

A Study on Sales Promotional Activities in Retail Stores of Jabalpur District Using Sales Promotion Tools and Strategies

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ABSTRACT

Sales promotion is a marketing approach that has been researched for many years and has evolved into a critical component of modern marketing. The goal of promotion is to reach out to your target audience and persuade them to make a purchase. Promotion is defined as the coordination of all seller-led activities to establish information and persuasion channels in order to sell products and services or promote a concept. A crucial component of a promotional mix is sales marketing. The goal of this research is to see how sales promotions affect consumer purchasing decisions. The overall goal of this research was to see how efficient sales promotion tools and strategies are at influencing client purchasing behavior. This framework comprises of a method for calculating the sales impact of promotions as well as the duration of that influence. According to this article, sales promotional activity not only meets the organizational aim, but it also meets the needs of the client and aids in the acquisition of new customers. Developing a successful sales promotion strategy aids the company in attracting new clients to consume the goods. Sales promotion has evolved into a critical marketing technique, and its importance has grown dramatically over time. The goal of this research is to determine the overall effect of sales promotions on consumer behavior and purchasing patterns. The findings of this thesis enable managers to comprehend the value of sales promotion as well as modifying consumer behavior and purchasing habits. It enables for a better knowledge of consumer attributes and behavior from the standpoint of sales promotions aimed at a variety of customers.

Keywords: sales promotion, consumer behavior, consumer, marketing

I. INTRODUCTION

1.1 Sales Promotion and Background

What is the definition of sales promotion? Activities that draw the consumer's attention to a brand, its products and services are called sales promotion. Its main purpose is to attract consumers and distributors to drive sales, provide information about the brand and related items, reduce seasonal decline, and remind customers of the size and existence of the brand. Business-to-business (B2B) and business-to-consumer (B2C) sales marketing is used. Sales promotion can take many forms including samples, coupons, refunds, discounts, premium offers, product or service demos, and just about any other method that can increase sales. Sales promotion, on the other hand, does not include aspects such as advertising, personal selling, or public relations. However, the distinction between sales promotion and advertising can sometimes be confusing, the two elements absorbing each other. Another crucial factor to consider is that sales promotion attempts to preserve, as well as increase, market share and protect the brand from competitors. Simply, retain existing consumers while acquiring new ones. Consumer promotion and business promotion are two distinct aspects of sales promotion. It aims to improve the customer experience and expand your target audience, and it's a great way to promote new brands and products. [1,2].

Consumer attitudes are changing, making sales and sales growth more difficult. Marketing comes into the picture, with various acts such as advertising, promotion, pricing and distribution all

having a beneficial impact on the performance of the business. Sales promotions have been important for decades, primarily to temporarily increase sales in order to improve sales volume or market share [3]. Sales promotion has become more important and has been used as a marketing tool in the corporate world. Customers do virtually little cognitive work in many buying scenarios because they are so routine. The behavior of customers to change brands or increase the number of unit purchases is difficult to motivate for marketers. Promotional activity encourages customers to reconsider and analyze brand and quantity in ways they may not have considered before. As a result, sales promotion has become an important tool for merchants and retailers who use various promotional methods and techniques to understand the preferences of their consumers and increase the sales of their business [4].

The practice of encouraging a potential consumer to purchase a product is known as sales marketing. Sales promotion is designed as a short-term strategy to increase sales; it's rarely a good way to build long-term customer loyalty. Consumers are the target of many commercial promotions. Others are aimed at intermediaries and the company's sales team. One of the five elements of the promotional mix is sales promotion. (Advertising, personal selling, direct marketing, and advertising / public relations are the other four components of the promotional mix.) To increase customer demand, stimulate market demand, or improve product availability, market specialist's marketers use media and non-media marketing for a limited time [5]. Contests, discounts, giveaways, losses, point-of-sale displays, rewards, rewards, product samples, and discounts are just a few examples. Customers, vendors, and members of the supply chain can all benefit from sales promotions ((like retailers). Consumer sales promotions are sales promotions aimed at consumers. Commercial sales campaigns are sales promotions aimed at retailers and wholesalers. Many people think of some sales promotions as gimmicks, especially those that use unique means. Sales promotion refers to a variety of marketing actions aimed at providing added value or incentives to consumers, wholesalers, retailers or other organizational customers in order to increase immediate sales [6-8]. These efforts may be made in the hope of generating interest in the product, testing, or purchasing. Coupons, samples, prizes, point-of-sale (POP) displays, contests, discounts and sweepstakes are all examples of sales promotion devices.

1.2 Motivation for the project

Sales promotion is used to recruit new customers, retain existing customers, combat competitors, and take advantage of market research-identified opportunities. It consists of both outside and inside actions aimed at increasing corporate sales. Advertising, publicity, public relations, and special sales events are all examples of outside sales promotion efforts. Window displays, product and promotional material displays, and promotional programmes such as premium rewards and contests are all examples of inside sales promotion activities [9]. Discounts are frequently used as part of sale marketing. Discounts have an impact on how shoppers think and act when they go shopping. Consumers' perceptions of a product and buying decisions are influenced by the sort of savings and their location. Price reductions ("on sale items") and bonus packs ("bulk items") are the two most popular discounts. Price reductions are when an original sale is reduced by a set percentage, whereas bonus packs are when the consumer receives extra for the same price [10-12]. Many businesses offer various types of discounts in order to persuade customers to buy their items.

1.3 Research Gap

It has been determined that sales promotion is critical for increasing firm sales and attracting new clients. To compete in a market with so much competition, every company needs have a solid strategic strategy for marketing. The company's discounts and loyalty programmed will increase revenue by recruiting new customers. The ideal sales promotion will assist the corporation in achieving its organizational goals. In any organization, sales marketing is required to increase sales. The company should have better promotional activities conducted in the organization to estimate the sales, as the sales are monitored based on the promotional activities practiced by the organization. As a result, sales promotion is critical to the organization's achievement of its goals and objectives. To compete in the market and meet client expectations, the organization should develop the finest strategic plan possible.

The goal of this research is to determine the overall effect of sales promotions on consumer behavior and purchasing patterns. The findings of this thesis enable managers to comprehend the value of sales promotion as well as modifying consumer behavior and purchasing habits. It enables for a better knowledge of consumer attributes and behavior from the standpoint of sales promotions aimed at a variety of customers.

1.4 Aim of the study

The overall goal of the study is to determine how important sales promotions are in influencing consumer purchasing decisions. Due to increased rivalry, all organizations are now utilizing sales promotional activities to get a competitive advantage in the industry.

Primary objective

- i. To study the effectiveness of the sale's promotional activity of retail stores.
- ii. To find out the customer opinion about the promotional activity of retail stores.
- iii. To find out the promotional practices of retail stores.
- iv. To study the sales promotional activities of retail stores.

Secondary objectives

- i. To discover the sales promotion method that has a significant impact on consumer behavior.
- ii. To determine how different sorts of sales promotional activities affect a consumer's purchasing behavior.
- iii. To evaluate the consumer's factors, such as age, gender, occupation, income, and shopping interest, which have a significant impact on the outcome of sales promotions.
- iv. To determine the aspects that contribute to the practice's effectiveness.
- v. To make a recommendation for a relevant practice and improvement initiatives

1.5 Research Question

The study looks at both price and non-priced promotions that influence a customer's purchasing decision. The study's main focus is on how promotional activities affect consumer buying behavior for the same product or brand, whether they are priced or not.

The focus of this research is to get the responses for the questions such as;

1. How does a sales promotion affect a customer's purchasing behavior?
2. How does consumer diversity affect the outcome of various sorts of sales promotions?
3. What are the aspects that contribute to the techniques' effectiveness?
4. How do different sorts of sales promotions affect a customer's purchasing behavior?

5. What are some techniques that might be used to increase sales promotion?

1.6 Significance of the study

This study would be beneficial in determining the impact of promotions on consumer behavior. The study's goal is to identify the most effective short-term marketing plan for increasing sales volume and market share. The findings of this study will be useful to various businesses in determining the numerous aspects that influence consumer purchasing decisions and adjusting their sale advertising techniques as a result. It would also assist businesses in making the best use of their resources in order to maximize profitability and market share. Before making a decision about a sales promotion, this study will determine the importance of understanding the consumer's buying decision and their dynamic attitude, as well as the impact of the consumer's behavior on sales.

II. RESEARCH METHODOLOGY

The procedures for performing the research are outlined in this chapter. It covers research designs and methodologies, research strategy, research findings validity and reliability, study constraints, and data analysis. The practical methods and theoretical assumptions that justify the approach utilized for this research will be presented in this part of the thesis. The methodical and scientific techniques that drive the study to the study's results and findings are defined by research methodology.

The study is an empirical and qualitative study in which three experts in the field of sales promotion are interviewed to offer their own and their employers' perspectives on how sales promotion in retail could be further enhanced in both traditional and novel methods. The employment of current technologies in sales marketing is a crucial issue in this case. As a result, the goal is to come up with new or improved ways to improve sales promotion productivity (input-output) using current tools, as well as to exploit existing sales promotion activities in new and unique ways. This thesis relies on theme interviewing, in which the interviews are based on three sales promotion professionals' own applied expertise and experiences.

The purpose of this research is to see how digital and other modern aspects may be used in sales marketing, which is often dependent purely on social interaction between the salesperson and the consumer. The data for this qualitative study came from three interviews with specialists in the field of sales promotion. The reported findings are

then compared to the literature's theory and results. Interviews are crucial for getting a solid, professional perspective as well as hearing from experts in the industry about their experiences and perspectives. With this in mind, it's critical that the interviewer pays close attention to his participants' shared expertise and asks clarifying questions only when an answer could be read in multiple ways. Only in this way can their perspectives on how digitalized tools and practices can be used in sales

promotion be objectively understood. This could aid in the future definition of new approaches to leverage sales promotion activities in retail.

2.1 Questionnaire

Questionnaires aim to reduce potential bias in responses and encourage respondents to be honest when answering difficult issues. A questionnaire was employed to collect primary data from the respondents for this study.

Sl. No	Question	Category
1	Do you frequently visit retail stores? a. Yes b. No	Sales Promotion
2	Reason for your visit? a. Promotional Offers b. Discount Offers c. Range of Items d. Location of the Store e. Others	Sales Promotion
3	How do you come to know about retail stores? a. Through Advertisement b. Through Friends & Relatives c. Through Hoardings / Newspaper d. Other Medium	Sales Promotion
4	Rate the Attractiveness of the advertisement of retail stores? a. Very Attractive b. Less Attractive c. Not at All Attractive	Sales Promotion
5	Rate the quality of item as per the advertisement of retail stores? a. Highly Satisfactory b. Satisfactory c. Averagely Satisfactory d. Dissatisfactory e. Highly Dissatisfactory	Sales Promotion
6	Does the advertisement of Big Bazaar attract you to purchase items from retail stores? a. Yes b. No	Sales Promotion
7	How do you feel while shopping in retail stores? a. Great b. Good c. Not satisfied with the arrangement of products d. Not satisfied with the promotional offers available in the store e. Not satisfied with the range of products	Sales Promotion
8	How do you rate the presentation of products in retail stores? a. Good b. Average c. Poor	Sectors affecting Customers
9	How do you rate the arrangement of Products in retail stores? a. Good b. Average c. Poor	Sectors affecting Customers

10	Is the pricing Clearly written on the Shelf? a. Yesb. No	Sectors affecting Customers
11	Do you think Offers are clearly presented through Displays in retail stores? a. Yesb. No	Sectors affecting Customers
12	How do you rate the range of Products in Big Bazaar? a. Good b. Average c. Poor	Sectors affecting Customers
13	Does the Displays and Promotional offers inform in the store attracts you? a. Yes b. No	Sectors affecting Customers
14	Which type of promotional activities attract customers? a. Discountsb. Extra Offerc. 1+1 Offer d. Advertisements	Sectors affecting Customers
15	How do you rate the customer schemes of the company? a. Goodb. Averagec. Poor	Sectors affecting Customers
16	Do you think due to displays it is easy to shop in retail stores? a. Yesb. No	Sectors affecting Customers

III. DATA ANALYSIS AND INTERPRETATION

Data analysis entailed minimizing and organizing the data, synthesizing the information, searching for noteworthy patterns, and determining what was relevant. Organizing, evaluating, and summarizing data are three processes in data analysis, according to Ary et al (2002). The data acquired for this study was presented using statistical tools such as tables, bar graphs, and a pie chart. Statistical Package for Social Science (SPSS) and Microsoft Excel were used to conduct the analysis. Reliability analysis, descriptive statistics, and multiple regressions were used to examine the data.

The data analysis is a critical component of this study, and SPSS 20.0 and Microsoft Excel were utilized to calculate and measure the data collected for the outcome and analysis. The data was collected at random and then entered into SPSS for systematic analysis and output.

3.1 Statistical tools for data analysis

Following statistical tools have been used for analyzing data:

- The essential properties of the data in the study were described using descriptive analysis, and short summaries of the sample were presented as a result.

- SPSS technique for crosstabs two variables is cross tabulated and their relationship is shown in tabular form. Crosstabs are utilised in this study to visualise the link between different variables and prove the hypothesis.

- A chi-square test is a statistical test that is widely used to compare observed data with data that would be expected if a given hypothesis were true. In this study, the chi-square test was performed to determine whether there is a significant difference between expected and observed frequencies in one or more categories.

- A one-sample T-test, also known as a goodness-of-fit test, determines whether the data collected can be used to make a population prediction or not.

- One-way The ANOVA statistical test finds the probability values of a quantifiable data variable for three or more independent sample groups. This method was used to determine the significance of a relationship between variables.

3.2 Frequency Analysis

3.2.1 Distribution by gender

There were 138 people who responded, 105 of whom were male and 33 of them were female.

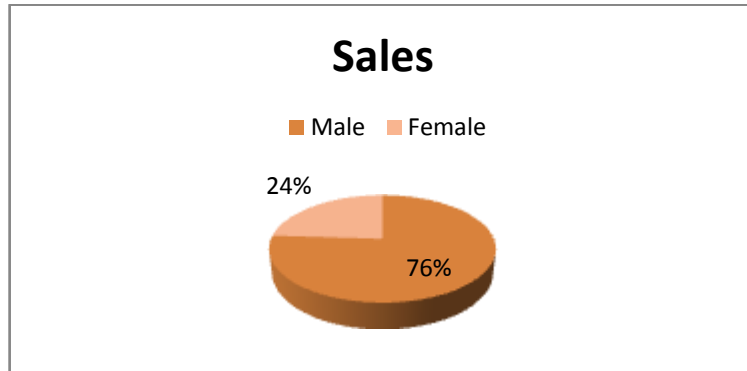


Figure 2: Number of male and female respondent.

Respondents were divided into age groups.

Table 1: Number of respondents based on age group

Age group	Frequency	Percent
16-25	18	13%
26-35	102	74%
36-45	12	9%
46-55	6	4%
Total	138	100%

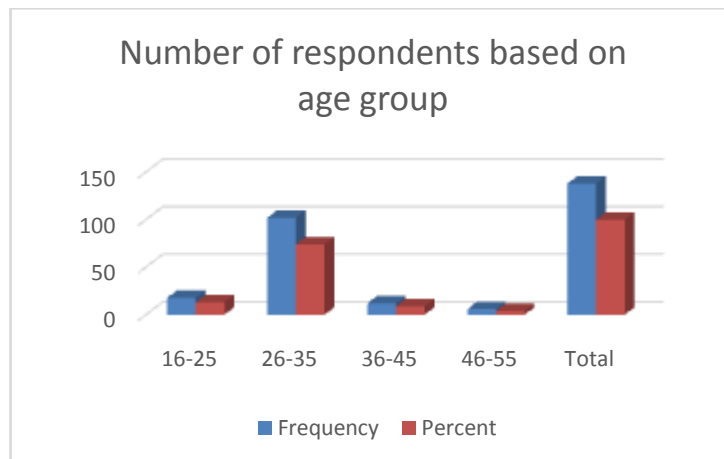


Figure 3 Graph on number of respondents based on age group

We can see from the table above that 18 of the respondents are between the ages of 16 and 25, 102 are between the ages of 26 and 35, 12 are between the ages of 36 and 45, and 6 are between

the ages of 46 and 55. For this study, the majority of respondents are between the ages of 26 and 35. It demonstrates that this age group is more interested in shopping and more enticed by sales promotions.

3.2.2 Distribution of respondent based on occupation

Table 2: Respondent based on occupation

Occupation	Frequency	Percent
Students	54	39%
Freelancer	12	9%
Service	63	46%
Business	9	7%
Total	138	100%

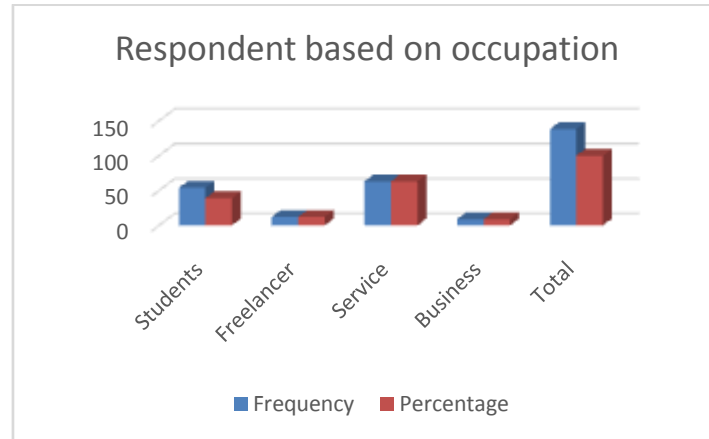


Figure 4 Graph on number of respondents based on occupation

9 of the 138 respondents are business owners, 63 are salaried employees, 54 are students, and 12 are freelancers.

3.2.3 Distribution of respondent based on income level

Table 3: Respondent based on Income level

Monthly Income	Frequency	Percent
Below Rs25000	78	57
Rs25000- Rs38000	39	28
Rs38000- Rs50000	21	15
Above Rs50000	0	0
Total	138	100

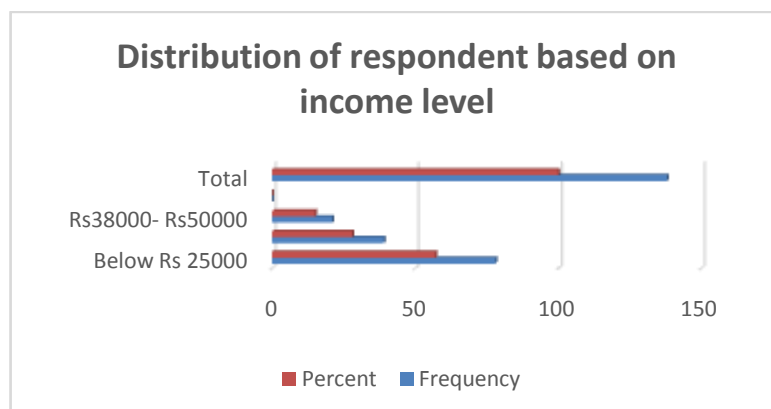


Figure 5: Monthly Income Level

According to the figures and tables above, 57 percent of respondents have an income of less than Rs25000, 28 percent have an income of

between Rs25000- Rs38000, 15 percent have an income of between Rs38000- Rs50000, and none have an income of more than Rs50000.

3.2.4 Distribution of respondent whether people like or not shopping

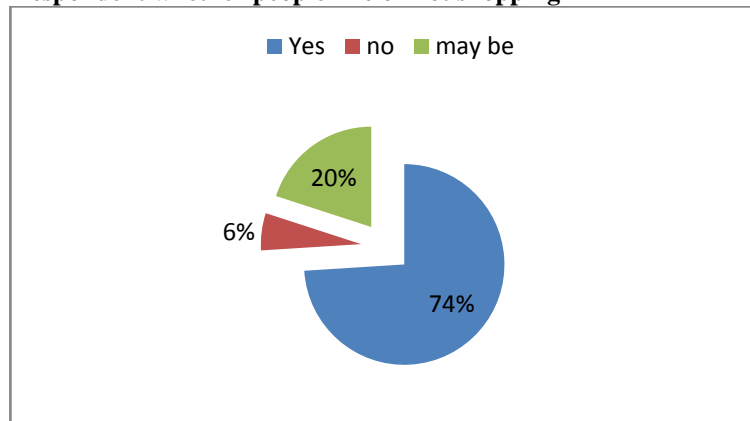


Figure 6 Distribution of respondent whether people like or not shopping

According to the above research, consumers enjoy shopping, with 74 percent of respondents agreeing. In a survey of 138 adults, 6%

said they dislike shopping and 20% said they couldn't decide whether they liked it or not.

3.3 Descriptive Analysis of factor that attract the customers in the stores

Table 4: Analysis of factor affecting the customers purchase

Factors attracting customers in store	Mean	Standard Deviation
Offer	0.74	0.444
Service	0.37	0.488
Quality	0.72	0.455
Availability of Products	0.48	0.505

According to the data above, individuals are more interested in the service and availability of products than in the offer or quality of the products.

3.3.1 Ranking of people's preferences for sales promotion strategies

Table 5: Ranking of people's preferences for sales promotion strategies

Sales promotion strategies	Mean	Standard Deviation
Price discount	2.37	0.799
Coupon discount	1.76	1.037
Free sample	2.57	1.003
Buy one get one	2.65	1.140



Figure 7 Graph on Ranking of people's preferences for sales promotion strategies

The table above ranks the reasons behind people's preference for sales promotion tactics. The table ranks the parameters on a scale of one to four, with one being the most advantageous scheme and four being the least favorable. People prefer coupon discounts over other sales promotional methods,

according to a sample of 138 respondents, as it has the lowest mean among the available strategies, 1.76. The most advantageous technique is a price reduction; the least advantageous strategy is a free sample; and the least advantageous strategy is buy one, get one free.

3.4 Cross Tabulation Analysis and Chi-Square Test Analysis

3.4.1 Sales Promotion and monthly income

Table 6: Cross tabulation between sales Promotion and monthly income

Change in sales pattern with sales promotion

Monthly income	Yes	No	Total
Below Rs25000	72	6	78
	92%	8%	100%
Rs25000- Rs38000	36	3	39
	92%	8%	100%
Rs38000- Rs50000	12	9	21
	57%	43%	100%
Total	120	18	138
	87%	13%	100%

The relationship between sales promotion and monthly income is seen in the table above. The data shows that those with monthly salaries under Below Rs25000 are more enticed by sales promotions and modify their buying habits as a

result. 57 percent of respondents with a salary of Rs38000- Rs50000 are interested in changing their purchasing habits, which is lower than the salary of respondents with a salary of less than Rs25000.

3.4.2 Gender and Shopping habit

Table 7: Cross tabulation between Gender and Like Shopping

Like shopping				
Gender	Yes	No	May be	Total
Male	73	8	22	103
	69.5%	9.5%	21%	100%
Female	32	0	3	35
	92%	0%	8%	100%
Total	105	8	25	138
	76%	6%	18%	100%

The table depicts the association between gender and shopping interest. Females are more interested in shopping than males, as shown in the table. The graph illustrates that 9.5 percent of male

respondents (105 total) are uninterested in shopping, while no female respondents are uninterested in shopping.

3.4.3 Age and time spent for shopping weekly

Table 8: Cross tabulation between age and time spent for shopping weekly

Like shopping						
Age	Less than half hour	Half one hour	One-two hours	More than two hours	Total	
16-25	3	0	6	9	18	
	17%	0%	33%	50%	100%	
26-35	21	27	36	18	102	
	21%	27%	35%	18%	100%	
36-45	0	6	3	3	12	
	0%	50%	25%	25%	100%	
46-55	0	3	3	0	6	
	0%	50%	50%	0%	100%	
Total	24	36	48	30	138	
	17%	26%	35%	22%	100%	

The table depicts the association between age and the amount of time spent shopping on a weekly basis. The table depicts a random set of numbers; however, it can be deduced that those aged 16 to 25 spent more time shopping. Again, those between the ages of 26 and 35 spent one to

two hours shopping. The age group between 36 and 55 is when most people marry and settle down, and they are more hesitant to spend one to two hours shopping, whereas the age group between 46 and 55 does not spend less or much time shopping and makes the most of their limited time.

3.4.4 Gender and reaction to sale or money –off deals

Table 9: Cross tabulation between gender and feels embarrassed to buy products on sale or money-off deals

Gender	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
Male	6	6	6	51	36	105

	6%	6%	6%	49%	34%	100%
Female	0	0	15	9	9	33
	0%	0%	46%	27%	27%	100%
Total	6	6	21	60	45	138
	4%	4%	15%	44%	33%	100%

The table above shows the association between gender and their attitudes regarding things on sale or with money-off offers. It demonstrates that 49% of male respondents disagree and 34% strongly disagree that such deals shame them,

whereas only 12% of male respondents agree. Female respondents, on the other hand, all disagree with the feeling of embarrassment while purchasing a goods on sale.

3.4.5 Respondents searching for offer but doubting on the quality of products on sales

Table 10: Cross tabulation between respondents searching for offer and doubting on the quality of products on sales

Search for offer	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
Never	0	2	0	0	0	2
	0%	100%	0%	0%	0%	100%
sometimes	15	18	27	33	6	100
	15%	18%	27%	33%	6%	100%
Often	0	6	3	9	0	18
	0%	33%	17%	50%	0%	100%
Maybe	0	0	6	6	6	18
	0%	0%	33%	33%	33%	100%
Total	15	26	36	48	13	138

According to the data above, even if respondents are looking for a sales promotion, the majority of them think that quality is a concern. However, 33% of respondents who seek out offers disagree, and 50% and 33% of respondents who seek out offers frequently and always, respectively, dispute that they have doubts about the quality of things on sale.

Chi –square test analysis for people looking for sales promotion and frequency of shopping

Null Hypothesis (Ho): There is no link between those seeking for a deal and their shopping frequency.

Alternative Hypothesis (H1): There is a link between customers seeking for promotions and their shopping frequency.

Chi- square value = 4.880

P – Value = 0.300

Since, P-value 0.300 > $\alpha = 0.05$, we do not reject Ho.

As a result, there is no significant link between persons seeking promotions and their monthly wage.

3.5 Comparison table and one-way ANOVA analysis

Table 11: Analysis of time spent for shopping and search for offers

Time spent for shopping weekly	N	Mean	Std. Deviation	F-Test	P-value
Less than half hour	24	2.75	0.89	1.043	0.384
Half one hour	36	2.33	0.65		
One-two hours	48	2.19	0.65		

More than two hours	30	2.40	0.84		
Total	138	2.37	0.74		

The table above depicts the level of satisfaction with flavor as well as the frequency with which they frequent restaurants each month. The standard deviation of a group of participants who spent less than half an hour is 0.89, and the mean value is 2.75. Similarly, the mean value of a group of people who spend half an hour or more shopping is 2.33, with a standard deviation of 0.65, and the mean value of a group of people who spend one to two hours shopping is 2.19, with a standard deviation of 0.84. Similarly, the average value of a group of persons who spend more than two hours shopping is 2.40, with a standard deviation of 0.84. For F-test,

Null Hypothesis (Ho): There is no correlation between the amount of time spent shopping and the amount of time spent looking for deals.

Alternative Hypothesis (H1): There is a strong link between the amount of time spent shopping and the amount of time spent looking for deals.

F- Value = 1.043

P-Value = 0.384

Since, p value = 0.364 > $\alpha = 0.05$, we do not reject H0.

As a result, there is no correlation between the amount of time spent shopping and the amount of time spent looking for deals.

3.6 Comparison table and T-test Analysis

Table 12: Analysis of Gender and purchase more on normal days with sales promotion

Gender	N	Mean	Std. Deviation	T-Test	P-value
Male	105	2.29	0.75	0.073	0.789
Female	33	2.36	0.809		

The analysis of respondents spending more on their shopping bills on normal days with sales promotions between genders is shown in the table above.

For t- test analysis,

Null Hypothesis (H0): There is no evidence that women spend more on their shopping expenses as a result of sales promotions.

Alternative Hypothesis (H1): There's a link between gender and spending more on their shopping expenses when there's a bargain going on. t- value = 0.073

p- value = 0.789

Since p- value = 0.789 is more than significant value = 0.05, we do not reject H0.

There is no evidence that women spend more on their shopping expenses as a result of sales promotions.

frequency of shopping. The study has taken an important step in identifying the components that drive consumer purchasing behavior, but it does have some drawbacks. There were just 138 people that took part in this study.

The respondents' preferred sales promotion approach is "buy one, get one free," and they are more concerned with the deals offered to clients than with the service quality and availability of the products. With the sales promotion tactics available, persons earning less than Rs 25000 per month were more hesitant to change their sales habit or behaviour. According to the survey, out of 33 females and 105 males, 92 percent of females enjoy shopping while just 69.5 percent of guys enjoy shopping. Customers between the ages of 26 and 45 spent more than an hour shopping.

According to the survey, 6 to 12 percent of guys are embarrassed to buy things on sale or with money-off offers, while 0 percent of females strongly disagree. Female shoppers are at ease when purchasing such items and are able to save money. Customers have doubts about the quality of the products on sale, according to the report. The research also demonstrates that, while low-income people are more hesitant to acquire products with sales promotion tactics, there is no link between monthly income and customers shopping for products with sales promotion. It also shows that clients looking for deals to save money spend more time shopping and there is no correlation between spending more money on shopping and gender.

IV. CONCLUSION AND RECOMMENDATION

In today's competitive market, sales promotions are a key element for many businesses and industries, and customers are well aware of the many sales promotional techniques used. According to the findings of a study on the effect of sales promotions on consumer behaviour, regardless of age, gender, occupation, or frequency of shopping, sales promotions have a significant impact on the change in pattern and behavior of consumers toward various sales promotion strategies, regardless of age, gender, occupation, or

For competing and survival, business and industry people have devised a plethora of sales promotion strategies. Sales promotion is one of the most important promotional methods for marketing products and services. Consumers' purchasing decisions are influenced by sales promotions, according to the study, even though their entire decision is based on making a buy whenever they want. Customers may be skeptical in some situations, but the provision of discounts, price-off deals, and other such services satisfies them. Customers are quite delighted with sales promotional techniques like price discounts, coupons, free samples, and "buy one, get one free," according to the survey.

Finally, consumers have a positive attitude toward various promotional tactics that influence purchasing behavior. This study shows that sales promotion is a cost-effective marketing tactic when compared to other integrated marketing tools like advertising. It demonstrates that sales promotion tools are an additional marketing technique that is supplementary or complimentary to existing business. According to the findings of this study, in order to raise sales in a cost-effective manner and to outperform competitors, the practice of sales promotion would be beneficial to improve sales by influencing consumers' purchasing behavior. The promotion of sales Because strategies have short-term effect, marketers and businesspeople must keep constant follow-up with customers in order to retain long-term relationships with them, as customers may switch to competitors with superior strategies.

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