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An Association between Consumer Perception towards Sales Promotion on Buying Behavior-An empirical Analysis

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Abstract

Sales promotion influences buyer behavior decision making. Sales promotion is a vital element of the promotional mix and increases the demand for the product and services. The purpose of sales promotion is to reach the mass consumers and persuade them to buy the products. The promotion mix is used to communicate the benefits of its products or services effectively to its customers. A self-administered questionnaire is prepared and a total of 125 respondents are interviewed with it. Using the SPSS tool, the collected data is analyzed using the pie chart, cross-tabulation, descriptive analysis, correlation analysis and chi-square to have significant relationships with the buying behavior.

Keywords: Sales Promotion, Buying behavior, and promotion mix

The purpose of promotion is to reach the mass consumers and persuade them to buy the products. Advertising has been defined as the coordination of all seller initiated efforts to sell goods and services or promote an idea. Marketing activities related to the promotion of sales increased consumer purchases and indirectly to get more profit for the company. Sales promotion influence buyer behavior decision making. Sales promotion is vital element of promotional mix and increase the demand for the product and services. The purpose of sales promotion is to reach the mass consumers and persuade them to buy the products. In this study, we will discuss the impact of sales promotion on consumer purchasing behavior.

Review of Literature

Lehman & Winer (2002) defined sales promotion as an added advantage to the

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customers and provide special offers which essentially aim to create more demand for the products. Blattberg Robert & Scott Neslin (1990) Coupons, Rebates, Free trial premium, gave impact towards sales. Bashir and Malik (2009) revealed that consumers react differently towards different types of sales promotion. Sales promotion is very important aspect and company feedback which should pay more attention to the customer's needs, and simultaneously improve a better communication continuously in the future.(Leena et al 2013) Sales promotion helps to boost the sales and customers favored towards campaign, a free sampling and a free gift (Susairaj et al 2018).

Research Methodology

This study employed descriptive survey research design. This present study has been conducted to find out the perception, views and attitude of consumers towards various sales promotional activities. The primary data have been collected through questionnaire. In this research, 5-point Likert scale, ranging from strongly disagree=1 to strongly agree=5, is used to measure each variable. Questionnaires are distributed to 125 respondents. After collecting the complete questionnaires, data are coded and then entered into SPSS tool for analysis.

Analysis

Demographic factors

Table 1: Gender Classification

Respondent Category		Frequency	Percent
Gender	Male	68	54.4
	Female	57	45.6
	Total	125	100.0

Source: Primary data

Inference: Majority of the respondents are male respondents

Table 2: Age Classification

Respondent Category		Frequency	Percent
Age	Less than 20 Years	20	16.0
	21 to 40 years	34	27.2
	41 to 60 years	46	36.8
	Above 60 years	25	20.0
	Total	125	100.0

Source: Primary data

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Inference: Majority of the respondents is belongs to age 41 to 60 years old

Table 3: Respondent Qualification

Respondent Category		Frequency	Percent
Qualification	Higher Secondary Education	15	12.0
	UG	50	40.0
	PG	42	33.6
	OTHERS	18	14.4
	Total	125	100.0

Source: Primary data

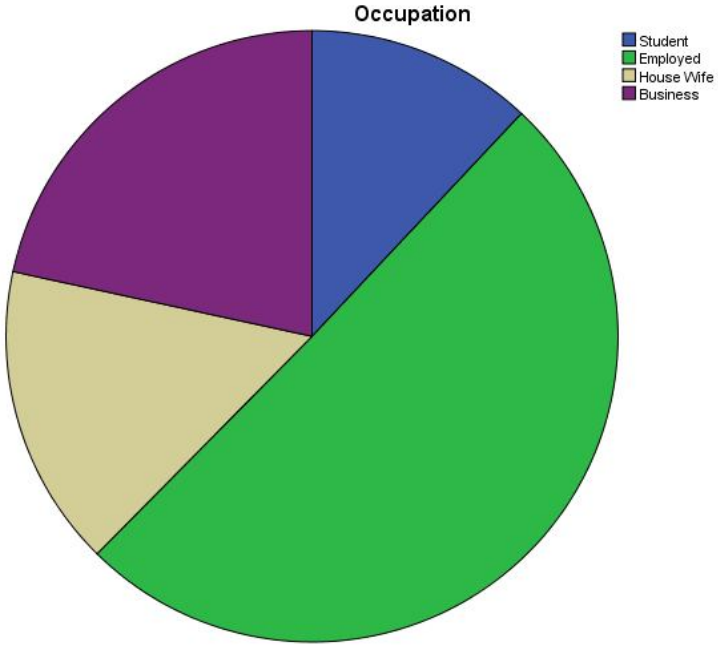
Inference: Majority of the respondents studied UG qualification

Table 4: Respondent Marital Status

		Frequency	Percent
Marital status	Unmarried	34	27.2
	Married	91	72.8
	Total	125	100.0

Source: Primary data

Inference: Majority of the respondents are married.



Source: Primary data

Figure 1: Respondent Occupation

Inference: Majority of the respondents are employed.

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Table 5: Perception towards Sales Promotion using Descriptive Statistics

	Mean	Std. Deviation	N
Analysis of Respondent's perception on Sales Promotion and buying behavior My purchase decision is based on sales promotion offered	1.6400	.68862	125
Analysis of Perception towards Price discount and buying behavior I make price comparisons when I go to purchase an automobile product	1.6960	.75374	125
I usually make my purchase if there is price discount offered	1.8240	.82368	125
Price discounts influences me to make purchase decision faster	1.9920	.94610	125
Analysis of Perception Free product trial and Purchase Decision Free product trial influences me to try new product	1.8160	.76605	125
Free product trial influences me to make a quick purchase	2.0720	1.04091	125
When offered free samples it influences me to make purchase decision quickly	1.6960	.88193	125
I am more willing to buy a new product only free product trial is offered	3.3360	1.20445	125

Source: Computed data

Inference: Table 5 shows the respondents perception towards the relationship between price discount, free product trial and purchase decision while buying purchase decision. It shows that most respondents agree towards Sales promotion.

Table 6: Cross Tabulation between Gender and Free product trial influences me to try new product

		Free product trial influences me to try new product					Total
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Gender	Male	27	34	3	3	1	68
	Female	14	40	0	3	0	57
Total		41	74	3	6	1	125

Source: Primary data

Inference: Majority of the respondents are agreed towards free product trial influences me to try new product and they are male

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Table 7: Association between Gender and Free product trial influences me to try new product

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.700[a]	4	.103
Likelihood Ratio	9.257	4	.055
Linear-by-Linear Association	.340	1	.560
N of Valid Cases	125		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .46.

Source: Computed data

Inference: It is seen that the Chi-Square value is 7.700and the Asymp sig value is 0.103 which is more than the critical value (P=0.05). Hence null hypothesis is accepted at a 0.05 significance level. There is no association between Gender and Free product trial influences me to try new product.

Table 8: Cross Tabulation between Gender and Free product trial influences me to make a quick purchase

		Free product trial influences me to make a quick purchase					Total
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Gender	Male	24	23	3	16	2	68
	Female	17	31	9	0	0	57
Total		41	54	12	16	2	125

Source: Primary data

Inference: Majority of the female respondents agreed towards free products with trail influences.

Table 9: Association between Gender and Free product trial influences me to make a quick purchase

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.587[a]	4	.000
Likelihood Ratio	29.514	4	.000
Linear-by-Linear Association	4.361	1	.037
N of Valid Cases	125		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is .91.

Source: Computed data

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Inference: It is seen that the Chi-Square value is 22.587and the Asymp sig value is 0.000 which is less than the critical value (P=0.05). Hence null hypothesis is rejecte data 0.05 significance level. There is an association between Gender and Free product trial influences me to make a quick purchase.

Table 10: Cross Tabulation between Gender and Free samples influence to make purchase decision quickly

		Free samples influence to make purchase decision quickly					Total
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Gender	Male	46	14	4	3	1	68
	Female	17	31	7	1	1	57
Total		63	45	11	4	2	125

Source: Primary data

Inference: Majority of the male respondents are agreed towards Free samples influence to make purchase decision quickly

Table 11: Association between Gender and Free samples influence to make purchase decision quickly

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.783[a]	4	.000
Likelihood Ratio	21.356	4	.000
Linear-by-Linear Association	6.301	1	.012
N of Valid Cases	125		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .91.

Source: Primary data

Inference: It is seen that the Chi-Square value is 20.783and the Asymp sig value is 0.000 which is less than the critical value (P=0.05). Hence null hypothesis is rejected at a 0.05 significance level. There is an association between Gender and Free samples influence to make purchase decision quickly.

Table 12: Cross Tabulation between Gender and willing to buy a new product only free product trial is offered

		Willing to buy a new product only free product trial is offered					**Total**
		Strongly Agree	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**	
Gender	Male	4	6	30	5	23	68
	Female	7	13	6	30	1	57
Total		11	19	36	35	24	125

Source: Primary data

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Inference: Majority of the Female respondents aredisagreed towards free product trial is offered.

Table 13: Association between Gender and willing to buy a new product only free product trial is offered

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	56.894[a]	4	.000
Likelihood Ratio	64.736	4	.000
Linear-by-Linear Association	4.452	1	.035
N of Valid Cases	125		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.02.

Source: Computed data

Inference: It is seen that the Chi-Square value is 56.894and the Asymp sig value is 0.000 which is less than the critical value (P=0.05). Hence null hypothesis is rejected at a 0.05 significance level. There is an association between Gender andwilling to buy a new product only free product trial is offered.

Table 14: Correlations Analysis

Statement		Free product trial influences me to try new product	Purchase Decision
Free product trial influences me to try new product	Pearson Correlation	1	.175
	Sig. (2-tailed)		.050
	N	125	125
Purchase Decision	Pearson Correlation	.175	1
	Sig. (2-tailed)	.050	
	N	125	125

Source: Primary data

Inference: From the table above it can be summarized that there is a positive relationship between sale display(X) and Purchase Decision(Y). The Strength of the relationship r = is 0.175 determine by Pearson's correlation. This research uses a standard of 95% confidence interval; therefore, the significance level is defined as 0.95. In order for the claimed relationship to be significant

Conclusion

The study found out that the sales promotion strategies practiced had a significant positive influence on the consumer behaviour. The study revealed that various factors such as price reduction,

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display of products, free samples and free gifts attached enhance the effectiveness of sales promotion strategies in the sector. This research considered the various factors that influence consumer decision making such as free product trials, free gifts, point on sale display and price discount.

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