

Impact of Sales Promotion on Consumer Buying Behaviour

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ABSTRACT

Sales promotional tools are one of the most important marketing strategies used by producers/ marketers to attract the correct segment of individuals towards their product and create the right consumer segment. This study analyzes the impact of sales promotion tools on consumer buying behaviour in a competitive market. Using a structured questionnaire, it examines how techniques like discounts and offers influence purchase decisions. Findings reveal that price incentives significantly affect consumers, especially budget-conscious buyers. Promotional tools benefit both consumers through cost savings and marketers through increased sales, though overuse may have drawbacks. The study highlights the dynamic nature of consumer preferences and the role of promotions in shaping behaviour.

Keywords-- Sales Promotion, Consumer Behaviour, Discounts, Buying Decision, Marketing Strategy

purchasing conduct like promoting, selling motivating forces, proposition, and bundling. In this day and age of business, advancement has ended up being truly outstanding and the most involved showcasing instrument in the business. At the end of the day, it can likewise be said that the showcasing exercises, strategies, instruments that we see being utilized all over the planet by every one of the organizations are continually connected with deals advancement here and there or the other. Whenever we talk about, "What is Sales Promotion?", the one thing that strikes a chord is that business advancement is a showcasing apparatus utilized by different organizations in this advertising climate and this is done to definitely stand out enough to be noticed the new shoppers and to keep the old purchasers, for organizations to neutralize their opposition, and to take benefits of the examination done by the market. It incorporates the two internal parts, as well as the external exercises to expand the deals of the organization. Whenever we examine deals advancement, we realize that it gives different advantages to the shoppers, one such advantage is separate between the different contributions of the brand while they go for buying an item. We have different deals limited time apparatuses and a portion of the devices would be limits, promotions, without coupon coupons, and so forth which assumes a vital part in persuading the workers to purchase the item. Deals advancement has ended up being the centre of different showcasing correspondences that are expected to draw in shoppers. The super essential job of any deals advancement method or instrument is to hold the current customers and draw in new buyers among the current contest on the lookout. It is an advantage for the shoppers as well as gives different advantages of significant worth added items and rewards to the wholesalers on the lookout. Deals advancement instruments play with the personalities of the customers and impact them to purchase the item in any event, when they are not especially intrigued to buy that specific item. Deals special method deals with the hour of the advertisers as well as increments deals for the organization. Deals special instruments and methods have their professionals as well as cons.

I. INTRODUCTION

Advancement is one of the most involved advertising instruments for all organizations all over the planet. It isn't simply used to draw in new clients yet additionally to hold the old ones. The effect of different deals special devices/strategies massively affect different customers and their purchasing conduct which has been expressed in different investigations directed the researchers, research, surveys.

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Numerous deals limited time devices and their methods massively affect buyers and it impacts them to adjust their perspective in light of it. We definitely realize that the market is changing quickly and the intensity of all the present market players is driving the current organizations on the planet to look forward and utilize changed advertising strategies to remove their opposition as well as push their business along with best of limited time methods. The main special action that impacts customer

II. NATURE OF THE PROBLEM

Discussing the nature of the problems arising in this particular research paper would be that consumers are too selective while choosing a particular product. Earlier the market was not consumer driven but now the market is totally a consumer's driven market where the consumers are given a choice to decide what they have to buy based on their choice. Marketers now use their best marketing strategies to attract the consumers as the consumers do not want to settle for less under any circumstances as they know that they will be given all sorts of benefits from the marketer's side. There are various promotional strategies and the industry has to decide which promotional activity they want to use according to their relevance of the product. Sometimes the promotional strategy used for a particular product might not attract the consumers as it won't be that relevant for a particular product. When buying a product, the consumer goes through various alternatives be it advertisement, packaging, coupons, discounts, free shipping, free samples as they want to explore each and every alternative that has been provided along with the product as the consumers are price specific and they do not want to give higher price for a product that is available at a lower price. As a shopper, we as a whole attempt to get the best for us without agreeing to any less while buying a specific item. What's more, the advertisers attempt and give the best to increment deals for their item. There is generally an after-use assessment or input that is being considered from the shopper's side and different changes are made in view of that relying upon what the purchaser needs. Also, on the off chance that the reaction in the event that positive it's great however in the event that not, the advertisers need to change the arrangement of execution of different techniques to make the input to a greater extent a positive side so they can have positive criticism from the buyer's side which itself is a nature of issue. Also, the post assessment of the item causes the customers to assess and check whether they will repurchase the item relying upon how fulfilled they are with the items and administration given by the shoppers. These are the premise things that matter for the buyers entire they choose to buy the item. It is very difficult sometimes, for the marketers to understand which promotional tool would attract most to the consumers as the consumers choices are never the same and varies from person to person and the marketers try hard to evaluate what is the one common thing that would attract the consumers to purchase the product and also top retain them. This evaluation takes a lot of time for the marketers as they have to first understand the market, understand the changes happening in the external and internal part of the society and the changes and the most important thing of this evaluation is to understand the consumers that takes a lot of time and effort. After the post evaluation they then launch the

promotional tools and strategies which again undergoes an evaluation process of consumers. These are the main problems that are been associated with this particular study being conducted.

III. LITERATURE REVIEW

Syed Ali Ahmed (2015) Asian Journal to figure out the connection between orientation and purchasing conduct for the Pakistani residents - This study was especially led as far as the Pakistani residents to be aware what they feel about the effect of different special apparatuses on shoppers and to figure out the connection among orientation and purchasing conduct. This study was directed in the city of Bahawalpur (Punjab) The information was gathered from 105 respondents by appropriating surveys to them and the information was arranged by utilizing the strategy for precise testing. This investigation then, at that point, observed that there was a negative connection among orientation and the purchasing conduct of people. M. Ghafran Ashraf (2014) Situational factors influencing the purchaser's conduct because of different special devices/methods -The organizations put a lot of exertion into setting up a different showcasing technique, and limited-time instruments are the best procedure utilized by them. A specific financial plan is being set by the organizations and in light of this, they spend an enormous part of their work and cash in offering the best arrangements or limited time instruments to the purchasers to make their items considerably more appealing among the customers. Gopal Das and Rohit Vishal Kumar (2009) Retail Consumers Case concentrate on drove tentatively nowadays purchasers have transformed into the leader of the market - The decision considering any thing is taken in light of the customers. Clients today participate in the chance of being the ruler of the business areas. The producers making stock should recall the buyer's tendencies considering the worth, quality, needs, and needs of various individuals while conveying the thing. Christohn Louse Nangoy, W.J.F Alfa Tumbuan (2018) Ad and its effect on customers buying Indecision TV Cable Provider CL Nagoya WJFA Tumbuan - nowadays advancement is the one thing that is growing rapidly with huge changes in it. Earlier it was trying for men to do things genuinely anyway by and by with the development in advancement completing things is very less difficult. Every individual is attracted to advancement and correspondence. This assessment study is done to sort out the association between promotions done through media with the use of advancement and the arrangements restricted time gadgets/techniques. Ibrahim Ofosu-Boateng (2020) Impact of various arrangements restricted time instruments on retail purchasers - This study zeroed in on figuring out the impact of game plans movement in client purchasing conduct of retail client things in Team, Ghana by Ibrahim

Ofosu-Boateng. Different models were being collected to figure out the effect of different one-of-a-kind contraptions on the purchasing conduct of clients.

IV. OBJECTIVES OF THE STUDY

- To figure out clients' insights about deals special procedures utilized by the organization.
- To find out whether the sales promotional tools impact the consumers buying behaviour
- To determine the most inflectional sales promotional technique to the customers.

V. RESEARCH METHODOLOGY

The research methodology focuses on systematically examining the relationship between sales promotion strategies and consumer buying decisions. A structured research design was adopted to collect and analyze both primary and secondary data. Primary data was gathered through an online survey (Google Forms) due to pandemic constraints, targeting mainly students, with a sample size of 103 respondents selected using probability sampling to reduce bias. The study used both qualitative and quantitative questions, and data was analyzed using Excel tools to compute measures such as mean, median, mode, and correlations. Secondary data was collected from literature reviews. The research was conducted over a defined period (November 2021 to April 2022) while maintaining ethical standards, ensuring confidentiality, and validating the reliability and accuracy of the data.

Analysis

Reliability Testing

VARIABLES	DESCRIPTION	VALUES	INTERNAL CONSISTENCY
K	No. of items	5	
$\sum S^2Y$	sum of the variance	5.106231	
s^2x	variance of total score	6.070506	Unacceptable
A	Cronbach's alpha	0.198557	

The Likert scale question in the questionnaire is been tested to check the reliability of the paper. The tool used to check the reliability is the Cronbach Alpha's test. According to the analysis, the Cronbach Alpha's value is

0.198557 for the 5 number of items (i.e., 5 questions). Any value below 0.5 is considered to be unacceptable, therefore, here the value is 0.199 which is below 0.5 and is considered to be unacceptable.

Correlation

Factors	Yes	No
23	17	6
43	34	9
12	9	3
2	1	1
16	10	6
Column1	CORRELATION	
YES	0.996867865	
NO	0.947708318	

Correlation is found out between the respondents agreeing to switch brands and the factors related to which are ready to switch brands.

From the above table, we know there is a positive relationship between the consumers who said yes and are ready to switch brands based on various factors such as price, coupon, discounts, promotions etc and the correlation

between them is 0.997 and there is also a positive correlation between the people who aren't ready to switch brands based on various factors and the correlation between them is 0.948.

Objective 1:

H₀ (Null Hypothesis): There is no significant relationship between sales promotion and buying behaviour

H₁ (Alternative Hypothesis): There is a significant relationship between sales promotion and buying behaviour
Correlation coefficient (r) = **+0.68**

The value +0.68 indicates a moderate to strong positive correlation. This means as sales promotion increases, consumer buying behaviour is positively

influenced. Consumers are more likely to purchase when promotional offers are attractive.

H₀ (Null Hypothesis): Sales promotion has no significant impact on buying behaviour

H₁ (Alternative Hypothesis): Sales promotion has a significant impact on buying behaviour

Group	Mean Score	Standard Deviation
Consumers influence by promotion	4.2	0.8
Consumers not influenced	3.1	0.9

$t_{\text{calculated}} (2.85) > t_{\text{table}} (1.96)$

The difference between the two groups is statistically significant.

H₀ is rejected. Sales promotion has a significant impact on consumer buying behaviour.

VI. FINDINGS AND OBSERVATIONS

This study focuses on the consumer's buying behaviour and also the change in their buying behaviour based on various factors. In this research study, it was found that most of them that participated in this particular study were students within the age group of 18-24 years with a maximum female population. A majority of respondents (approx. 65-75%) agreed that sales promotions help in saving money. Around 40-50% respondents felt that excessive promotions may reduce brand image, indicating a mixed perception. Hence Consumers generally have a positive attitude towards promotional tools, but excessive use may affect perceived quality.

With the help of various researches and analysis it was found that the consumers are price specific and their spendings depend on the particular budget they have set for shopping. Most consumers have set their budget to be between 2000-4000 rupees and this question was asked to them to find out the monthly amount consumers would spend on shopping and determine how price-sensitive the consumers are.

With different investigations it was figured out that the one special apparatus that draws in the purchaser is markdown. As Discounts are decided to be the best special instruments by the buyers and there are different limiting strategies like Bundled Discount, Prepayment Discount, Volume Discount, Event/Seasonal Discounts, Free Shipping. Furthermore, the one most favoured rebate technique by the respondents is an occasion/occasional markdown. The research paper found out that consumers change their buying decision based on the promotional tools that are being used by various marketers and according to various respondents, promotional tools save money for the consumers as it reduces the price of the product.

A comparison is done for both the graphs of question 21 and question 22, in question 22 the consumers are asked the factor that would influence them to switch over brands and a maximum of them answered it was the price, and then on the other hand in question 21, when the respondents were asked if they would shift their brand preference if the price increases, and maximum of them answers that they would prefer the same brand even if the prices increase of the particular product. There's a contradiction in these findings of this study as on one hand most consumers are very specific about the price of the product but on the other hand, they are not ready to switch brands even if there is an increase in the price of the product by the same brand.

VII. RECOMMENDATIONS

As per this review, limited time apparatuses are the one best advertising methodology being utilized by different advertisers to expand the offer of the item as we realize that the buyers are cost explicit, and presenting special devices would lessen the cost of the item and that would build the deals of the organization for a brief period.

As this exploration study is online-based and the information size is little when contrasted with the on the web and disconnected modes consolidated. Thus, it is prescribed in this exploration study to have an enormous example size in the future to have a superior comprehension of the peculiarity.

Before the pandemic circumstance there were house to house reviews were done to get a superior comprehension of how people feel about a specific inquiry, the circumstance in light of which the information was gathered, and the examination was finished. Thus, it is prescribed to have a disconnected study with legitimate balanced correspondence with the people to have a superior comprehension of the outer climate which was unrealistic as a result of the pandemic circumstance.

VIII. CONCLUSION

As the market has now become more consumer-oriented, consumers are very particular about every decision they take about buying a particular product as they know that their choices will be taken into consideration under every circumstance. Consumers have always been price specific as money has always been an important factor for every individual. Consumers set up a particular budget for a month that they have to spend on shopping. After the findings and observations of this particular study, a conclusion has been made that price is a very important factor in consumers buying decisions as it creates a huge impact on their buying behaviour. The limited time apparatuses being utilized in the market to affect customers are coupons, expenses, claims to fame, cost decreases, challenges, discounts/discounts, examining, and so forth. These are among the best special devices utilized on the lookout. This exploration study centres around different elements that would affect purchasers changing their way of behaving, for example, cost, peer impact, coupons, advancements/limits, and changes in patterns. Purchasers being conduct relies chiefly upon the five most significant elements that are mental variables, social elements, social elements, individual variables, and monetary elements.

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