

Effect of Sales Promotional Tools on Consumer Buying Behavior

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Abstract: In modern marketing promotion mix sale is become important aspect of marketing mix. This is a part of marketing strategy which is considerably studied by many researchers in recent years. The key objective of the promotion strategy is to contact the targeted customers & convince them for buying the product introduced by them. It is an important component of the sales promotion methods. The study focuses on the effect of sales promotion on consumers buying behavior. These marketing activities can easily enhance the profits of company through sales promotion activities.

Keywords: Consumer behavior, Sales Promotion, Market

Introduction

Sales promotion is the part of marketing mix in which different promotional tools has been used to enhance the turnover & earn large profits. With the help of sale promotion consumer purchases are increased & intermediaries' efficiency and assessment is improved. Nowadays marketers are constantly focusing on the sales promotion which is one of the crucial strategies of marketing mix. Continuously sales promotion has been become the essential part of the marketing mix. So the competition among the marketers is also rising rapidly. In whole world technological development & globalization taken place. Furthermore, it is one of the remarkable techniques that assess other marketing activities such as advertising to draw attention of large customers' size.

In marketing, sales promotion is one of the crucial technique & its significance is steadily increasing day by day. Through this communication mix of marketing has been take place in which procedure of spreading information, convincing them and

remembers them periodically through direct & indirect way about the services & goods. With the help of sales promotion customer can attract towards the product for the short period. This type of promotion includes monetary & non monetary incentives to attract customers. In the market where high similarity is exists this promotional strategies are very effective. Brand switching is also possible in the market.

Review of literature

(Neha & Manoj, 2013) said in his research that many marketers were adopted different strategies to persuade the customer buying decision through various promotional tools. It is a main component of promotional mix which commonly used by the marketers to create competition, raise turnover and persuade consumer buying decision to buy product & services from the market. This study focused on different sales promotion techniques & its effect on customers buying decision towards products and services.

(Chandra, Mazumdar, & Suman, 2018) defined in his study that in our country Indian economy growth was steadily increased through retain business. Many factors perform significant part to integrate the retail market which is as follows:

- Increasing disposable income
- Young consumers segment
- Brand awareness

Modern retailers are directly targeted the youth which are more conscious about style, brands and fashion at affordable cost. This plays a crucial step in the market and increase profits of the retailers. Retailers used various promotional techniques to attract more consumers and aware the buyer about the best buy concept. The key objective of the research was to examine the effect of promotional tool on consumers' buying behavior in the evolved market of U.P.

(Mehmood, & Ahmad, 2014) shows in his research that impact of natural surroundings & sales promotion highly influenced the customers' purchases decision. The outcomes show that there was irrelevant relationship between buying behavior & promotional techniques. Whereas the offer of buy one get one free is most popular among the costumers which shows vital connection with buying decision. The most important tool of promotion mix can be identified through the consequences of this study which considerably put impact on the buying behavior of the customers.

(Mughal et al., 2014) The purpose of this research was to study the effect of most used techniques of promotion mix in retail sector. These methods are sample, buy one get one free, coupons, price discount, etc. which influence consumer buying decision. This decision is changed with two factors such as customer loyalty & brand switching. In the growing world retail markets were continuously developing for the last few years. To create competitive environment in the market retailers used different sales promotions techniques which performs crucial step and persuade consumers to buy products & services.

Sales promotion & its methods

It is the procedure of influencing the targeted consumers to enhance the turnover of the market. This strategy is helpful in the short term period but its impact is very long. This long term effect is done through advertising, personal selling & public relation, etc. which create loyal customers for the company. To increase the sales different sale promotion is used. There are lots of different sales promotions methods which are given below:

- **Coupons:** This is a kind of certificate/ paper that keep wealth during the buying period for the consumer.
- **Rebates:** It is mostly same as the coupons but the redeemed period of both are different as rebates are given after purchase whereas coupons are redeemed during purchase.



Figure 1: Tools of consumer-oriented sales promotion

- **Sample:** It is an experimental sum of particular goods given to consumers through various methods. This mainly done for the launching of new products.
- **Bonus packs:** It is one kind of promotion mix in which buy one get one free tool is very popular. Sometimes extra amount of the product is also given to attract more customers.

Consumer Buying Behavior

In the consumer behavior various decisions has been taken by them as what to buy, when to buy, why to buy, how often to buy, where to buy, etc. all these decision are very important which influence on their future purchases. This nature is evaluate before selecting the promotion mix and analyze the impact of product on their buying decision. This procedure includes different levels which are given below:

- Need recognition
- Post Purchases evaluation
- Information search
- Purchase decision
- Evaluation of alternatives

Impact of Sales Promotion

This part of the research shows the impact of sales promotion on consumer purchases decision. This put short term effect on the buying decision of the customer. Many researchers said that sales promotion is not give favorable impact such as:

- The use of sales promotion tools can increase the cost.
- It cannot reduce revenues as consumers are buying large quantities at low cost.
- People are more attract through low prices as compared to their internal attributes which is mainly preferred by branded companies. In short price perception theory is highly influenced the customers.
- For long term periods it does not supports brand equity which reduce the sale in long term.
- The uses of sales promotions particularly coupons are lose the face as well as their face value.

Conclusion

At present, consumers are the king of the market. They have the right to select product as per their requirement. Consumer can easily persuade the manufacturer towards quality, size, price, content, feedback, etc. This study shows the effect of sales promotion on consumers' buying behavior. Normally, buying decision is mainly influenced on its prior purchase evaluation. But, sales promotion can raise short term sales and does not create loyal customers. It can only attract the consumers to try new product and services in the market.

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