

# The promotional tools and situational factors' impact on consumer buying behaviour and sales promotion

M. Ghafran Ashraf

Research scholar, Department of management sciences,

The Islamia University of Bahawalpur, Pakistan

E-mail ghafran\_gcuf@yahoo.com

Muhammad Rizwan

Lecturer, Department of Management Sciences

The Islamia University of Bahawalpur, Pakistan

E-mail: rizwan.arshad@iub.edu.pk

Aamir iqbal

Research scholar, Department of management sciences,

The Islamia University of Bahawalpur, Pakistan

M. Arslan Khan

Research scholar, Department of management sciences

The Islamia University of Bahawalpur, Pakistan

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## Abstract

We can see that companies spend a large portion of their budgets for sale promotion. The goal is to offer the merchandise more attractive and valuable. These ideas allow us to conclude that the institutions seek to manipulate the buying activities of consumers, and so begin a strong promotional campaigns or changes in pricing policies, with other measures. The purpose of this research is to study closely the taste of the customers in the various

promotional tools. But in this study, we will discuss the impact of a free sample, price reduction, social surroundings and physical surroundings on consumer purchasing behaviour and sales promotion. The research, which we were using in this study, was descriptive in its nature. In this study, we asked 200 respondents to participate in the investigation of self-government to collect data. In this current research questionnaire used as a tool for research. The main objective of the empirical research to measure the reliability of the questionnaires that were used in this research. After collecting the questionnaires, forms we recoded and then entered in to SPSS for regression analysis. With regard to the tendency of customers for sales promotion, research has revealed that a free sample, the discount rate, the physical environment and the social environment played a more significant role in the development of consumer buying behaviour and sales promotion during consumer sales promotion. The practical implications of this research are in recognition of sales promotion tactics that are relevant to the management of clients in the first place in Pakistan. Marketers can get the data from this study will help to identify the buying behaviour of customers and they can also help traders to use promotional techniques and situational factors most effective in attracting customers.

**Keywords:** Free Sample, price reduction, social surroundings, physical surroundings and sales promotion.

## 1. Introduction

Marketing activities related to the promotion of sales increased consumer purchases and improve the effectiveness of intermediate or retailer and cooperation. Buy and test consumer products direct specific goals that can be achieved through efforts to boost sales in the short term, the implementation of consumers in stores, and get to the point of retail sale displays, and encouraging stores to store products and sales support for the efforts of staff. In fact, it is difficult to motivate behaviours such as switching the brand or increase the number of units purchased.

Similarly, we can see that companies spend a large portion of their budgets for sale promotion. The goal is to offer the merchandise more attractive and valuable. While many alternatives exist to promote sales, traditionally the most common and low spot prices. But this often depends on the nation.

This information allows us to conclude that the institutions seek to manipulate the buying activities of consumers, and so begin a strong promotional campaigns or changes in pricing policies, with other measures. On the other hand, they are not always able to reach their objective, because although they can achieve short-term goal, when considered in the long term there are procedures to unwanted consumption. Maybe someone who has children accompanying them on a shopping tour has heard the child to use a variation of the phrase: "But it was for sale" in an attempt to protect the desired object purchase! Because sales have the ability to influence the purchasing behaviour of children, the study of the responses of children in sales promotion has hypothetical and practical contributions important to our

overall understanding of business skills for kids. In addition, a better understanding of the purchasing behaviour of children is necessary if we want to study how to socialize with children as customers, in the end, and make the basics for developing valuable strategies to use when they become adults. There was very small study on children's responses to promote sales. However, market participant, and children exposed to promotional sales messages. In a shopping tour, children repeatedly navigate the retail environment where symbols, labels, and displays call out for buyer notice: "on sale," "clearance," and "20% off". These graphic improvements motivate customers to buying and have a significant effect on brand selection (Bawa& Shoemaker, 1987; Krishnamurthy& Raj, 1991; Guadagni& Little, 1983, 1998; Gupta, 1988; Lattin&Bucklin, 1989; Luna & Kim, 2009; Rizwan et al., 2013).

Sales promotion event Called every three years, such as Malaysia Mega Sales Carnival (MMSC), launched in March, August and December of each year (usually MMSC )can attract more clients use their money, and create the consumption and buy the merchandise they want through this period large that they believed in promoting sales, and prices on all the goods are cheaper than normal. Event shows that a few consumer stand easily when they see the words of sales promotion. But price reduction, coupon or discount given by the retailer and other promotional equipment like free sample, bonus pack and "buy one get one free" were found to be encourage customer buy extra than they think (Gilbert, 1999). What are the most important and now consumers do not know themselves the impact of sales promotion on Rand little shopping behaviour in particular, and we understand their answers on various strategies to promote the process by traders. This will ultimately lead to excessive consumption and purchase products that are not necessary and unnecessary).

According to (Blattberg and Neslin, 1990) Sales promotion has direct impact on the consumers buying behaviour, which is an action focus-promoting occasion. The word sales promotion denotes to numerous types of selling incentives and procedures which aim to yield the urgent sales effects according to Totten and Block (1994). Three types of methods can be used by marketers to increase sales, the first is to strengthen used to target consumers called consumer sales promotion. Sales promotion is directed at customers, distribution channel or sales staff called enhanced retail. Sales promotion aimed at retailers, wholesalers and sales promotion called the trade.

The main objective of this work is to study the effect of different tools to promote sales on the buying behaviour of consumers. Therefore, research on the promotional tools is actually important to understand most of the tools that affect the competition with its competitors. The purpose of this research is to study closely the taste of the customers in the various promotional tools. With this information, can marketers and retailers are planning their resources to gain maximum profit. This study aims to investigate consumer preference on various promotional tools, will traders and retailers will be able to know the buying behaviour of consumers, so they can use the most effective techniques to promote the right and attract customers.

Typical tools include of free samples, price reduction, social environment, and the physical surrounding, and also sales promotion, and so on. But in this study, we will discuss the

impact of a free sample, price reduction, social surroundings and physical surroundings on consumer purchasing behaviour and sales promotion. Buying behaviour and consumers are demanding generally not the end to meet the wants and pleasure of getting something new or superior to each human being his own behaviour and attitudes and thinking while choosing the products, services and purchasing decisions. Therefore, there is a large body of literature that studied the consumer to buy. Alpha Shopping integrates a societal experience outside the house and there is a relationship between time consumed and with social companions (Nicholls et al., 2002). The surrounding material is circumstantial factor that consumers buy the effects of behaviour. These promotional techniques affect the buying behaviour of consumers during races. Price reduction is well-known tool for offering a good reduction in purchase price, which is openly declared on the product or point of purchase display (Fill, 2002). Sampling is the method of giving less numbers of products to the customers without any cost, so that they can checked it and buying the product in near future (Pramataris et al., 2001). Previous research has shown that these factors have a great relationship with the buying behaviour of consumers. The effects of these tools vary from one country to another. Our study so that they can generate different results from the previous study.

And this paper is prepared as follows. It begins by reviewing the literature on multiple situational factors and promotional tools on customers buying behaviour and sales promotion, which are derived hypothesis. The second part describes the study methodology, which includes quantitative investigation, sample and facts collection actions, and the experimental results. In the conversation part, and discuss the proposed findings and suggestions with search restrictions. Finally, the last part draws the conclusion of the study, recommended future study.

## **2. Literature review**

### **2.1 Buying Behaviour**

Promotion is a tool used by retailers and manufacturers to invite consumers to buy more or attempt to service or product. Used as a result of sales promotion for storing large amounts, inviting many new customers and more sales increase. Sales promotion may be good-looking for highly promotion prone customers for reason beyond price savings indicated that Chandon, Wan sinks, and Laurent (2000) .Many consumers switch brands, so that they can receive more offers great mimic and promote a smart buyer of their own self-perception, and tend these consumers in a positive and promotion, and these consumers are making an effort to try a new product or service were promoted. For example, lower prices for a limited period in order to attract more consumers a new price promotion qualifies. Sales promotion, any activity that is being used by the producer to promote trade (retailer, whole seller, or network partners), as well as for customers to buy the brand and activate aggressive sales force to sell. According to (Totten & Block, 1994) Alpha the term sale promotion refers to numerous kind of selling incentives and technique indented to yield urgent sales effects.

Purchasing behaviour, consumer's generally endless demand to meet their desires and satisfaction of getting something new or better than each individual his own behaviour and attitudes and thinking while choosing the products, services and purchasing decisions.

Therefore, there is a large body of literature, which examined and reported consumer buying behaviour, studies have shown that a lot of factors can affect consumer behaviour, whether to purchase or not to purchase the merchandise. Most of the day by day life actions dominated by merchandise buying behaviour and also practice which gained from the place such as shopping centres, city centre, shops, entertaining park, sightseeing centre and so on, where some motivating radius can be motivated said by Smelser and Baltes (2001). According to William (2002) shown that social class has significant determination on buy assessment criteria. The creation of attitude, inspiration, value orientation, and earnings, and the level of socialization during childhood and education will affect the person's social class. Social class of an individual not directly shows that low income would basis limited choice when making buy decision said by Yip (2003). According to (Naimah & Tan, 1999) High purchasing power, salesperson and sales surroundings were along with three key factors which influenced impulsive clothes buying practice among women customer (Rizwan et al., 2013).

## 2.2 Sales Promotions

Sales promotion is a set of stimuli that are presented intermittently, is also working to strengthen the propaganda activities to buy a particular product. Designed sales promotion techniques that have a direct impact on the purchasing behaviour. The objectives will be achieved sales promotion to a large extent when it is done sporadically, when the consumer does not expect. If the consumer is able to anticipate when conducting sales promotion will be held, the results fall. It is therefore necessary for the consumer to not be able to anticipate sales promotion, and therefore does not include these incentives in the properties of the product. However, this does not mean that the sales promotion is something improvised by the institution. Sales promotion must be properly planned, organized and integrated into the marketing plan of the institution.

According to (Nagar, 2009) it has been recognized in literature that only customers with repeat purchases are profitable. Is not this all repeat purchase online to engage consumers with the brand? However, consumer participation is important to repeat purchase. Therefore, operators must develop marketing programs that will not only enhance customer engagement, but also encourage repeat purchases. One of the functions of sales promotion not only to promote the participation of consumers, but to encourage repeat purchases. Sales promotion has effects on several aspect of customer's buying choices such as brand choice, buying time, quantity and brand moving (Nijs, Dekimpe, Steenkamps and Hanssens, 2001); clients' sympathy to price (Bridges, Briesch and Yim, 2006).

The objective to use Belk's form in this research is acceptable based on the following reasons. First, in Belk's literature (Belk, 1975), the writer gathered and revised situational variables used by other investigators (e.g. Mehrabian and Russell, 1974; Kasmar, 1970; Sells, 1963) to develop theory that defines the motivation-organism-response (S-O-R), which is related to "array of situational scopes. "According to Shimp (2003), sales promotion denotes to any incentive used by a producer to induce the trade and/or shoppers to buy a brand and to encourage the sales force to aggressively sell it. The influence of sales promotions on the customer will also depend on the consumer's features. Sales promotion is a set of stimuli that

are presented intermittently, is also working to strengthen the propaganda activities to buy a particular product. Designed sales promotion techniques that have a direct impact on the purchasing behaviour. The objectives will be achieved sales promotion to a large extent when it is done sporadically, when the customer does not imagine. If the customer is able to anticipate when conducting sales promotion will be held, the results fall. It is therefore essential for the buyer to not be able to anticipate sales promotion, and therefore does not include these incentives in the properties of the product, So we can hypothesize as:

**H1:** There is a relationship between sales promotion and buying behaviour.

### 2.3 Free Samples

Sampling is the process by sending the actual product or trial-sized customers. Is provided free samples of the merchandise to clients so that customers have the opportunity to try and use the products. According to (Pramataris et al., 2001) Sampling is the technique of presenting less numbers of goods to the customers without any cost, so that they can try it and buy the product in near future.

Free sample is a further major promotional instrument often used by traders. Marketers recognize the value of merchandise testing and direct behavioural experience with a product. They often mail free samples of merchandise to clients so that clients can test the merchandise for themselves, rather than just hear about the products said by (Kardes, 1999). Other scholars (e.g. Parameterise al. 2001; Fill 2002; Shimp 2003) have acknowledged the impact of the use of free sample. According to Shimp (2003), free sample of product effect the clients buying behaviour but Jackaria and Gilbert (2002) have not agree with this declaration. According to Lammers (1991) a free sample had positive relation to immediate sales of that product. Free sample had a sizeable link with product test behaviour of customer (Ndubisi and chiew, 2006). So we can hypothesize as:

**H2:** There is a positive relationship between free sample and buying behaviour during sales promotion.

### 2.4 Price Reduction

Price promotion refers to reduction in price for a limited time, which offered to customers. According to (Fill, 2002) price discount is well-known tool for offering a good discount in buying price, which is openly mentioned on the merchandise or point of purchase display. Ndubisi and Chiew (2006) said that merchandise test can be increased through offering great price cut. According to Ehrenberg et al. (1994), the short-term rises in sales were due principally to purchases made by irregular users of a brand, though they further warned that these irregular users, after taking benefit of the price discount, would most likely go back to their beloved brands in their portfolio rather than purchase the promoted brand at full price. There is also a considerable strand of the literature that examines customers' reply equipment of sales promotion, such as coupons (Bawa and Shoemaker, 1987; Huff and Alden, 1998; Krishna and Zhang, 1999; Gilbert and Jack aria, 2002), price reduction, and samples (Mela et



al., 1997; Gilbert and Jackaria, 2002).

Price promotion does manipulate new product test (Brand week, 1994). Percy et al (2001) reported the clients pay attention to price-off promotions. Earlier investigator showed that an unusual increase in sales would exercise by sellers because of consumer's price-consciousness (Kopalle&Mela, 1999; Banks &Moorthy, 1999; Gilbert &Jackaria, 2002 and Smith &Sinha, 2000). The reduce in product prices play key parts in persuading customer's product test behaviour and through this new customer can be paying attention (Blackwell, Miniard and Engel, 2001). Therefore, we hypothesises that:

**H3:** Price discount has a positive impact on buying behaviour during sales promotion

## 2.5 Social Surroundings

According to (Nicholls et al., 2002) Shopping integrate a social experience outside the house and there is a relationship between time spent and with social companions. Some customers may analysis the shopping experience as a basis of satisfaction and a chance for social relations by (Kim, 2002). For the majority young adulthood, shopping at the mall is a place to hang out or holiday (Lowrey et al., 2005; Matthews et al., 2000). In compare, there are shoppers who enjoy shopping alone than with family members (Adilson et al., 2010). Factors related to the general situation to strengthen the price, including the types of stores, brands, if received in this Promotion information at home or at the store. Objectives may turn out to be of different types. May be the intention to increase visitors to the facility or act on consumer loyalty to the brand, and increase the consumption of products or encourage trying a new brand, among others. Alpha In a busy sale promotion, it can be observed that some buyers are alone; while others with family (Dholakia, 1999) and Lowrey et al. (2005) suggest shopping with companionship (or association) groups could yield good-looking marks on the ritualistic behaviours. Companion shoppers also play the task of retail salespersons by promoting the shoppers to acquire the product with pleasure (Joan and Lauren, 2011). And thus predict relationships between variables social surrounding and purchase intention during sales promotion, we hypothesised that:

**H4:** There is a significant relationship between social surroundings and sales promotions.

## 2.6 Physical Surroundings

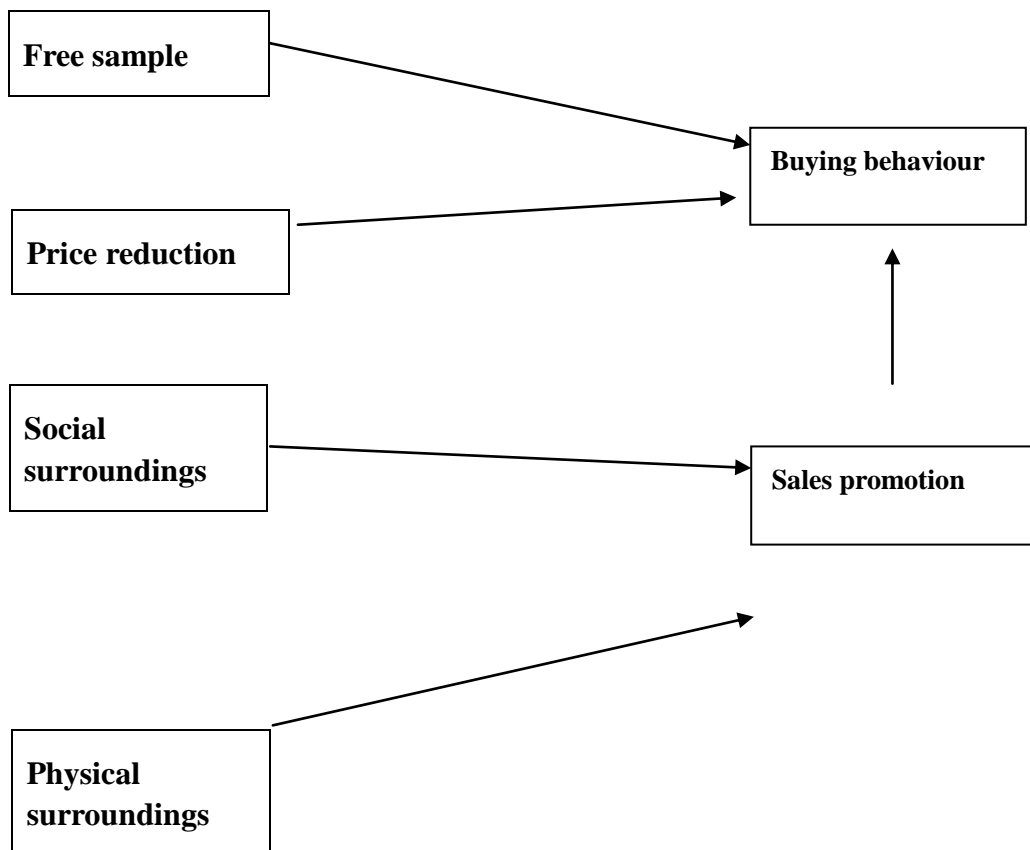
The shopping canter also offers a variety of shops at the present time. It is common to note that the centres' end to develop impressive physical value of the external surroundings to attract consumers to the shopping malls and department stores. In addition, according to (Sit et al., 2003) the picture of the shopping centre encourages customer store patronising. This "front line" picture at traction is helpful to retail stores. Enjoyable surroundings are the major reasons of store patronising (Jin and Kim, 2003). According to (Baker, 1987) these fundamentals such as design, interior structural design and decoration, lighting, music, aroma and cleanliness. Observations during the holiday season, such as Christmas, sales of

individual stores product concert adds physical surrounding. In the next purchase, often seek to consumers to form its assessment last shopping experience in a shop on the physical environment, and the provision of services.

Now it was hypocrites shopping for one day different types of stores and most countries to seize the ads comparable sales annually. Throughout advertising sales and retail shops surrounding the physical changes often with different types of music, decor, and lower sales of 25-75percent. This transformation of the environment is to motivate and influence on consumer buying behaviour. It is common to observe the shopping centers to implement lean remarkable material surrounding the external importance to attract clients to the shopping malls and department stores. In addition, the picture of the shopping Centre encourages customer store condescending (Sit et al., 2003). An observation during the holiday season, such as Christmas, sales of individual stores product concert with adds glamour physical surrounding. Other studies also shows optimistic relations by purchasers to the physical surroundings, which lean to encourage their useful desires said by (Kim, 2002 and Keng et al., 2007). In the next purchase, often seek to consumers to form its assessment last shopping experience in a shop on the physical environment, and the provision of services. These factors together manipulate buyer quality expectations (Baker, 1987) of a shopping mall and we hypothesised as:

**H5:** There is a significant relationship between pleasant environment and sales promotions.

**Research Model:**





### **3. Research Methodology**

The research, which we were using in this study, was descriptive in its nature. This can be explained descriptive of a particular case, describing the kind of things or some sort of viewing the facts. Study that explains the current situation instead of interpreting and making judgments is descriptive research said by (Creswell, 1994). The main purpose of the research is to establish the accuracy of descriptive assumptions developed that reflect the current situation. These kinds of research provide information on the current scenario and focus on past or current for example in a society quality of life or customer approach toward any marketing activity (Kumar, 2005).

And before the end of the actual search conduct the pilot study. The main objective of the empirical research to measure the reliability of the questionnaires that were used in this research. Has been selected a total of 200 students to make sure that the questionnaire items were easily understood by the person answering the questionnaire. Through this study, the researcher has developed a self-confidence and it ensures that the questionnaire that was used in the form for this search.

#### **3.1 Sample and Data Analysis**

In this study, we asked 200 respondents to participate in the investigation of self-government to collect data to understand the situation on the consumer buying behaviour and sales promotion. The population of the current research is in, and the people or consumers who have some sort of buy products.

The sampling method non-probabilistic used in current research. According to (Zikmund, 1997) the non-probability sampling is very convenience because in this sampling process information can be collecting from the related sample or the unit of the study that are easily available. Convenience sampling is used to collect a large number of questionnaires quickly and at low cost.

It also ensured that the respondents have two key qualities to participate in surveys autonomy. The first is that all the participants were well-educated, and secondly, they bought various goods and services, and we noted their experiences. These members of the sample selected from different urban groups. The three main groups targeted to collect data samples, such as college students and business professional. According to the Brown (2007), buying behaviour means that decision making process that we had observed.

#### **3.2 Questionnaire and Scales**

In this current research questionnaire used as a tool for research. There are two main parts of the questionnaire. The first part shows the back ground of the person responding to the questionnaire, and shows the second part of the awareness regarding the various marketing tools and buying behaviour of the people who respond to the questionnaire. In the first part of each person who responded to the questionnaire said to provide information on sex, age, income, education and monthly situation. In the second part of the questionnaire were selected twenty-two items. To measure variables and used all four elements consist of two

Promotional tool and two situational factors measure consumers' purchasing behaviour and sales promotions. Prices reduction, free samples, sales promotion and two situational factors social surrounding and physical surroundings test. In this research likert five point scales were used, 1 for (strongly agree), and 5 for (strongly disagree). This scale is adopted from the Bake well and Mitchell (2003), David Yoon Kin tong, Kim Piew Lai, Xue La Tong (2012) research. To analyse the data the Statistical Package for Social Science (SPSS) version 16.0 was used.

**TABLE 1: Scales of the study**

No	Variable	Items	Reference
1	Sales Promotion	It is well worth going shopping during the period of a sales promotion  My purchasing willingness arises from the promotion activities	Bake well and Mitchell (2003)
2	Buying Behavior	1) Once I find the produce I Like I buy it regularly.  2) In general, I try to get the best overall quality.  3)  I usually buy well-known brands  I will only like to purchase the product when the environment of the shopping mall will be bright.	Bake well and Mitchell (2003)
3	Free sample	1) If brands offers free sample that could be a reason for me to buy it.  2) When I buy a brand that offers free sample, I feel I am getting a good buy.  3) A free sample has allowed me to buy another brand which I	Bake well and Mitchell (2003)

		<p>do not regularly buy.</p> <p>I have favorite brands, but most of the time I buy a brand That offers free sample.</p>	
4	Price discount	<p>If a brand offers price discount that could be a reason for me to buy it.</p> <p>When I buy a brand that offers free sample, I feel I am getting a good buy.</p> <p>A free sample has allowed me to buy another brand which I do not regularly buy.</p> <p>I have favorite brands, but most of the time I buy a brand That offers free sample.</p>	Bake well and Mitchell (2003)
5	Physical surroundings	<p>I will only like to purchase the product when the interior designing of the shopping mall will be impressive.</p> <p>I will only like to purchase the product when the shopping mall is nicely odor.</p> <p>I will only like to purchase the product in the large retail shopping malls.</p> <p>I will only like to purchase the product when I entertained from nice music in the shopping mall.</p>	David Yoon Kintong, Kim Piew Lai, Xue La Tong (2012)
6	Social surroundings	<ol style="list-style-type: none"> <li>1) Your friends/family influences you on purchasing/buying any brand.</li> <li>2) If any of your relative give negative comment about the brand you going to purchase will it effects on your purchase.</li> <li>3) Compare to most people I mostly like to buy brand that society likes.</li> </ol>	David Yoon Kintong, Kim Piew Lai, Xue La Tong (2012)

		4) Social Surrounding influences you to buy other brand which you normally ignore it.	
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### 3.3 Procedure

The questionnaire was distributed among 200 respondents in different areas of Bahawalpur. The sample was selected according to the criteria mentioned above. Before returning the questionnaire, were explained objective and detailed research questions to respondents so that they can easily complete the questionnaire with the relevant answers. Has been selected a total of 150 questionnaires the rest of the questionnaires were not included in further analysis because of incomplete answers and incorrect submitted by the participants. After collecting the questionnaires, forms we recoded and then entered in to SPSS for regression analysis.

### 3.4 Reliability Analysis

The Table 2 shows that all 22 items were reliable and valid to measure the opinion of consumers towards Buying Behaviour during sales promotion.

**Table2:** Reliability of Questionnaire and Scales

Scales	Items	Cronbach's Alpha
Sales promotion	2	.518
Buying behaviour	4	.545
Free sample	4	.672
Price reduction	4	.532
Social surrounding	4	.512
Physical surrounding	4	.587

## 4. Result and Analysis

### 4.1 Profile of the Respondents

Out of 200 questionnaires, the usable questionnaires that are returned by respondent were 150. The answer provides by the male respondents were 70.66% and female were 29.33%. The

60% of the respondent's monthly income was below to Rs.15000. The 70% of persons fall between the ages of 15-20years, and 91.33% of respondents were university students. Their Personal and demographic information such as gender, age, income, education level and status are presented in the following table.

**Table 3: Profile of the Respondents**

	<b>Category</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Variable</b>			
Gender	Male	106	70.66
	Female	44	29.33
Age	15-20 years	105	70
	20-25 years	44	29.33
	25-30 years	1	0.66
	30-35 years	-	-
	35-40 years	-	-
	Above 40 years	-	-
Income	Below 15000	90	60
	15000-35000	24	16
	35000-40000	14	9.33
	Above 40000	22	14.66
Education	Metric	4	2.66
	Intermediate	21	14
	Bachelor	120	80
	Master	3	2
	Ms	2	1.33

Status	Student	137	91.33
	Employed	7	4.66
	Businessman	3	2
	Unemployed	1	0.66
	Housewife	2	1.33

#### 4.2 Hypothesis Testing

To measure and build the relationship between the promotion variable, has been applied regression analysis techniques. And used the results of the regression analysis is shown in the table to measure the relationship between the undesignated promotional tools, price reduction and a free sample, and the natural environment, social environment towards buying behaviour and sales promotion.

#### 4.3 Sales Promotion and Buying Behavior

The results of this study the variable sales promotion have a significant link with buying behaviour ( $\beta = 0.341$ ,  $p = 0.000$ ). Has a positive and significant relationship with the buying behaviour. Based on this result, we can accept the H5 and conclude that found search significant link with the buying behaviour.

#### 4.4 Attitude towards Free Sample and Buying Behaviour

The results of this research towards a free sample position variable have a significant positive relations with buying behaviour ( $\beta = 0.106$ ,  $p = 0.02$ ). He had a positive and significant relationship with the buying behaviour. Based on this result, we can accept H1 and conclude that the search finds a great relationship with the buying behaviour.

#### 4.5 Attitude towards Price Discount and Buying Behaviour

We are agreed as a result of price discount variable with a strong positive correlation with the Buying behaviour ( $\beta = 0.253$ ,  $p = 0.005$ ). Its significance value is less than 0.05, so we can conclude that it is very important and has a strong positive effect on buying behaviour.

#### 4.6 Social Surroundings and sales promotion

The results of social surroundings also has significant strong positive impact on the sales promotion of consumer ( $\beta = 0.236$ ,  $p = 0.007$ ). Thus, as are result of this study shows that a healthy and positive environment for the company as an important factor affecting the purchase intention of consumers, and have a great relationship with a strong attention to consumer sales promotion.



#### 4.7 Physical Surroundings and sales promotion

According to the results physical surroundings also has significant strong positive impact on the sales promotion of consumer ( $\beta = 0.115$ ,  $p = 0.005$ ). And therefore the results of this study show that the retail environment is an important factor that can store affect the purchase intention of consumers, and have a great relationship with a strong consumer interest to promote sales.

#### 4.8 Promotion Effects on sales promotion and Buying Behaviour

As a result of this research shows that all the variables have a significant positive relationship with the consumer buying behaviour and sales promotion. The five variables results in structural model explain significant (1) adjusted  $R^2 = 0.190$  (2) adjusted  $R^2 = .197$  (3) adjusted  $R^2 = .110$  for forecasting buy among the respondents.

Table 3 summarizes the regression results of the research and Figure 1 shows the graphical Presentation of the structural model,

**Table-3: Regression Results**

Hypothesis	Model variables	Estimate ( $\beta$ )	S.E.	C.R.	Significance(P)	Results
H1	Att. FS BB	0.106	0.075	1.184	0.020	Supported
H2	Att. PR BB	0.253	0.090	2.821	0.005	Supported
H3	SS SP	0.115	0.086	1.332	0.005	Supported
H4	PS SP	0.236	0.076	2.736	0.007	Supported
H5	SP BB	0.341	0.070	4.410	0.000	Supported

## 5. Discussion

The main objective of this research is to study the effect of different promotional techniques, which can affect the purchasing behaviour of consumers and sales promotion, and can also be used by the business for increased sales and promote their business. To this end, we took a couple of promotional tools and two situational factors that affect consumer purchasing behaviour and sales promotion. These tools are price reduction and free sample. The situational factors are the physical surroundings, social surroundings which can be used to

measure the buying behaviour and consumer sales promotion. The results of this study provided important information about the impact of promotional tools on consumer purchase behaviour and situational factor impact on sales promotion and also the sales promotion on buying behaviour. With regard to the tendency of customers for sales promotion, research has revealed that a free sample, the discount rate, the physical environment and the social environment played a more significant role in the development of consumer buying behaviour and sales promotion during consumer sales promotion. The results show above the free sample has a great positive relationship with the buying behaviour ( $t = 1.184$ ,  $P = 0.020$ ), and free sample has a positive significant relationship with buying behaviour ( $t = 2.821$ ,  $P = 0.005$ ), and the physical environment also has an important economic positive impact on sales promotion ( $t = 2.736$ ,  $P = 0.007$ ), and the social environment is also a factor economically important a very positive effect on the promotion of sales ( $t = 1.332$ ,  $P = 0.005$ ), and sales promotion has a great relationship with the buying behaviour ( $r = 4.410$ ,  $P = 0.000$ ), respectively.

The results showed that the free sample has a great relationship with the buying behaviour. This is because the exercise of free samples is performed much better in Pakistan and for the people is good for free samples. People trust that the merchandise, which also offers a free sample, a fine item. 0.005 Awards significance rank playing mainly talk to customers' buying behaviour to purchase the product. This result is consistent with the views of Blackwell and colleagues (2001) that price reduction is deliberately used in different industries to promote the purchaser buying behaviour to purchase a product because price reduction may decrease customers' perceived risk related with trying a new, less-known product for the first time. The results of this study repeated that finding of past study by, Blackwell, Miniard and Engel (2001) that price discount play significant roles in influencing customers' purchase test behaviour, and Smith and Sinha (2000), price promotions can induced consumers' buying behaviour and outcome in a short term rises in sales.

There is another major factor, which appears in this research is the physical environment. The results of this study believe that the physical surroundings which also includes a great relationship with sales promotion. The important indicator of the social surrounding material is offers for sale. In this study, and asked the buyers about the stores that preferences include interior and exterior design, selected soothing music, bright lights, scented and the environment and to mark the occasion. He stressed these buyers purchases enjoys a surroundings with music, shop, product store. Previous researches have shown that music have significant influence on audience moods and buying intentions (Keng et al., 2007; Alpert and Alpert, 2006; Baker, 1987). According to (Jin and Kim, 2003) It was found that neat and spacious atmosphere affect utilitarian shoppers' level of intention to patronise, time and money spent .

Choose the music should match the age and opportunities for consumers. Wrong Option can be embarrassing for music lovers and managers must take care. Shopping centers retail leased mainly for retail or occupants and owners of rental costs Depends on the space occupied. In cements generally little controls over less space their business is viable for more space and higher rental costs. A method of retail

Owners can do is to raise the concept of internal store to make it look wide. According to interior design experts rising wall mirrors would serve to elevate space, decorative, and give the functional aspects to the shop/home said by (Tice (n.d.);Smythe, 2011). Therefore, we can say that the physical environment is extremely important for consumer purchases Social strongest prediction is ambient sale offers. "I'd rather go shopping with my friends" Means that when the sale, shopping, and social groups can be divided and to try to force Product themselves, leading to the possibility that friends can affect the consumer in choosing a product. Cross-cultural research according to Nicholls (1996) show different goods was purchased in different countries among social shoppers. It depends on the companion's role in the particular shopping expedition (Zhuang et al., 2006).

## **6. Implications**

The study was conducted through convenience sampling in Bahawalpur with a group of Students, staff and business persons. This study has significant implications worth theory. The structure provides new insights into the understanding of sales promotion tools and their impact on consumer buying behaviour and sales promotion. And personal characteristics of the involved consumers, especially in the selection and purchasing decisions. From the results, it was found that consumers pay attention to the promotion and respond well to different marketing techniques that are promoted through the sales people. The results of this research have many effects that can be useful for traders and customers and researchers in the future. From a marketing point of view, they can get a better knowledge about the buying behaviour of consumers so that companies can understand the needs and desires of potential customers. Marketers can get the data from this study will help to identify the buying behaviour of customers and they can also help traders to use promotional techniques and situational factors most effective in attracting customers.

This research is very important for organizations because every organization wants to minimize costs and maximize profits. The practical implications of this research are in recognition of sales promotion tactics that are relevant to the management of clients in the first place in Pakistan. Can provide the right promotional incentives, marketing strategies and business to increase sales by creating purchase behaviour rehearsal for display. Thus, organizations must begin to put a lot of money on these tools and situational factors are more attractive.

## **7. Conclusion**

Sales promotion is necessary for dealers and retailers in marketing programs. Sales promotion generates significant revenue and the use of sales promotion tools can be increased. Various techniques are used by marketers' promotions to offer customers an additional incentive to buy their products and then promote traditional means. This research support by the research from Cuizon (2009) who assured that sales promotions are not just victorious in attaining short-term sales as they are also more gainful compared to other incorporated marketing communications equipment such as advertising. The general conclusion of this research is that we found a positive attitude of clients to different promotional tools and situational factors on the consumer buying behaviour and sales promotion.

The study confirmed that consumers buying behaviour and sales promotion can be motivated through various kinds of elements, including promotion techniques such as free samples, price discounts, social surroundings and physical surrounding. Moreover, the structure provides new insights to understand how different consumers respond to many of the promotional tools offered by marketers and their effects on consumer buying behaviour and sales promotion, which may be vital for marketers in order to optimize the use of strategies to promote and promotional tools to promote products.

## **8. Limitations and Future Recommendations**

The relationships should be tested further study on the state of history for the same frames, different age groups moderated by the income, and education on the same group of products to ensure the consistency of the results by comparing the data with current results. If the social environment aspect consists of more than one-item, the questions should include few negatively worded questions to avoid the tendency of mechanistic answer from the respondents (Sekaran, 2004, p. 240). Although this research has taken decisive steps to identify factors that affect the buying behaviour and sales promotion, it also has some limitations. First, data limitations prevent further exploration of the study. The minimum age, and only 150 respondents participated in this research. This sample was similar widely in age classes because they were aged between 18-25 years old and young people represent only. By the difference in the age of the sample, can be generated different results. Second, the researcher's greater opportunity to reach to conduct research to improve the situation and the different physical locations. Diverse environmental ways play a positive role, helping to influence the behaviour of the defendant, especially in the workplace, shopping malls or shopping centers and super markets. These relate to the sample, it can be for people who are working have to change that. In addition, people who cannot occupation, housewife and retired people behave differently because the understanding and experience of the respondents to the issues that may affect their answers. Since this study was conducted at the Islamia University of Bahawalpur, Pakistan. Bahawalpur another area, he cannot represent the other people who live in urban or rural areas where quality of life is completely different. Finally, the researchers recommended that in the future to include the corresponding method to study precisely where business transactions occur. It will help researchers achieve accurate information prepared on a new memory of the respondents.

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