



INFLUENCE OF SALES PROMOTION ON CUSTOMER BUYING BEHAVIOUR – WITH SPECIAL REFERENCE TO STORE BRANDS

SMRUTHI REKHA PATRO

Ph. D RESEARCH SCHOLAR, DEPARTMENT OF COMMERCE, VELS INSTITUTE OF
SCIENCE, TECHNOLOGY & ADVANCED STUDIES, PALLAVARAM, CHENNAI

Dr. C. LAKSHMI

M.Com, M.Phil, NET, MBA, SET, Ph.D., HEAD & ASSISTANT PROFESSOR,
DEPARTMENT OF COMMERCE, GSS JAIN COLLEGE FOR WOMEN,
VEPERY, CHENNAI - 7

(Corresponding Author)

Dr. V. SHANTHI

ASSISTANT PROFESSOR & RESEARCH SUPERVISOR,
DEPARTMENT OF COMMERCE, VELS INSTITUTE OF SCIENCE,
TECHNOLOGY & ADVANCED STUDIES, PALLAVARAM, CHENNAI

ABSTRACT

The main aim of this article is to find the various sales promotional strategies offered by the store brands and to analyse the influence of sales promotional strategies on customer buying behavior. The researcher used t – test, Multiple regression analysis to find the result. The results finds that window displays and shopping sprees admires lot of customers and they measure them during the realization of customer buying behaviour in store brands.

Keywords: Sales Promotion, Store Brand, Shopping sprees

INTRODUCTION

Sales promotion is a collection of tools that have variety of incentives, mostly short-term, designed to encourage purchase of a particular product or service quickly and greatly by consumers. It can be clearly seen that modern retailers is now more and more promotional sales are made through discounts, point of purchase (POP), advertisements and posters on the shelf in store. According to (Philip Kotler & Keller, 2009) promotional activity in-store sales can lead to a desire, arousal, or thrill to buy even if consumers do not have intention to buy product before, thus encouraging purchases are not planned in advance (impulse). It gives a sense of sales promotion as a special incentive or interesting programs that encourage consumers to make purchases of products and certain services. Sales promotion is a persuasive action directly offering incentives or more value for product of sales force, distributors or consumers with primary objective of generating sales immediately.

Consumers are considered as the rational decision makers since they are concerned with their self-interest. However, the factors that affect consumers in a wide range of activities is termed as consumer behaviour, i.e. wide range of consumption activities apart from

purchasing depends on growth of retail industry. These activities involve the building of purchase intention, information search, the act of purchasing and consumption. Consumer buying behaviour is the buying behaviour of the ultimate consumers in retail sector (Pride & Ferrell, 2007). Therefore, it is the necessity of marketers to understand the nature of buying behaviour of such consumers with respect to retailing such as selection of brand, time taken for shopping, retail store and format choice since this helps to provide better service to their consumers in more efficient and effective manner and also supports to captivate novel consumers.

Promotional activities will help and to persuade prospective consumers to purchase products or services that we offer. Sales promotion describes incentives and prizes to make customers buy goods company directly. As a result, this is to require response quickly compared what be seen on advertisement.

REVIEW OF LITERATURE

Salelaw (2016) The Impact of Sales Promotion on Brand Equity: The Case of Brewery Industry. *Journal of Marketing and Consumer Research* .www.iiste.orgISSN 2422-8451 An International Peer-reviewed Journal. The study confirmed brand equity is a multidimensional concept that consists of brand loyalty, perceived quality and brand associations. Brand loyalty exerts a great influence on the formulation of brand equity and it is a holistic concept. The nature of brand equity dimensions relationship in the Ethiopian brewery industry is a causal order. The study also indicated that sales promotion affecting the formulation of brand equity with different level of intensity. The study further concluded that monetary promotion affecting positively the creation of brand equity by influencing brand awareness, brand associations and perceived quality; and non-monetary sales promotion affecting positively the formulation of brand equity by influencing brand awareness and negatively by affecting perceived quality.

Shyam Sundar B & K Nagendra Babu (2016) Influence of Sales Promotion and Service Quality of Modern Retail Stores on Buying Behaviour of Consumers in Karnataka. *Amity Journal of Marketing*. Volume 1 Issue 2 2016. The aim of this research paper is to investigate the impact of two independent variables viz. sales promotion and service quality of new retail stores. In addition to this, study attempts to analyse the demographic profile of consumers and examine whether the behavioural characteristics of consumers mediate the relationship between sales promotion, service quality, and buying behaviour. In order to obtain all the above objectives, the data were collected from 1105 valid responses. The study shows that the respondents are aware of retail formats; they prefer to shop, because they get pleasure while shopping. The study also reveals that both hypermarkets and malls were preferred by the respondents for shoppertainment.

Cetya Prima Nasrul (2018) A Literature Review on the Influence of Sales Promotion, Shopping Lifestyle, Store Atmosphere, and Hedonic Shopping Motivation toward Unplanned Purchase. *Advances in Economics, Business and Management Research*, volume 64. This study aims to collect and analyze published articles about sales promotion, shopping lifestyle, store atmosphere, hedonic shopping motivation and unplanned purchases. Research design is a literature review.

Sharmila, Kavitha (2018) Effectiveness of social media marketing. Indian Journal of Public Health, Research & Development. Volume 9. Issue 11. The main aim of this study is to know about the demographic profile of the customers of social media marketing and to analyse the effects of various forms of social media marketing on the firm's sales and other activities. The researcher used regression analysis, percentage analysis to find the result. It finds that the firms are achieved their target because of social media marketing. The firm's products are reached in all levels of customers through social media. Finally, it concludes that, Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up social media marketing performance.

Kavitha M (2020) An Empirical Relationship Between Service Quality Dimensions And Customer Engagement Of Banking Sector. Aegaeum Journal. Volume 8, Issue 4, 2020. Banks are providing attractive services to the customers. Customers are admired many of the services provided by the Banking sector and they are engaged with the same Bank. The important service quality dimensions provided by the Banks are reliability, responsiveness, assurance, tangibles, empathy, Bank Loyalty and Bank Image. Among the all services customers are admired by the responsiveness of the banks for the immediate transactions.

Subrato Kumar Dey(2022) The. Effect of Sales Promotion Techniques on Consumer Purchase. Journal of Management Vol 10, No.2, Dec 2022. Sales promotion is a marketing strategy in which a business uses a temporary campaign or offer to increase interest or demand in its product or service. There are many reasons why a business may choose the sales promotion. the primary reason is to boost sales. The role of point of Sales promotion is more focused in this paper. Sales boosts may be needed to reach a quota as a deadline approaches, or to raise awareness of a new product. Role of overhead publicity is Sales promotional tool. Over a certain period of time, special actions and special offers push sales.

INTEND OF THE STUDY

1. To find the various sales promotional strategies offered by the store brands
2. To analyse the influence of sales promotional strategies on customer buying behavior

HYPOTHESES OF THE STUDY

1. There is no significant difference between the various sales promotional strategies offered by the store brands
2. There is no significant influence of sales promotional strategies on customer buying behavior

ANALYSIS AND DISCUSSION

Sales promotional strategies are the most effective methods used by the store brands for increasing sales, boosting customer satisfaction, and heightening brand awareness. In the below table shows that the various sales promotion strategies used by the store brands and the perception of customers about the same

Hypothesis testing-1 There is no significant difference between the various sales promotional strategies offered by the store brands

Table – 1 sales promotion strategies							
Strategies	N	Mean	Std. Deviation	Std. Error Mean	T value	Sig.	Rank
Referral Discounts	400	4.13	.906	.045	91.208	.000	1
Window displays	400	3.99	.949	.047	84.184	.000	2
Buy One Get One	400	3.59	1.065	.053	67.403	.000	5
Brand Identity	400	3.59	1.171	.059	61.336	.000	6
Shopping sprees	400	3.93	.995	.050	79.029	.000	3
Cash back Promotions	400	3.68	.947	.047	77.622	.000	4

Source-Computed data

From the above table it can be found that the mean values range from 3.49 to 4.13 with the respective standard deviation and standard error. The t values 91.208, 84.184, 67.403, 61.336, 79.029 and 77.622 are statistically significant at the 5 % level. Therefore, it can be concluded, among the six strategies referral discounts offered by the store brands attracted many customers and this will influence on their buying behaviour.

IMPACT OF SALES PROMOTIONAL STRATEGIES ON CUSTOMER BUYING BEHAVIOR

Hypothesis testing-2 There is no significant influence of sales promotional strategies on customer buying behavior

The Sales promotional strategies consist of six variables and it subsequent influence over customer buying behaviour is measured through linear multiple regression analysis. The results are presented below

Table – 2 Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.976 ^a	.952	.951	1.843

a. Predictors: (Constant), S5, S3, S1, S5, S6, S2

Source –Computed data

From the above table it is found that R=.976 R square = .952 and adjusted R square .951. This implies the Sales promotional strategies variable create 95% variance over the customer buying behaviour. The cumulative influence of six variables of Sales promotional strategies over customer buying behaviour is ascertained through the following one way analysis of variance.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26479.712	6	4413.285	1299.013	.000 ^b
	Residual	1335.184	393	3.397		
	Total	27814.896	399			
a. Dependent Variable: Customer buying behaviour						
b. Predictors: (Constant), S5, S3, S1, S5, S6, S2						

Source –Computed data

Table 3 presents that $f=1299.013$ $p=.000$ are statistically significant at 5% level. This indicates all the six variables cumulatively responsible for customer buying behaviour. The individual influence of all this six variables is clearly presented in the following co-efficient table.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.774	.475		5.843	.000
	Referral Discounts	1.326	.317	.144	4.184	.000
	Window displays	2.320	.323	.264	7.173	.000
	Buy One Get One	.761	.269	.097	2.833	.005
	Brand Identity	.997	.263	.140	3.790	.000
	Shopping sprees	2.150	.221	.256	9.741	.000
	Cash back Promotions	1.225	.200	.139	6.114	.000
a. Dependent Variable: Customer buying behavior						

Source –Computed data

From the above table it shows that Referral Discounts (Beta=.144, $t=4.184$, $p=.000$), Window displays (Beta=.264, $t=7.173$, $p=.000$), Buy One Get One (Beta=.097, $t=2.833$, $p=.000$), Brand Identity (Beta=.140, $t=3.790$, $p=.000$), Shopping sprees (Beta=.256, $t=9.741$, $p=.000$) and Cash back Promotions (Beta=.139, $t=6.114$, $p=.000$) are statistically significant at 5%

level. This indicates that window displays and shopping sprees admires lot of customers and they measure them during the realization of customer buying behaviour in store brands.

FINDINGS AND CONCLUSIONS

A sales promotion is a marketing tactic used by store brands to drive sales. It involves offering shoppers a deal that would enable them to either purchase a product for a lower price and to get more value of the sale. There are various sales promotional strategies offered by the store brands such as Referral Discounts, Window displays, Buy One Get One, Brand Identity, Shopping sprees and Cash back Promotions. The study finds that the Sales promotional strategies variable creates 95% variance over the customer buying behaviour. This indicates that window displays and shopping sprees admires lot of customers and they measure them during the realization of customer buying behaviour in store brands.

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