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**COVER PAGE AND DECLARATION**

|  |   |
|--|---|
|  | <b>Master of Business Administration (M.B.A.)</b> |
| <b>Specialization:</b>                 | <b>Marketing &amp; Sales Management</b>           |
| <b>Affiliated Center:</b>              | <b>CEO Business School</b>                        |
| <b>Module Code &amp; Module Title:</b> | <b>MGT590: Action Research Paper</b>              |
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| <b>Word Count:</b>                     | <b>4907</b>                                       |
| <b>Date of Submission:</b>             | <b>02/06/2023</b>                                 |

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## **The Impact of Promotions on The Customer Selling Behavior**

## **Abstract**

Extensive research has demonstrated that the implementation of sales promotion is a highly efficacious approach within the realm of marketing. The objective of promotion is to effectively reach the intended audience and persuade them to make a purchase. The aim of this study is to examine the impact of sales promotion on customers' purchasing behavior. The primary aim of this investigation was to ascertain the impact of sales promotion strategies and tactics on the purchasing behavior of consumers. The objectives of sales promotion-related marketing initiatives are to enhance customer purchases and consequently augment the profits of the business. Sales promotion is a marketing strategy that aims to effectively communicate with the intended audience and persuade them to engage in a purchase. In recent decades, sales promotion has gained significant importance as a marketing tool. The primary aim of this research is to determine the comprehensive impact of sales promotion on consumer purchasing behavior and patterns. The results of this study facilitate managers in comprehending the importance of sales promotion, along with the changing patterns in consumer buying behavior and attitudes. Targeting sales promotion towards specific customer groups facilitates a better understanding of consumer characteristics and their diverse behavioral patterns.

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## **1. Chapter One Introduction**

### **1.1. Research Background**

Sales and sales growth are being hampered by consumer attitude, which is dynamic. With various acts like promotion, advertising, pricing, and distribution having a favorable effect on the organization's success, marketing enters the scene. In order to temporarily boost and make sales volume or market share, sales promotions have grown in significance during the past several decades. As a marketing tool for the business sector, sales promotion has grown in significance. Customers perform virtually little cognitive engagement in many purchase scenarios due to habit. It is challenging for marketers to influence consumer behavior for brand switching or to increase the volume of unit purchases. A consumer's perception of the brand and the quantity purchased might be altered by promotional activity in ways that the client would not have anticipated. In order to better understand their customers' interests and increase sales, businesses have increasingly relied on sales promotion as a key tool.

### **1.2. Research Aim**

The study's primary objective is to better understand how sales promotion influences consumers' buying behavior. With the rising level of competition, all firms nowadays use sales promotion activities for competitive advantage in the market. This paper and study aims to:

- To ascertain the impact of sales promotion on consumer behavior.
- To determine the impact of various types of sales promotion activities on customer buying behavior.
- Age, gender, occupation, and shopping interests are important factors that have an impact on the success of sales promotions.
- To ascertain the factors that promote the practice's efficacy.
- In order to make suggestions for improved practices and procedures.

### **1.3. Research Question**

The research on promotions investigates the impact that free and paid promotional strategies have, both positively and negatively, on the buying behavior of consumers. The main objective of this research is to investigate the impact of various promotional measures on the purchase behavior of consumers with regard to a certain product or brand. Finding answers to problems of this kind is the fundamental objective of our research.

- What impact does sales promotion have on customer buying behavior?
- When it comes to sales promotions, how do various types of customers affect the results?
- What factors promote the efficacy of the practices?
- What effects do various types of sales promotion have on customers' buying behavior?
- What steps may be performed for sales promotion improvement?

## **2. Chapter Two Literature Review**

### **2.1. Related Literature and Previous Researches**

The definitions and explanations of the research outcomes from earlier studies on relevant issues make the study's subject matter easier to understand. One of the strategies used to increase sales and introduce new customers to a product or service is promotion. Sales increase, materials are utilized more frequently, and new customers are drawn in. A sales promotion is a marketing strategy that includes delivering a supplemental value or incentive to the sales team, dealers, or end customer with the main purpose of producing an instant sale. This may be done in order to achieve the sales promotion's ultimate goal, which is to generate an immediate sale. A sales promotion is a marketing strategy that aims to stimulate consumer demand for a product or service. This may be accomplished in one of two ways: either by promoting first-time purchases or by raising the quantity that customers buy at one time. The outcomes of promotion include an increase in sales, an increase in the number of materials utilized, and the attraction of new consumers. Price promotion, for instance, is a short-term price cut that leads to an increase in materials or offers to consumers. The shop would clearly display the % off or dollar amount saved on the items or services.

Previous research suggested that as a result of consumers becoming more price concerned, retailers would see a sharp increase in sales. Price reductions, according to Blackwell, had a big impact on consumer product testing behavior, which helped bring in new customers. To increase sales, the manufacturer offers sales promotion incentives. To increase sales, retailers, wholesalers, and consumers can all employ incentives.

### **2.2. Sales Promotion Definition**

To entice customers or marketing intermediaries to take action, sales promotions typically target a certain time frame, geographic region, or set of target customers with the promise of greater value.

The process of influencing potential customers is known as sale promotion; the company's communication strategy is used to encourage an increase in sales. In conjunction with other long-term strategies like advertising, PR, and personal selling, sales promotions are effective short-term strategies for retaining customers. The sales promotion aims to increase sales by focusing on the customer. In its purest form, a sales promotion is a time-bound marketing effort designed to increase customer demand for a product by enhancing its primary value proposition. It might go straight to the customer or through the middleman, the merchants.

Sale promotions are short-term marketing strategies used to get customers to buy a new product or one that hasn't gotten much notice. It is the goal of the promotional efforts to increase product sales by whatever means necessary, which will include the acquisition of new individuals consumers and also to retain the organization existing ones. Product purchases are at the heart of sales promotions, which boost value in one of two ways: by lowering the usual price of the product or by adding an extra value to the standard selling and purchasing price.

### **2.3. Sales Promotion Nature**

In order to be considered a sales promotion, an additional benefit must be offered to the customer beyond the standard product or service. Except for advertising, promotion, and publicity that focuses solely on short term selling gains, it covers all promotion materials and activities. The images, symbols, and copy that accompany an advertisement serve as the basis for a sales promotion's ability to boost the ad's efficacy.

Various short-term barriers to sales may be surmounted with the help of sales promotion, which is why it is so popular among marketers. It is not a long-term or lasting kind of advertisement when compared to personal and short-term advertising. Given the close relationship between advertising and personal selling, wholesalers will typically manage retail sales staff for sales promotional activities. Not only do sales promotion activities extend well beyond the traditional premium, but they also share a few key traits: an emphasis on open lines of contact, the use of incentives and invitations. Sale promotions are short term marketing strategies used to get customers to buy a new product or one that hasn't gotten much notice. In order to increase product sales, promotion activities are utilized to either attract new customers or keep existing ones. Product purchases are at the heart of sales promotions, which boost value in one of two ways: by lowering the usual price of the product or by adding additional value to the regular purchasing price.

### **2.4. Sales Promotion Types**

Establishing customer loyalty to a brand or increasing product awareness is the major objective of each and every sales promotion. In order for marketers to accomplish their sales promotion objectives, they may make use of a wide variety of sales promotion techniques, including the following:



### ➤ **Sales Promotion (Customer)**

While trade sales promotions are aimed at dealers, distributors, and agents, customer sale promotions are marketing techniques that target final consumers. In order to launch new products or sell old ones, this tool is utilized to draw customers to specific shops or retailers. In order to bring customers' attention to establishments, it is typically done with a view.

### ➤ **Sales Promotion (Trade- oriented)**

To encourage them to sell more of the company's brand rather than other promotions, trade sales promotions are targeted at the dealer network. As the dealer network is urged to prioritize the promotion to the customers over the competition's promotion, this promotion is also known as a push strategy.

## **Discounts**

Discount offers on products are the most popular sales promotion technique. Adding a discount to the product is the most basic and frequently utilized technique for sales promotion. When employing this technique, it's crucial to keep a few things in mind: a) the discount must be appealing to customers; b) profits must always come first; and c) the discount shouldn't be used too frequently, lest customers start to anticipate it.

## **Discount Coupons**

Coupons are also often utilized sales discount promotion techniques to entice customers to make a purchase. Customers may be persuaded to purchase the product by coupons if they believe the price is too high, or they may be persuaded to choose it over other products. With the availability of coupons, price conscious customers would be more likely to purchase the product. This price discrimination method is typically used to win back customers who have had negative service experiences or to make customers satisfied with their buying decisions.

## **Instances, or Samples**

Distributing free samples has as its major objective the introduction of new products to prospective customers. This strategy includes identifying and pursuing prospective customers, which serves the dual purpose of introducing the product to the market while also raising awareness of the product. In the field of Fast-Moving Consumer Goods (FMCG), this marketing strategy is used by a significant number of companies. The execution of this strategy tends to provide beneficial outcomes for the organization in terms of customer satisfaction and the building of a loyal customer base, despite the fact that the corporation must bear a significant

expense in order to do so.

### **Refunds and Rebates.**

In certain nations, like the United States, refunds and rebates are not as popular as they are in others. Customers are excited by marketing strategies such as refund because they can obtain a discount on their next purchase in exchange for parking fines or positive online reviews of the business. These types of promotion activities are carried out to attract customers and to increase the sale of the product over rivals.

### **Competitions**

Customers are drawn to and encouraged to buy the product through competitions and sweepstakes that provide basic prizes like toys. It is mostly helpful for obtaining consumer information and raising awareness about a new product or a new place to sell products.

### **Deals at a discount**

The promotion techniques reduce the price of the products and save the buyer money on the purchase. It's possible that dropping prices may help divert customers' attention from rivals. Customers are constantly looking for high-quality products at reduced prices, thus the promotion activity of price off deals will increase sales.

### **Exchange Offers**

During festive times like Dashain and Christmas, people often make swap offers. Customers can obtain discounts depending on the worth of their old products using this popular technique, which is mostly employed during the Christmas season. Old products are swapped for new ones.

### **Points of Loyalty**

Personal attention from merchants is always appreciated by customers. In this scenario, loyalty points would serve as a form of marketing that aims to keep customers for the long haul. Customers receive loyalty points for each purchase they make, and they may use those points to save money on subsequent purchases. This is a popular promotion method that encourages customers to make their next payment or selling in exchange for getting and obtaining a reward for doing that.

### **Coupling**

Bundling is the combining of sales on sales that are offered for the price of one product. For

instance, bundling that encourages customers to buy is providing one shirt free with the purchase of another shirt. The quantity of sales is considerable, making this a popular strategy versus rivals.

### **Financing**

If the seller offered customers several financing options, it would be conceivable to sell a product that demands a considerable investment of one's financial resources if the product were to be marketed. The aforementioned promotion technique is used rather often in the price range of a variety of different products, including automobiles, household appliances, and technical apparatus.

### **Giving Presents**

Everyone enjoys receiving a free product as a gift, which is why promotion is such a terrific concept. The opportunity to test out the products by the customers and raise product awareness in the process is provided by the gift to the customers. The response from customers would be very positive, leading to an increase in product sales. Customers would be excited about the guaranteed free gift with the purchase of products, which would increase sales due to the anticipation of receiving a gift.

### **Bonus Rewarded**

The normal pack size purchase includes a bonus pack that has an increased quantity of the same product. The bonus pack would be offered to customers who bought a much larger quantity than the standard size. The strategy for high sales would be to use this promotional activity to get customers to increase their purchase quantity.

### **Trail version**

The free trail is another sales promotion method that introduces new products to the market and allows customers to learn more about them before making a purchase. For software, computer programs, and app sales, the free trail strategy is far more popular. These are products that may be used for free initially but must be paid for continued usage. Customers would be persuaded to purchase for future usage if this were the case.

## **2.5. The Objectives and Uses of Sales Promotion**

It is believed that sales promotions have a vital link to both personal selling and advertising. There are several applications for sales promotion. Its objectives include the following:

For the purpose of introducing consumers to new products or encouraging the purchase of new products for resale.

- To excite or increase the ultimate response of consumers.
- In order to encourage current consumers to make more purchases.
- In order to remain competitive within the market, it is imperative that we acquire additional and improved shelf space and displays.
- Even during slow seasons, to maintain or increase sales volume.
- In order to increase sales volume, age retailers should introduce more varieties of items.
- down an effort to rein down the erratic sales performance.
- To familiarize consumers with a product, whether it's brand new or well-known.
- To increase consumers' loyalty.
- In the eyes of competitors, trade loading entails raising dealer inventories by:
  - Make sure the sales team has talking points.
  - Keep customers' loyalty and brand age.
  - Have a low opinion of current buying patterns.
  - Don't let the organization and brand loyalty hold you back.
  - The need for a heightened awareness of prices among consumers must be emphasized.
  - The Customer loyalty must be considered and recognized and rewarded.
  - Inspire more infrequent buyers to make repeat purchases.

## **2.6. Sales Promotion Importance**

With increasing worldwide sales competitiveness, the importance of sales promotion has risen. The importance of sales promotion activities is increasing as a result of the changing marketing landscape, with new and innovative ideas emerging for successful sales and future growth. It has evolved into a crucial component of the marketing strategy for product survival in the face of adversity as well as the emergence of new products and brands.

As crucial as advertising is now sales promotion. Changing customer markets are one factor

contributing to the rapid rise in the importance of sales promotion.

The Surge in Sales Promotions Is Due to the Following

**The Internal Factors:**

- The managers' acceptance of sales promotions stems from their recognition that these initiatives are, in fact, useful tools for boosting overall sales volume.
- Research has shown that managers may be assisted in accomplishing their goals by making use of the sales promotion tool age. The managers are the ones who are to blame for the increase in sales that have occurred.

**The External factors:**

- The promotions are temporary, but they are more effective at branding and influencing customers than advertising.
- The market is overflowing with product varieties with comparable levels of consumer satisfaction, which has increased the significance of sales promotion.
- Even during inflation and a recession, sales are facilitated by the promotion techniques.

### **2.7. The Sales Promotion Limitation**

However, Promotional activities are characterized by their tendency to yield immediate and spontaneous outcomes, lacking in enduring effects. In contrast to advertising and personal selling, it has a transient impact on consumers and serves as a short-term technique for influencing impulsive buying. Advertising and selling technique must be used with it to have an impact. This serves as a connection between these elements and the promotional ones.

By instilling skepticism in the minds of the customers, it may harm the brand age of the product. With several incentives and concessions for praising, consumers may have doubts about the products' capabilities. When combined with too much gushing praise, the other promotional element might damage the product's reputation as a trustworthy brand. According to the experts, sales promotion as a tool in the mix of competition is ineffective. It cannot be employed in a highly competitive environment since competitors may readily imitate it.

### **3. Chapter Three Research Methodology**

#### **3.1.Introduction**

The procedures utilized to carry out the research are covered in this chapter. The study's rationale, methodology, research strategy, validity and reliability of findings, study constraints, and data analysis are all laid forth here. The practical research and theoretical presumptions that underpin the research methodology utilized in this thesis are presented in this chapter of the thesis. The results and findings of a study are determined by the research methodology, which is the set of systematic and scientific procedures used to conduct the research.

#### **3.2. The Population and The sampling**

The study population encompasses all types of customers. The population exhibited diversity due to the presence of multiple customer types. The research topics in this study benefited from a diverse sample size of 50 participants drawn by a random sampling technique.

This study examined the impact of a sales promotion on consumers' behavior using a non-probability sampling technique. The sample was drawn from a diverse population, and a questionnaire was sent to elicit feedback from the target audience. This technique is deemed adequate for use in this context. Similar to marketing research in general, this study will focus on a sizable population that would be difficult to study in its entirety if every single person of that population had to participate. As a result, a diverse sample is chosen for the appropriate answer to reflect the total population.

#### **3.3. The Data collection procedure**

The study's data was obtained through two distinct methods, namely primary and secondary data collection. The survey instrument was disseminated to a cohort of individuals chosen through a random sampling technique, and subsequently, the original data were gathered. The surveys were completed by the participants within a median time of five minutes. The objective of data collection was to determine the influence of sales promotion on customer buying behavior. Additional data was obtained from literature and databases pertaining to sales promotion.

#### **3.4. The Research instrument**

The primary instrument utilized to gather data was a questionnaire. It turns out that questionnaires are the most often used research instrument because they are so well suited to facilitating the researcher's ability to ask questions and collect data. There were a total of thirty-two (32) questions spread over the questionnaire's five sections. There were a total of nine (9) questions asked: four (4) about the demographics of the respondents, four (4) about the sales

promotion strategies used to increase sales volume, and three (3) about the external factors that impact consumers' real purchasing behavior.

### **3.5. The Designing and The Methods of Research**

The term "research design" refers to the methodology and framework employed in an investigation to acquire solutions to the research inquiries. The design represents the research methods and procedures that will be employed to collect the requisite data. The research procedures delineate the data to be gathered, the origins of said data, and the techniques employed for data collection, thereby establishing the fundamental framework for the study. In the realm of data analysis, a research methodology can be classified as either quantitative, qualitative, or a combination of both. Quantitative research involves the measurement of data and the application of statistical methods, while qualitative research aims to convey an understanding of the issue under investigation through the use of verbal or visual data. The researcher employed Google forms to collect data from a diverse group of respondents. The research inquiries regarding the influence of sales promotion on consumer behavior and the efficacy of the promotion's sales promotion are fulfilled through the acquisition of data from impartial customers.

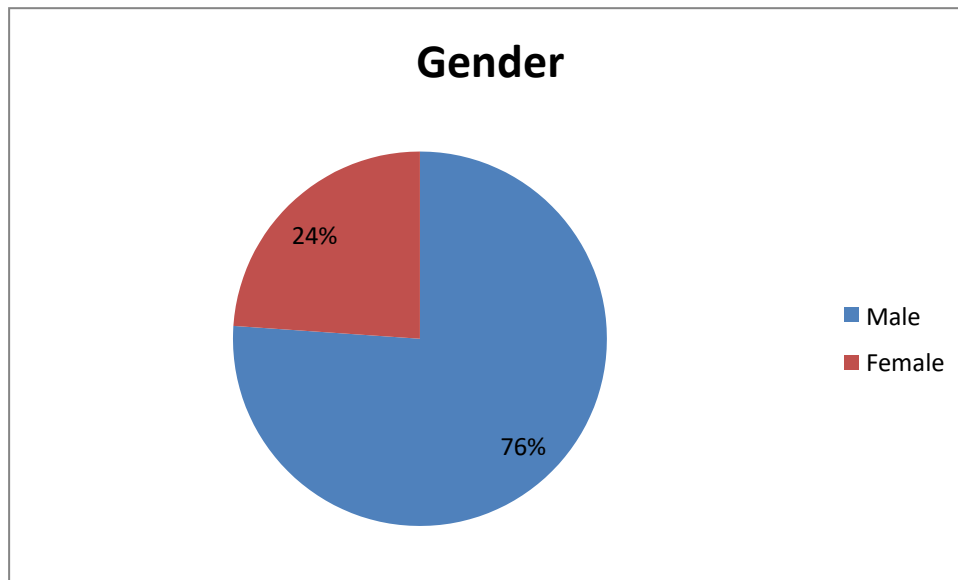
## 4. Chapter Four Research Data Analysis & Results

### 4.1. Introduction

The process of data analysis entails the systematic arrangement and compression of data, identification of significant patterns, and discernment of salient factors. The tripartite process for scrutinizing data, which encompasses the stages of data collection, interpretation, and synthesis. The statistical analysis of the data collected for this study involved the utilization of various tools such as tables, bar graphs, and a pie chart. The analysis was conducted using Statistical Package for the Social Sciences (SPSS) and Microsoft Excel. The responses elicited by the questions with limited answer options were transformed into numerical values along a continuum. The data was analyzed using various statistical techniques including multiple regressions, reliability analysis, and descriptive statistics. The examination of the data gathered for the purpose of the investigation and its results is a crucial element of this study. To conduct the calculations and measurements, the software programs SPSS 20.0 and Microsoft Excel were employed. The data were gathered in a random manner and subsequently entered into the SPSS software for methodical examination and presentation of results.

### 4.2. The Frequency Analysis

#### ➤ The Gender



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

#### ➤ The Age Group.

| The Age Group | The Frequency | The Percent |
|---------------|---------------|-------------|
| 16 to 25      | 6             | 13%         |
| 26 to 35      | 34            | 74%         |



|          |   |    |
|----------|---|----|
| 36 to 45 | 4 | 9% |
| 46 to 55 | 2 | 4% |

The data presented above indicates that 6 participants fall within the extended age range of 16 to 25, while 34 participants belong to the extended age range of 26 to 35. Additionally, 4 respondents are categorized within the extended age range of 36 to 45, and 2 respondents are classified within the extended age range of 46 to 55. The study's age range for respondents is limited to individuals between the ages of 26 and 35. The data indicates that individuals within this particular age demographic exhibit a higher level of involvement in retail activities and are particularly susceptible to the influence of promotional incentives.

➤ **The Occupation**

| The Occupation     | The Frequency | %          |
|--------------------|---------------|------------|
| The Students       | 18Person      | 39         |
| The Freelancer     | 4Person       | 9          |
| The Service        | 21Person      | 46         |
| The Business       | 3Person       | 7          |
| <b>Grand Total</b> | <b>46</b>     | <b>100</b> |

Three business owners, twenty-one salaried workers, eighteen students, and four independent contractors made up the 46 respondents.

➤ **The Income**

| The Monthly salary | The Frequency | %  |
|--------------------|---------------|----|
| Under 1500\$       | 26            | 57 |
| 1500\$ to 3000\$   | 13            | 28 |
| 3000\$ to 4500\$   | 7             | 15 |

### 4.3. The Descriptive Analysis of The Factor Which Attract Consumers

An analysis of various variables that influence consumer purchases:

| The Factors                             | Mean | S. Deviation |
|---|------|--------------|
| The offer                               | 0.7  | 0.4          |
| The Service                             | 0.3  | 0.5          |
| The Quality of Services / Product       | 0.7  | 0.4          |
| The Availability of Services & Products | 0.5  | 0.5          |

According to the data presented above, people are more attracted to a product's availability and availability than to its quality or service.

#### 4.4. Customer Preferences via Sales Promotion Strategies

| Strategies For Sales Promotion | Mean | Std. Deviation |
|--------------------------------|------|----------------|
| The Discount Strategy          | 2.3  | 0.8            |
| The Coupon Strategy            | 1.7  | 1.1            |
| The Free Gift or Sample        | 2.5  | 1.1            |
| Buy One Get Another            | 2.6  | 1.1            |

The table above presents a ranking of the factors that influence individuals' selection of sales promotion tactics. The tabular representation displays the hierarchical order of the criteria based on a numerical scale ranging from 1, indicating the most favorable, to 4, indicating the least favorable. Based on the sample size of 46 participants, the collected data indicates that the respondents exhibit a preference for coupon discounts over other sales promotion strategies, as evidenced by a mean score of 1.76. The strategy of reducing prices is perceived as the most advantageous, while offering a free sample is ranked second, and providing a buy-one-get-one deal is considered the least favorable strategy.

#### 4.5. The Conclusion and The Overall Data Analysis

Most individuals enjoy shopping and devote a significant amount of time to it, as calculated by the data. With the sales promotion, especially the type of coupon promotions and other discounts, people's purchasing patterns alter. The respondents who prefer sales promotion are not always the ones that make the time to go shopping or hunt for sales promotions. The success of sales promotion to organizations and the types of sales promotional activities would vary greatly depending on factors such as age, gender, income, and shopping interest.

## 5. Chapter Five Research Discussion and Recommendations

### 5.1. The Research Discussion

The use of sales promotions is commonplace in today's highly competitive market, and both businesses and consumers are fully aware of the wide variety of sales promotional strategies now in use. According to studies on the impact of sales promotions on consumer behavior, these campaigns have a significant impact on how often and where people shop, as well as their attitudes and behavior in response to various sales promotion strategies. Although the research has taken the vital step of identifying the elements that impact consumers' buying behavior, it also has certain drawbacks. In this study, only 49 respondents participated. Customers are more concerned with the deals offered to them than they are with the quality of the service or the availability of the products, making "buy one get one free" the most popular sales promotion strategy among respondents. People with monthly incomes of less than €1500 were more reluctant to change their behavior or adopt one of the various sales promotion strategies. Thirty-five women and eleven men participated in the study, and the results showed that 91 percent of the women enjoy shopping, whereas only 69 percent of the men do. Customers between the ages of 26 and 45 spent an average of almost an hour shopping.

Data shows that although 0% of women strongly disagree with the statement, 6-12% of men say they feel ashamed when they have to buy products on sale or with money-off promotions.

Customers that are female are more likely to buy these products since they are more comfortable doing so. The research also shows that customers doubt the product's quality when it comes to sales. Furthermore, research indicates that there exists no association between monthly earnings and consumers' inclination to purchase items that are made available through sales promotion, despite the fact that individuals with lower incomes may exhibit greater reluctance to engage with sales promotion tactics when making purchasing decisions. Customers who are actively seeking discounts tend to spend more time shopping, whereas no significant association was observed between gender and total shopping expenditures. In order to remain competitive and ensure survival, professionals in the business and industry sectors have devised a multitude of sales promotion tactics. The utilization of sales promotion is a pivotal strategy in the marketing of products and services.

While consumers say they'll buy whenever it's convenient for them, our research shows that sales promotions do have a role in their final choice. In other circumstances, the customer service may be in doubt, but the provision of discounts, price reductions, and other such services pleases the customers. The study shows that customer satisfaction is excessively high with sales promotion tactics including price cuts, coupons, free samples, and "buy one get one free."

## **5.2. The Research Conclusion**

In summary, the reaction of customers to the many promotional strategies that are used in marketing tools is good. When compared to other integrated marketing tools, such as advertising, this study presents data to demonstrate that sales promotion is a marketing tool that is both cost-effective and efficient. According to the data, sales promotion tools operate as an extra business approach, acting in the capacity of an accessory or supporting measure to current marketing strategies.

## **5.3. The Research Recommendations**

According to the findings of the study, implementing sales promotion is a suggested strategy for increasing sales in a cost-efficient way and differentiating oneself from competitors by changing customer behavior. This recommendation comes from the perspective of the study's authors. It is well recognized that the impact of sales promotion strategies is just temporary. As a consequence of this, marketers and companies have to invest in ongoing efforts to sustain customer connections. This is particularly important in situations in which customers migrate to competitors because those competitors provide greater customer service.

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## **Appendix**

### **What gender are you?**

Male

Female

### **In what age bracket do you fall?**

Put your mark in just one of the ovals.

From 16 to 25

From 26 to 35

From 36 to 45

From 46 to 55

Above 56

### **Please include your monthly salary in your response.**

Under 1500\$

From 1500\$ to 3000\$

From 3000\$ to 4500\$

Above 4500\$

### **What You Do: Student Freelancer for Hire in the Service Industry**

#### **Does shopping interest you?**

Maybe

Maybe Not

#### **What is the frequency of your shopping trips?**

Frequently

Once weekly

Exceedingly once per week. On a monthly basis, At the maximum

#### **How many hours per week do you spend on grocery shopping?**

In under a half an hour

One-half an hour An hour or two

In excess of two hours

**If you take a look at the sales promotions, do you end up making different purchases?**

Yes

No

**9. Which factors in stores for shopping most appeal to you?**

Make high-quality services  
products readily available.

**While out shopping, would you mind marking the appropriate response?**

Do you actively seek out products that are accompanied by promotional offers, such as a Buy One Get One Free deal?

Do the promotional incentives featured in sales events elicit a positive response from you?

Do you tend to exhibit higher levels of expenditure in comparison to a standard shopping day due to any particular reason?

You obtain the immediate knowledge on the promotional activities that has been available?