



# IMPACT OF SALES PROMOTIONS SCHEMES ON CONSUMER BUYING BEHAVIOUR WITH REFERENCE TO FAST MOVING CONSUMER GOODS OF SELECTED COMPANIES

**Dr. Suresh Kumar Sharma**

*Professor & Director, VIP College of Management Bhopal*

## ABSTRACT

*In the present scenario of business sales promotion schemes has become most vital issue for each and every organization. However it is the one of the best tools for marketing strategy in order to increase sales. The present study related with impact of sales promotions schemes and its impact on consumer buying behavior with reference discounts, coupons, advertisement and offers. The study was based on primary data and sample for the study has been taken among the 171 students of various selected supermarket and retail malls. Data has been analysed by using t test. The findings of the study clearly indicated that all the factors of sales promotion has been significantly and positively related with consumer buying behavior.*

## INTRODUCTION

Sales promotion schemes are the marketing strategy which has become most vital factors for each and every business organizations. However it is important for customers as well as organizations both. The purpose of sales promotions is to reach the ultimate consumers in order to influence them for making purchasing decision. Sales promotions has become one of the most vital tools for marketing and its importance has been significantly increasing day by day. Various marketing activities related to sales promotions are aimed to increase sales for a particular product in order to make consumer satisfy and also increasing higher profit. The purpose of this research study is to find out the impact of sales promotion schemes on consumer buying behaviour. However, study also investigate the buying pattern of the consumer with respect to various sales promotion schemes offered by the companies. In order to explore the impact of sales promotion schemes on consumer buying behaviour study has been discussed various factors such as discounts, coupons, advertisement and offers. The study is based on primary data collection which has been collected with the help of survey method through well structure questionnaire.

## Sales Promotions

Sales promotions may be defined as marketing strategy which is related to product, place, price and promotion. However, sales promotion encourages direct response from consumers in order to purchase the goods and services. On the other hand sales promotion is a process of influencing the consumer to promote the sales. However, sales promotion is short term strategy along with advertisement, public relation and personal selling in order to develop long term relationship with customers.

## REVIEW OF LITERATURE

**Manoj Mishra et. al.,(2024)**, has been conducted a research study to explore the impact of sales promotion on consumer buying behaviour with respect to apparel industry. Purpose of the study was to examine how to sales promotion schemes influence the buying behaviour of consumer. The study has been investigate different sales promotion activities that can directly influence decision making process of the consumer. The study was based on primary data which has been collected directly from the 330 consumers between age group of 18-35. In order to scaling of data 5 point Likert scale have been used by the author such as 01 strongly disagree to 05 strongly agree. The findings of the study reveal that sales promotions schemes significantly and positively impact the consumer buying behaviour. On the other hand discount and coupons is more favourable schemes highly change the consumer buying pattern.

**Mukaram Khan et.al., (2019)**, has been conducted a research study in order to explore the impact of sales promotion on consumer buying behaviour with reference to modern trades in Pakistan. In order to explore the relationship the study measure the impact of various sales promotions strategies and its direct impact on consumer buying behaviour. The study has been adopted quantitative research approach and data has been collected among

the 297 customers of 25 super markets in Lahore city. The data analysis for present study has been done by using correlation and regression modern at 5% level of significant. Findings of the study indicates that among all the sales promotion schemes few sales promotion schemes such as buy one get one, price discount and coupons are positively related with consumer buying behaviour. On the other hand free samples and bonus has not been appreciated by the consumers.

**Smruthi Rekha Patro (2023)**, has been conducted a research study to explore the relationship between sales promotion schemes and consumer buying behaviour with respect to store brands. The purpose of this research study to find out various sales promotions schemes offered by the branded stores and how it significantly impact the consumer buying behaviour. The study was based on primary data which has been collected among the peoples of selected branded stores. The data has been analysis e by using t test and multiple regression analysis at the 95% level of confidence. The result of the study indicates that window display and sprees attract more and more customers and influence their buying behaviour.

**Salelaw (2016)**, has been conducted a research study to analysis the impact of sales promotion on brand equity with special reference to Brewery industry. The purpose of the research study is to explore the relationship between sales promotions and brand equity from the customer's point of view. The study also confirm brand equity is a most important factor which is related with brand loyalty, experience quality and brand association. The study was based on descriptive research design and primary data for study has been obtained with the help of survey analysis. Furthermore findings of the study clearly explore that monetary promotion schemes positively related with brand equity with respect to brand awareness.

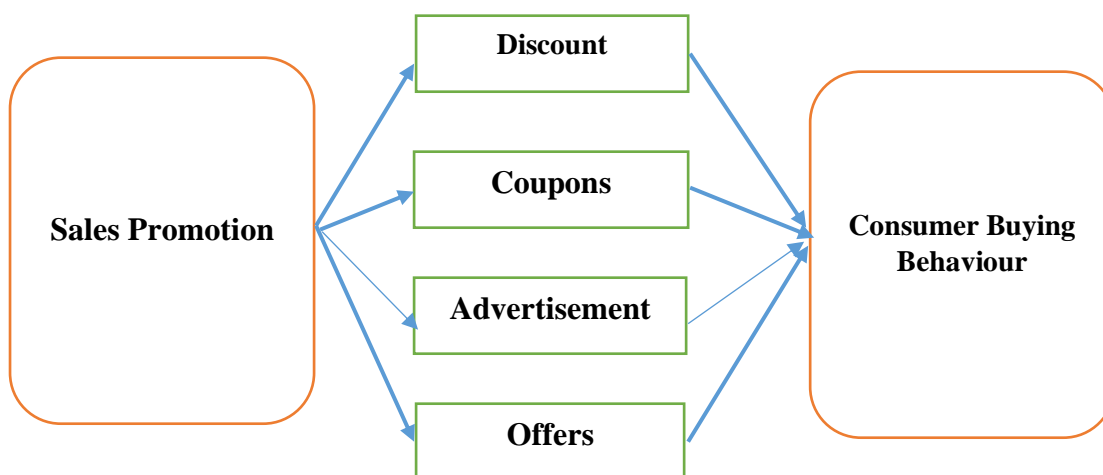
**Shyam Sundar et.al., (2016)**, has been conducted a research study to explore the influence the sales promotions and service quality on buying behaviour of consumer with respect to retail store. The purpose of this research study is to measure the impact of two different independent variable such as sales promotion and service quality on the buying behaviour of consumer. The study was based on primary data which has been collected from 1105 customer. The findings of the study reveals that both the independent variables such as sales promotion and service quality is significantly and positively related with consumer buying behaviour.

## OBJECTIVES OF THE STUDY

Various objective of the study are as under

- 1) To explore the relationship between sales promotion and consumer buying behaviour towards discount.
- 2) To explore the relationship between sales promotion and consumer buying behaviour towards coupons.
- 3) To explore the relationship between sales promotion and consumer buying behaviour towards advertisement.
- 4) To explore the relationship between sales promotion and consumer buying behaviour towards offers.

## RESEARCH FRAMEWORK



(Fig: Research Framework)



## FORMULATION OF HYPOTHESIS

Various hypothesis of the study are as under

**H<sub>01</sub>:** There is no significant relationship between sales promotion and consumer buying behaviour with respect to discount

**H<sub>a1</sub>:** There is a significant relationship between sales promotion and consumer buying behaviour with respect to discount

**H<sub>02</sub>:** There is no significant relationship between sales promotion and consumer buying behaviour with respect to coupons.

**H<sub>a2</sub>:** There is a significant relationship between sales promotion and consumer buying behaviour with respect to coupons.

**H<sub>03</sub>:** There is no significant relationship between sales promotion and consumer buying behaviour with respect to advertisement.

**H<sub>a3</sub>:** There is a significant relationship between sales promotion and consumer buying behaviour with respect to advertisement.

**H<sub>04</sub>:** There is no significant relationship between sales promotion and consumer buying behaviour with respect to offers.

**H<sub>a4</sub>:** There is a significant relationship between sales promotion and consumer buying behaviour with respect to offers.

## RESEARCH DESIGN

The research design is a systematic framework and blue print for proposed research study. However, it deals with entire research process for being research conducted. The research design for present study is descriptive in nature and primary and secondary data has been collected to explore the relationship between various independent and dependent variables.

## DATA COLLECTION

Data for present study has been collected from various sources such as:

**Primary Data:** Primary data for present study collected by using questionnaire method. In this process a well structure questionnaire has been distributed among the 200 customers of different super market, retail mall, etc.

**Secondary Data:** Secondary data has been collected from various sources such as published research paper, reviewed articles, etc.

## SAMPLE SIZE AND DESIGN

Sample for present study has been taken among the customers of various selected super market and retail malls in Bhopal city. Convenient method of sampling has been adopted to collect the sample among the target populations. The final questionnaire has been distributed with 200 customers in selected super market in retail malls and 171 customers has been positively replied and filled the questionnaire. Hence the final sample size of the study was 171.

## TOOLS FOR DATA ANALYSIS

In order to data analysis and testing of hypothesis 5 point Likert scale has been used for scaling of data and Pearson t test was applied for analysis of data at 5% level of significant.

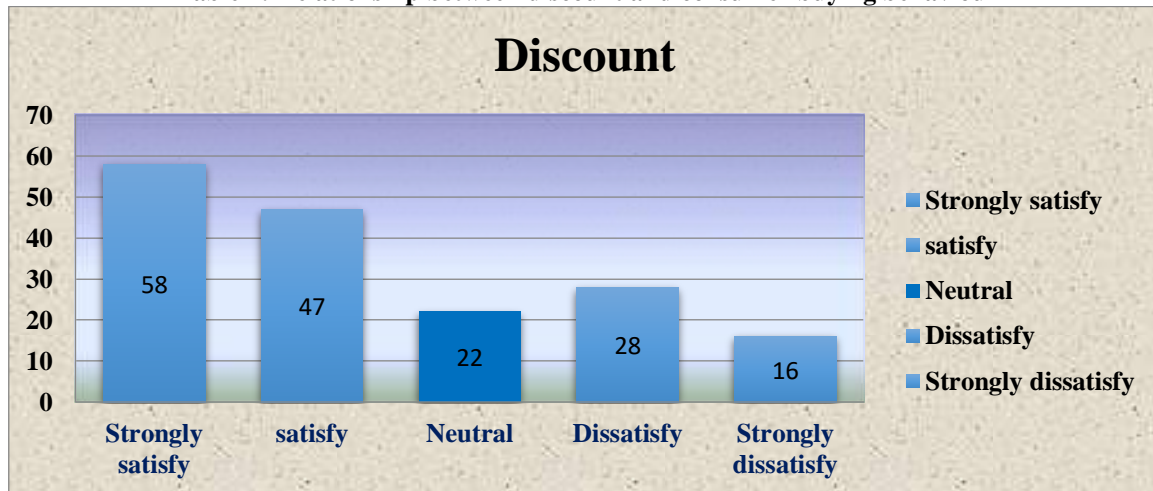
## DATA ANALYSIS AND TESTING OF HYPOTHESIS

### Hypothesis First

**H<sub>01</sub>:** There is no significant relationship between sales promotion and consumer buying behaviour with respect to discount

**H<sub>a1</sub>:** There is a significant relationship between sales promotion and consumer buying behaviour with respect to discount

**Table 1: Relationship between discount and consumer buying behaviour**



**Interpretation:** Among all the respondents 58 individuals are strongly satisfy with discount impact their buying behaviour, 47 individuals were satisfy, 22 were neutral, 28 were dissatisfy and 16 were strongly dissatisfy with the same.

**Table 1: Testing of First Hypothesis**

Hypothesis	B	Std. Error	t	Sig
H <sub>01</sub>	0.173	0.092	6.152	0.000
H <sub>a1</sub>				

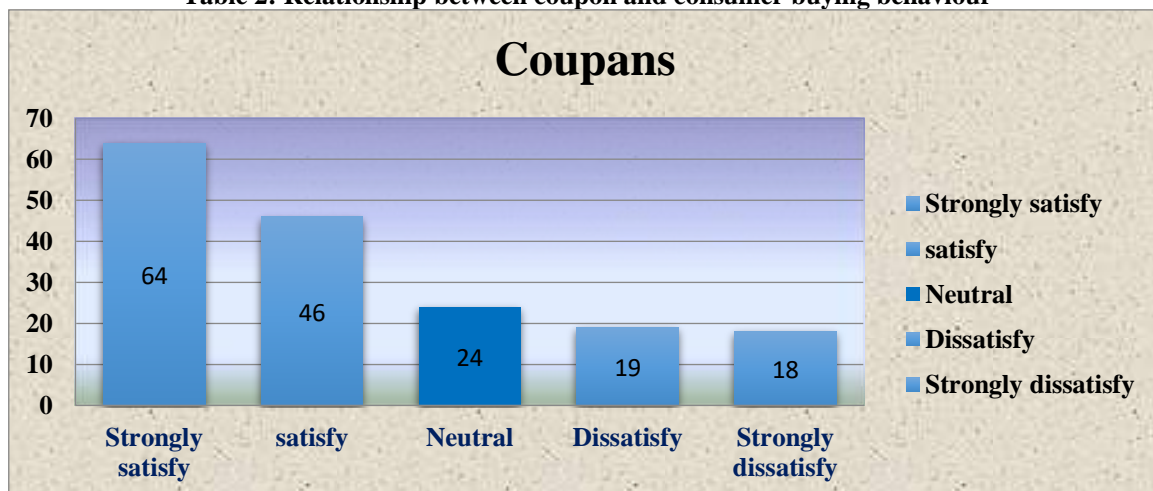
It is quite evident from the table that, the calculated value of t is **6.152** and significant at **5%** levels of significance, which reject the null hypothesis. However, result clearly explore that, discount have a s significantly and positively related with consumer buying behaviour. (**H<sub>a1</sub>= Accepted**)

**Hypothesis Second**

**H<sub>02</sub>:** There is no significant relationship between sales promotion and consumer buying behaviour with respect to coupons.

**H<sub>a2</sub>:** There is a significant relationship between sales promotion and consumer buying behaviour with respect to coupons.

**Table 2: Relationship between coupon and consumer buying behaviour**



**Interpretation:** Among all the respondents 64 individuals are strongly satisfy with coupon impact their buying behaviour, 46 individuals were satisfy, 24 were neutral, 19 were dissatisfy and 18 were strongly dissatisfy with the same.

**Table 2: Testing of Second Hypothesis**

Hypothesis	B	Std. Error	t	Sig
H <sub>01</sub>	0.076	0.039	6.279	0.032
H <sub>a1</sub>				

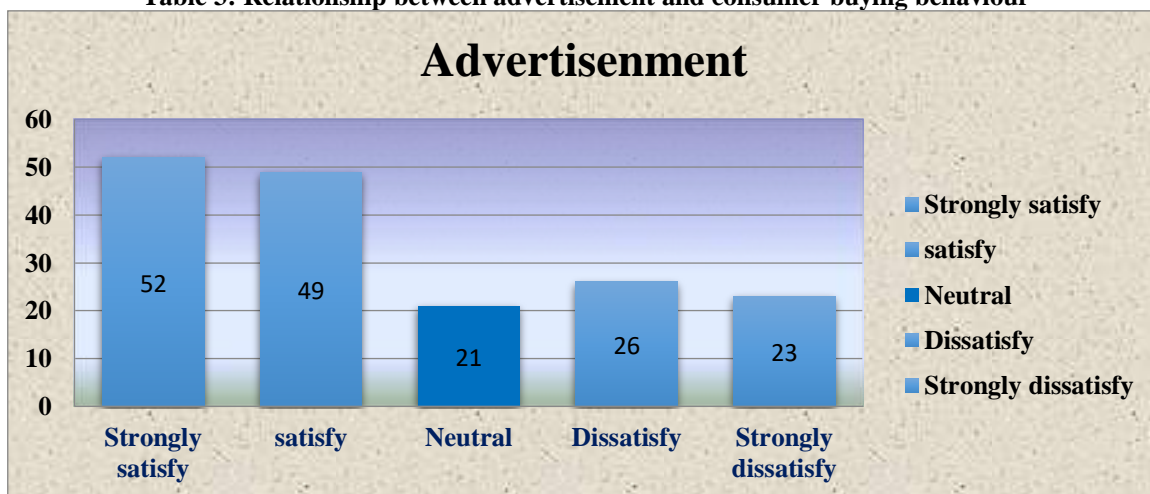
It is quite evident from the table that, the calculated value of t is **6.279** and significant at **5%** levels of significance, which reject the null hypothesis. However, result clearly explore that, coupon have a s significantly and positively related with consumer buying behaviour. (**H<sub>a2</sub>= Accepted**)

**Hypothesis Third**

**H<sub>03</sub>**: There is no significant relationship between sales promotion and consumer buying behaviour with respect to advertisement.

**H<sub>a3</sub>**: There is a significant relationship between sales promotion and consumer buying behaviour with respect to advertisement.

**Table 3: Relationship between advertisement and consumer buying behaviour**



**Interpretation:** Among all the respondents 52 individuals are strongly satisfy with advertisement impact their buying behaviour, 49 individuals were satisfy, 21 were neutral, 26 were dissatisfy and 23 were strongly dissatisfy with the same.

**Table 3: Testing of Third Hypothesis**

Hypothesis	B	Std. Error	t	Sig
H <sub>01</sub>	0.162	0.149	4.814	0.001
H <sub>a1</sub>				

It is quite evident from the table that, the calculated value of t is **4.814** and significant at **5%** levels of significance, which reject the null hypothesis. However, result clearly explore that, advertisement have a s significantly and positively related with consumer buying behaviour. (**H<sub>a3</sub>= Accepted**)

**Hypothesis Fourth**

**H<sub>04</sub>**: There is no significant relationship between sales promotion and consumer buying behaviour with respect to offers.

**H<sub>a4</sub>**: There is a significant relationship between sales promotion and consumer buying behaviour with respect to offers.

**Table 4: Relationship between offers and consumer buying behaviour**



**Interpretation:** Among all the respondents 49 individuals are strongly satisfy with offers impact their buying behaviour, 53 individuals were satisfy, 19 were neutral, 24 were dissatisfy and 26 were strongly dissatisfy with the same.

**Table 4: Testing of Forth Hypothesis**

Hypothesis	B	Std. Error	t	Sig
H <sub>01</sub>	0.067	1.023	4.419	0.027
H <sub>a1</sub>				

It is quite evident from the table that, the calculated value of t is **4.419** and significant at **5%** levels of significance, which reject the null hypothesis. However, result clearly explore that, offers have a s significantly and positively related with consumer buying behaviour. (**H<sub>a4</sub>= Accepted**)

### FINDINGS OF THE STUDY

The various findings of the study are as under

- 1) Findings of the study in table 1 explore the relationship between sales promotions and consumer buying behaviour with respect discount. Result of hypothesis testing has been indicated that the relationship between discount and consumer buying behaviour with respect to fast moving consumer goods has been found significant. However, study rejected null hypothesis and accepted alternative hypothesis and on the other hand there is a significant relationship between promotional schemes and consumer buying behaviour with respect to discounts.
- 2) Findings of the study in table 2 explore the relationship between sales promotions and consumer buying behaviour with respect coupon. Result of hypothesis testing has been indicated that the relationship between coupon and consumer buying behaviour with respect to fast moving consumer goods has been found significant. However, study rejected null hypothesis and accepted alternative hypothesis and on the other hand there is a significant relationship between promotional schemes and consumer buying behaviour with respect to coupons.
- 3) Findings of the study in table 3 explore the relationship between sales promotions and consumer buying behaviour with respect advertisement. Result of hypothesis testing has been indicated that the relationship between advertisement and consumer buying behaviour with respect to fast moving consumer goods has been found significant. However, study rejected null hypothesis and accepted alternative hypothesis and on the other hand there is a significant relationship between promotional schemes and consumer buying behaviour with respect to advertisement.
- 4) Findings of the study in table 4 explore the relationship between sales promotions and consumer buying behaviour with respect offers. Result of hypothesis testing has been indicated that the relationship between offers and consumer buying behaviour with respect to fast moving consumer goods has been found significant. However, study rejected null hypothesis and accepted alternative hypothesis and on the other hand there is a significant relationship between promotional schemes and consumer buying behaviour with respect to offers.



## CONCLUSION

In the present senior of business sales promotion tools are the most important part of marketing strategy in order to attract more and more customer and increase sales. Now these days each and every business organizations are offering attractive promotional offers to make peoples influence with specific products and services. The fast moving consumer goods are the combination of those product which are the basic and daily needs of the peoples from the morning to night. However, promotional offers with respect to these product are major concern for marketers. The present study related with impact of sales promotions schemes on consumer buying behaviour with respect to fast moving consumer goods of selected companies. The findings of the study clearly explore that all the promotional schemes such as discount, coupons, advertisement and offers have a positive and significant impact on consumer buying behaviour during the purchasing of product related to FMCG.

## REFERENCE

1. Manish Mishra, Rohit Kushwaha and Nimit Gupta (2024), *Impact of sales promotion on consumer buying behavior in the apparel industry: Cogent Business& Management*, Vol 11, Issue 1, 2024
2. Mukaram Khan, Amna Tanveer and Syed Sohieb (2019) *mpact of sales promotion on consumer buying behavior: a case of modern trade, Pakistan. Governance and Management Review*, 2019, Vol 4(1), 38-53
3. Smruthi rekha patro , C. Lakshmi and V. Shanthi (2023), *Influence of Sales Promotion On Customer Buying Behaviour – With Special Reference To Store Brands: Eur. Chem. Bull.* 2023, 12(Special Issue 6), 1723-1728
4. 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
5. Sharmila, Kavitha (2018) *Effectiveness of social media marketing. Indian Journal of Public Health, Research & Development. Volume 9. Issue 11.*
6. Kavitha M (2020) *An Empirical Relationship Between Service Quality Dimensions And Customer Engagement Of Banking Sector. Aegaeum Journal. Volume 8, Issue 4, 2020.*
7. Salelaw (2016), *The Impact of Sales Promotion on Brand Equity: The Case of Brewery Industry. Journal of Marketing and Consumer Research .www.iiste.org*ISSN 2422-8451 An International Peer-reviewed Journal.
8. 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.*
9. Subrato Kumar Dey (2022) *The. Effect of Sales Promotion Techniques on Consumer Purchase. Journal of Management Vol 10, No.2, Dec 2022.*