of time spent for shopping and search for offers

Time spent for shopping weekly	N	Mean	Std. Deviation	F-test	P-value
less than half hour	8	2.75	0.89	1.043	.384
half- one hour	12	2.33	0.65		
one-two hours	16	2.19	0.65		
more than two hours	10	2.40	0.84		
Total	46	2.37	0.74		

The above table demonstrates the level of satisfaction with taste and their times of visit to the restaurants each month. The mean value of group of people spending time less than half hour is 2.75 with the standard deviation is 0.89. Likewise, the mean value of group of people spending time for shopping half to one hour is 2.33 with the standard deviation is 0.65 and the mean value of group of people spending time for shopping one to two hours is 2.19 with the standard deviation is 0.84. Similarly, the mean value of group of people spending time for shopping more than two hours is 2.40 with the standard deviation is 0.84. For F-test,

Null Hypothesis (H₀): There is no significant relationship in time spent for shopping and search for offers

Alternative Hypothesis (H₁): There is significant relationship in time spent for shopping and search for offers

F- Value = 1.043

P-Value= 0.384

Since, p value =0.364 >α=0.05, we do not reject H₀.

Hence, there is no significant relationship in time spent for shopping and search for offers.

4.6 Comparison table and T-test Analysis

Table 12: Analysis of Gender and purchase more on normal days with sales promotion

Gender	N	Mean	Std. Deviation	T-Test	P-Value
Male	35	2.29	0.75	0.073	0.789
Female	11	2.36	0.809		

The above table shows the analysis of respondents spending more to their shopping bills on normal days with sales promotion between genders.

For t- test analysis,

Null Hypothesis (H0): There is no significant association between gender and spending more on their shopping bills with sales promotion.

Alternative Hypothesis (H1): There is significant association between gender and spending more on their shopping bills with sales promotion.

t- value = 0.073

p- value = 0.789

Since p- value = 0.789 is more than significant value= 0.05, we do not reject H0.

There is no significant association between gender and spending more on their shopping bills with sales promotion.

4.7 Correlation Analysis

Table 13: Correlation Analysis

		X1	X2	X3	X4	X5	X6	X7	X8	X9	X10
X1	Pearson Correlation	1	0.129	0.114	0.213	0.19	0.1	0.222	0.136	.375*	0.169
	Sig. (2-tailed)		0.392	0.451	0.155	0.206	0.508	0.138	0.368	0.01	0.262
	N	46	46	46	46	46	46	46	46	46	46
X2	Pearson Correlation		1	.469**	0.009	-0.173	-0.227	0.041	0.194	0.041	-0.13
	Sig. (2-tailed)			0.001	0.954	0.251	0.129	0.788	0.195	0.785	0.391
	N		46	46	46	46	46	46	46	46	46
X3	Pearson Correlation			1	0.099	-.307*	-.434**	-0.01	-0.008	0.038	0.193
	Sig. (2-tailed)				0.514	0.038	0.003	0.945	0.96	0.804	0.199
	N			46	46	46	46	46	46	46	46
X4	Pearson Correlation				1	0.196	0.097	.320*	0.272	.460**	.356*
	Sig. (2-tailed)					0.192	0.523	0.03	0.067	0.001	0.015
	N					46	46	46	46	46	46

	N	46	46	46	46	46	46	46
X5	Pearson Correlation		1	.715**	0.24	0.144	0.168	.304*
	Sig. (2-tailed)			0	0.109	0.341	0.264	0.04
	N	46	46	46	46	46	46	46
X6	Pearson Correlation		1	0.049	-0.027	0.159	0.267	0.267
	Sig. (2-tailed)			0.748	0.858	0.292	0.073	0.073
	N	46	46	46	46	46	46	46
	Pearson Correlation		1	0.146	.461**	0.272	0.272	0.272
	Sig. (2-tailed)			0.334	0.001	0.067	0.067	0.067
	N	46	46	46	46	46	46	46
X8	Pearson Correlation		1	.411**	0.083	0.083	0.083	0.083
	Sig. (2-tailed)			0.005	0.583	0.583	0.583	0.583
	N	46	46	46	46	46	46	46
X9	Pearson Correlation		1	.455**	0.001	0.001	0.001	0.001
	Sig. (2-tailed)			0.001	0.001	0.001	0.001	0.001
	N	46	46	46	46	46	46	46
X10	Pearson Correlation		1					1
	Sig. (2-tailed)							
	N	46	46	46	46	46	46	46
X11	Pearson Correlation		1					
	Sig. (2-tailed)							
	N	46	46	46	46	46	46	46

X1= buy a product if it has money off deal

X2= doubt on the quality of products on sale

X3= feels embarrassed to buy products on sales or money-off deals

X4= visit the store that does the promotional activities frequently

X5= feeling of great deal if I can get money off deals

X6= believe that promotional activities saves my money

X7= offers in products make me to buy that i do not buy regularly

X8= discounts and special offers make me buy more quantities than usual

X9= if brand offers free products and discounts, it becomes reason to buy it

X10= I likely to buy the brand if it offers price or coupon discount

X11= I likely to buy the brand that offers free sample or buy 1 get 1 free

The above table shows the correlation among various factors that impact on customers' behaviour for the sales promotion. The main purpose of correlation matrix is to measure the strength associated with each independent variables with other variables.

From above table,

- ❖ The correlation performed between x1 and x2 gives p value = 0.392. Since p- value is higher than significant value 0.05. There is no significant relation between x1 and x2.
- ❖ The correlation performed between x1 and x3 gives p- value= 0.451. Since, p- value is higher than significant value 0.05. There is no significant relation between x1 and x3.
- ❖ The correlation performed between x1 and x4 gives p- value= 0.155. Since p- value is higher than significant value 0.05. There is no significant relation between x1 and x4.
- ❖ The correlation performed between x1 and x5 gives p- value = 0.206. Since, p- value is higher than significant value 0.05. There is no significant relation between x1 and x5.
- ❖ The correlation performed between x1 and x6 gives p- value = 0.508. Since p- value is higher than significant value 0.05. There is no significant relation between x1 and x6.
- ❖ The correlation performed between x1 and x7 gives p- value = 0.138. Since p- value is higher than significant value 0.05. There is no significant relation between x1 and x7.
- ❖ The correlation performed between x1 and x8 gives p- value = 0.368. Since p- value is higher than significant value 0.05. There is no significant relation between x1 and x8.
- ❖ The correlation performed between x1 and x9 gives p- value = 0.001. Since p- value is less than significant value 0.05, there is significant relation between x1 and x9.
- ❖ The correlation performed between x1 and x9 gives p- value = 0.262. Since p- value is higher than significant value 0.05. There is no significant relation between x1 and x10.
- ❖ The correlation performed between x1 and x9 gives p- value = 0.018. Since p- value is less than significant value 0.05, there is significant relation between x1 and x11.

- ❖ The correlation performed between x2 and x3 gives p value = 0.001. Since p- value is less than significant value 0.05. There is significant relation between x2 and x3.
- ❖ The correlation performed between x2 and x4 gives p- value= 0.954. Since, p- value is higher than significant value 0.05, there is no significant relation between x2 and x4.
- ❖ The correlation performed between x2 and x5 gives p- value= 0.251. Since, p- value is higher than significant value 0.05, there no is significant relation between x2 and x5.
- ❖ The correlation performed between x2 and x6 gives p- value= 0.129. Since, p- value is higher than significant value 0.05, there is no significant relation between x2 and x6.
- ❖ The correlation performed between x2 and x6 gives p- value= 0.788. Since, p- value is higher than significant value 0.05, there is no significant relation between x2 and x7.
- ❖ The correlation performed between x2 and x7 gives p- value= 0.195. Since, p- value is higher than significant value 0.05, there is no significant relation between x2 and x8.
- ❖ The correlation performed between x2 and x8 gives p- value= 0.785. Since, p- value is higher than significant value 0.05, there is no significant relation between x2 and x9.
- ❖ The correlation performed between x2 and x9 gives p- value= 0.391. Since, p- value is higher than significant value 0.05, there is no significant relation between x2 and x10.
- ❖ The correlation performed between x2 and x11 gives p- value= 0.785. Since, p- value is higher than significant value 0.05, there is no significant relation between x2 and x11.
- ❖ The correlation performed between x3 and x4 gives p- value= 0.001. Since p- value is less than significant value 0.05, there is significant relation between x3 and x4.
- ❖ The correlation performed between x3 and x4 gives p- value= 0.514. Since p- value is higher than significant value 0.05, there is no relation between x3 and x4.
- ❖ The correlation performed between x3 and x5 gives p- value= 0.038. Since p- value is less than significant value 0.05, there is relation between x3 and x5.

- ❖ The correlation performed between x3 and x6 gives p- value= 0.003. Since p- value is less than significant value 0.05, there is relation between x3 and x6.
- ❖ The correlation performed between x3 and x7 gives p- value = 0.945. Since, p- value is higher than significant value 0.05. There is no significant relation between x3 and x7.
- ❖ The correlation performed between x3 and x8 gives p- value = 0.96. Since, p- value is higher than significant value 0.05. There is no significant relation between x3 and x8.
- ❖ The correlation performed between x3 and x9 gives p- value = 0.804. Since, p- value is higher than significant value 0.05. There is no significant relation between x3 and x9.
- ❖ The correlation performed between x3 and x10 gives p- value = 0.199. Since, p- value is higher than significant value 0.05. There is no significant relation between x3 and x10.
- ❖ The correlation performed between x3 and x11 gives p- value = 0.022. Since p- value is less than significant value 0.05. There is significant relation between x3 and x11
- ❖ The correlation performed between x4 and x5 gives p value = 0.192. Since p- value is less than significant value 0.05. There is no significant relation between x4 and x5.
- ❖ The correlation performed between x4 and x6 gives p- value= 0.523. Since, p- value is higher than significant value 0.05, there is no significant relation between x4 and x6.
- ❖ The correlation performed between x4 and x7 gives p- value= 0.030. Since, p- value is less than significant value 0.05, there is significant relation between x4 and x7.
- ❖ The correlation performed between x4 and x8 gives p- value= 0.067. Since, p- value is higher than significant value 0.05, there is no significant relation between x4 and x7.
- ❖ The correlation performed between x4 and x9 gives p- value= 0.001. Since, p- value is less than significant value 0.05, there is significant relation between x4 and x9.
- ❖ The correlation performed between x4 and x10 gives p- value= 0.015. Since, p- value is less than significant value 0.05, there is significant relation between x4 and x10.

- ❖ The correlation performed between x4 and x11 gives p- value= 0.131. Since p- value is higher than significant value 0.05, there is no significant relation between x4 and x11.
- ❖ The correlation performed between x5 and x6 gives p- value= 0.109. Since p- value is higher than significant value 0.05, there is no significant relation between x5 and x6.
- ❖ The correlation performed between x5 and x8 gives p- value= 0.341. Since p- value is higher than significant value 0.05, there is no significant relation between x5 and x8.
- ❖ The correlation performed between x5 and x9 gives p- value= 0.264. Since p- value is higher than significant value 0.05, there is no significant relation between x5 and x9.
- ❖ The correlation performed between x5 and x10 gives p- value = 0.040. Since, p- value is less than significant value 0.05, there is significant relation between x4 and x10.
- ❖ The correlation performed between x5 and x11 gives p- value = 0.196. Since p- value is less than significant value 0.05, there is significant relation between x5 and x11.
- ❖ The correlation performed between x6 and x7 gives p- value = 0.748. Since p- value is higher than significant value 0.05, there is no significant relation between x6 and x7.
- ❖ The correlation performed between x6 and x8 gives p- value = 0.858. Since p- value is higher than significant value 0.05, there is no significant relation between x6 and x8.
- ❖ The correlation performed between x6 and x9 gives p- value = 0.292. Since p- value is higher than significant value 0.05, there is no significant relation between x6 and x9.
- ❖ The correlation performed between x6 and x10 gives p- value = 0.073. Since p- value is less than significant value 0.05, there is significant relation between x6 and x10.

- ❖ The correlation performed between x6 and x11 gives p- value = 0.312. Since p- value is higher than significant value 0.05, there is no significant relation between x6 and x11.
- ❖ The correlation performed between x7 and x8 gives p- value = 0.334. Since p- value is higher than significant value 0.05, there is no significant relation between x7 and x8.
- ❖ The correlation performed between x7 and x9 gives p- value = 0.001. Since p- value is less than significant value 0.05, there is significant relation between x7 and x9.
- ❖ The correlation performed between x8 and x10 gives p- value = 0.067. Since p- value is higher than significant value 0.05, there is no significant relation between x8 and x10.
- ❖ The correlation performed between x8 and x11 gives p- value = 0.004. Since p- value is low than significant value 0.05, there is significant relation between x8 and x11.
- ❖ The correlation performed between x8 and x9 gives p- value = 0.005. Since p- value is low than significant value 0.05, there is significant relation between x8 and x9.
- ❖ The correlation performed between x8 and x10 gives p- value = 0.583. Since p- value is higher than significant value 0.05, there is no significant relation between x8 and x10.
- ❖ The correlation performed between x8 and x11 gives p- value = 0.548. Since p- value is higher than significant value 0.05, there is no significant relation between x8 and x11.
- ❖ The correlation performed between x9 and x10 gives p- value = 0.001. Since p- value is less than significant value 0.05, there is significant relation between x9 and x10.
- ❖ The correlation performed between x9 and x11 gives p- value = 0.244. Since p- value is higher than significant value 0.05, there is no significant relation between x9 and x11.
- ❖ The correlation performed between x10 and x11 gives p- value = 0.564. Since p- value is higher than significant value 0.05, there is no significant relation between x10 and x11.

4.8 Overall Data Analysis

The calculation of data shows that most of the people like shopping and spent lot of time for it. The patterns of people change with the sales promotion especially coupon discount and other promotions too. There is not much relation between the respondents who like sales promotion and spending time for shopping or looking for sales promotions. The age, gender, income and the interest in shopping would make lot difference in successful of sales promotion to the stores and the type of sales promotional activities.

5 CONCLUSION AND RECOMMENDATION

Sales promotions practice is a prominent feature for many business and industries in recent competitive market and as well consumers are much aware of various sales promotional strategies practiced.

As per the finding through the research on effect of sales promotion on the consumers behavior, regardless of the age, gender, occupation, and the frequency of shopping, the sales promotion have the crucial effect on the change in pattern and behavior of the consumers towards the different strategies of sales promotion. The research has taken the vital step to identify the factors that influences buying behavior of consumers, but it also has certain limitations. There was only 49 respondents' participation in this study.

The sales promotion strategy that the respondents normally prefer "buy one get one free" and much conscious for the offers made to customers than service quality and availability of the products. The people with income below Euro 1500 per month were more reluctant to change the sales pattern or behavior with the sales promotion strategies available. The study shows that the respondents with 35 females and 11 males; 91% of females like shopping whereas only 69% of males like shopping. The customers with age between 26 to 45 ages spent more than one hour for shopping.

The data analysis shows that the 6 to 12% of males feels embarrassed to buy the products on sales or with money –off deals but 0% of female strongly disagreed to it. The female customers feel comfortable on buying such products and save money. The research also shows that the customers doubt on the quality of product which are on sales.

The research too shows that though the low-income people are more reluctant to buy the product with sales promotion strategies but contradictory to it the research too shows that there is no connection between monthly income and customers looking for the products available with sales promotion. And it also results that the customers searching for the offers to save money tends to spent more time for shopping and no connection spending more amount for shopping and the gender.

The business and industry people have come up with lots of sales promotion strategies these days for competing and survivals. One of the key promotional tools used in marketing the products and services is sales promotion.

The study reveals that the sales promotion has an influence in the purchase decision of consumers though their entire decision depends on making purchase anytime they will to. The consumers may be doubtful in some cases, but the offering of discounts and price-off deals and such kinds of services satisfies the customers. The study shows that sales promotion plays the important role in the marketing program for marketers and retailers and customers are too satisfied with sales promotional tools such as price discounts, coupons, free samples and “buy one get one free”.

In conclusion, consumer’s attitude towards different promotional tools on buying behavior is favorable. This study supports that sales promotion are effective means for marketers and cost effective compared to other integrated marketing tools such as advertising. It shows that the sales promotion tools are supplementary or complementary to existing business as an additional marketing strategy.

From the conclusion from this study, it is recommended that to increase the sales in cost effective manner and to outstand the competitors, the practice of sales promotion would be useful to improve the sales by influencing the consumers buying behavior.

The sales promotion Strategies has short term effect, so the marketers and the business people require the continuous follow up to maintain long term relationship with customers as they may switch with the competitors with better strategies.

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APPENDIX

1. What is your Gender?

Mark only one oval.

Male

Female

2. What is your age range?

Mark only one oval.

16-25

26-35

36-45

46-55

55 and above

3. Please indicate your monthly salary.

Mark only one oval.

Below €1500

€1500 - €3000

€3000 - €4500

€4500 And Above

4. Your Occupation

Student

Freelancer

Service

Business

5. Do you like shopping?

Yes

No

May be

6. How frequently you go for shopping?

Frequently

Once a week

More than once a week

Once a Month

Rarely

7. Time spent by you for shopping weekly?

Less than half hour

Half-one hour

One-two hour

More than two hours

8. Looking at the promotions in sales does your purchase pattern changes?

Yes

No

9. Please choose the factors that attract you more in stores for shopping? (more than one option can be selected)

Offer

Service

Quality

Availability Of products

10. Please mark the option as per your reaction to the question below during shopping?

Mark only one oval per row.

Never/ Sometimes/Often/Always

- Do you search for the product/buy that have some offers (like Buy 1 Get 1 Free)
- Do you find the special offers provided in sales Attractive? Do you buy more compared to your shopping bills on normal days
- You get the quick information of the promotional activities that is been available?

11. Indicate on the scale one(1) to four (4), where 1 as most favorable and 4 as least favorable, the extend to which you as satisfied with the sales promotion strategies.

Mark only one oval per row. Most favorable /Favorable/ Less Favorable/Least Favorable

- Price Discounts
- Coupon Discounts
- Free Sample
- Buy one get one free

12. . Indicate the degree of agreement to the following statements regarding the promotion activities.

Mark only one oval per row. Strongly agree/Agree /Neutral/Disagree /Strongly Disagree

- I buy some product only if it has "money-off" deals, like "discount coupons" or "buy 1 get 1 free".
- I doubt on the quality of products on sale.
- I feel embarrassed to buy the products that are on sales or with money-off deals on products.
- I visit the stores that does the promotional activities frequently.
- I feel, I made a great deal if I can get money-off deals on products.
- I believe that promotional activities saves my money for the same product that would cost me more if there was no such deals.
- The offers in products makes me to buy the brand that I do not buy regularly
- The discounts or special offers makes me to buy more quantities of same product.
- If a brand offers discounts or free products, it may be the reason for me to buy it.
- Compare to most people, I am more likely to buy the brands that offers price or coupon discounts
- Compare to most people, I am more likely to buy the brands that offers free sample or buy one get one free