EFFECT OF PROMOTIONAL TOOLS ON CONSUMER BUYING BEHAVIOR

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ABSTRACT:

Merchants have turned to efficient sales marketing methods to stay competitive. The retail industry in India has grown as a result of the country's expanding economy. Using the intention of serving more customers, the company successfully and quickly expanded into cities. Modem retail stores have made it a strategic point to reach out to young consumers with affordable introductions of international brands, styles, and fashion. Merchants use a variety of marketing methods to draw in more purchasers and educate the customers on Best Buy concepts. Each promotional strategy has a varying amount of acceptance and success, including price reductions, coupons, buy one, get one deal, and more.

Keywords: Consumer purchasing patterns, Marketing, Promotional Tools

INTRODUCTION:

Today in marketing, communication is one of the key components of promotion. It has grown to be crucial in industries with higher levels of competitiveness. Through the development of customer relationships, which have an impact on organizational success, promotional strategy benefits organizations. Throughout the world, the retail sector is growing quickly. Currently, retailers use a range of promotional tactics to stand out in the market. Retailers are simultaneously growing more and more competitive. Due to population and economic expansion, merchants began to expand their marketing actions aimed at customers. One of the strategic measures used in the retail industry to boost traffic and sales is the use of promotional offers. Offers for promotions may be active or passive. Coupons are included in "active promotional offers," but "buy one, get one" is a "passive promotional offer." The role of marketing communication is to serve as a conduit between a product or seller and a consumer. Depending on the market, the vendor employs a variety of promotional techniques to draw in the intended audience. Regardless of the media utilized., the marketing communication mix includes all techniques, tactics, and initiatives aimed at delivering anticipated advertising messages to the objective marketplaces. Sales marketing has been defined in a variety of ways. The object of this study is to examine how various promotional strategies affect consumers' purchase decisions in emerging markets.

LITERATURE REVIEW:

Researchers in marketing work to identify these outside variables that affect how customers make purchases. According to a study by **Schiffman & Kanuk (2007)**, some factors affect customers' purchasing decisions, based on their perception. The emotional factors claim that consumers base their choices on feelings they have for a company. The cognitive factors contend that buyers research products and choose those that offer the greatest benefits **Shallu, Gupta, (2013). William (1986)** asserts that sales promotion publicizing is thought more effective. Value for items to target salespersons, customers, or resellers. Instead of marketing initiatives, sales promotion is a more effective form of competitive retribution, claims **Joncas (1990).**
Promotion is a strategy largely used by marketers to provide appealing products or services for a limited period to convince consumers. **Cotton and Babb (1978)** noted that sales promotions were another strategy utilized to boost customer spending. 1t is known as an in-store promotion, and it works best when an offer is active. **Walters and Mackenzie (1988),** asserted that advertising is an expensive technique that may have a detrimental impact on the earnings of shops. As per **Martinez and Montaner (2006),** several elements can influence whether customers buy or not depending on their profligate environments. Sales promotion is a short- strategy that uses both monetary and non-monetary incentives to draw buyers. Where there is a high degree of market similarity, this promotional tactic works well and aids in brand switching. Additionally, sales promotions encourage consumers to stockpile goods because incentives encourage people to purchase additional **Martinez and Montaner (2006)** noted that several elements can influence consumers' purchasing decisions, depending on their hedonistic and economic circumstances as well as their preferences. Marketers have greatly increased their use of promotional tools, resources, and strategies in recent years, **Quelch (1989). Blattberg and Eslin (1990)**

acknowledged that sales promotion affected consumer purchasing behavior. Customers' acceptance of promotions is predicated, according to **Schneider and Currim (1991)** on both outside and inside-the-store sales promotions. **Schultz (1998)** claimed that advertising for sales directly influences consumer behavior. **Pramataris (2001)** said that sampling is a good technique, it costs less and works well to draw in clients. According to **Fill (2002)**, promotional tactics have a significant influence on consumers' purchasing decisions **Schneider and Currim (1991)** offer Coupon offers will draw in active customers, but buy one, get one free, or discounts will cause them to make an impulse buy; this is what academics refer to as a display-prone purchase **Blattberg and Nelson (1990).** A unique offer will be suitable and applicable for a particular consumer segment, and the promotional offers' nature will rely on the goals and market of the company. Therefore, external stimulation has an impact on customers' purchasing decisions.

RESEARCH QUESTIONS:

For this study's direction, the following research questions were developed:

1. What promotional instruments are used in promotional campaigns?

2. What is the marketing performance's substantial impact on a promotional campaign?

3. What effect does product awareness have as a result of promotion?

4. How much does a promotional strategy affect the volume of sales volume?

OBJECTIVES OF STUDY:

1, To identify the promotional techniques used in promotional campaigns.

2) To ascertain the importance of the impact of a marketing effort on performance.

3) To investigate how advertising affects consumer knowledge of a product.

4) To ascertain the degree to which the promotional approach affects the volume of sales.

SALES PROMOTIONS:

Sales promotions are transient incentives used to persuade consumers to buy or sell a product. The marketing function of promotion aims to accomplish particular goals by enhancing a good or service' outward, tangible, or intangible value. The marketing strategy of sales promotion aims to accomplish particular goals by enhancing the value of a good or service from the outside. The association between sales promotion and performance is statistically significant. Manufacturers and retailers use promotions to entice consumers to make more purchases or give their goods or services a try. Highly promotional consumers may find sales promotions appealing for reasons other than price reductions, this study intends to determine in what way retail sales promotion strategies expended, like coupons, and samples, influence buyer purchase behaviour.

PERSONAL SELLING:

Personal selling has long been regarded as the most traditional and crucial component of the promotional mix. Personal selling is a type of advertising in which the seller and the customer are in close contact. Personal marketing is essential for establishing face-to-face relationships between clients and suppliers or manufacturers and for boosting business productivity. Productivity is the process of enhancing client relationships, winning over their loyalty, and raising a company's sales volume. Personal selling is a technique to persuade and assist people.

SALES PROMOTIONAL ACTIVITIES:

1.Buy one, get one free:

In a promotional deal known as "buy one, get one," customers are given additional items for the cost of one. Due to the lack of additional costs, consumers are drawn to the product more readily, and this promotional offer greatly influences repeat purchases **Mughal, Mehmood, et al. (2014). Sinha (2000)** defines one of the most common sales promotion techniques as buy one, get one free," which offers a free product with the purchase of one. By using this strategy, it is simple to convince the consumer to buy the goods because there is no additional cost and it should be more useful in the customer's eyes, making the customer unable to pass such a wonderful bargain.

2.Coupons:

These are what buyers may use to save money when buying a specific product, and they can be obtained online or in print **Kotler, Keller, (2017).** However, the correlation between Coupons and customer purchases is weak. To encourage product testing, coupons have been around since Robinson **and Carmack (1997). Cook (2003)** asserts that because coupons are a great tool for trial purchases and are regarded as a successful strategy to persuade clients to switch brands, they can easily persuade consumers. According to certain experts, the price decrease in thepons affects consumers, so coupons.

3. Samples:

The free sample method, as defined by **Clow and Baack (2007),** is a tactic used to get buyers to try newly launched products **Kardes (2008). Pride and Ferrel (2008), Pramataris (2001).** Techniques can have an impact on customer purchasing decisions and are positively correlated with quick selling techniques, **Jackaria and Gilbert (2002)** claimed that there is insufficient evidence to support the positive association between free samples and customer expenditure, which changes from product to product and across time. **Chiew (2006)** acknowledged that the use of free samples has a major impact on consumer purchasing decisions. Customers are sent a real or trial-sized product as part of the sampling process. To provide customers the chance to try and use the products, free samples of the products are distributed to them. Sampling is the practice of offering customers a small quantity of items at no cost so they can test them out and purchase them later. **Pramataris et al., (2001).** Consumers receive free samples in the mail so they can use the products rather than merely learn about them **Kardes, (1999), pramataris".et-al.(2001), Fill (2002), and Shimp (2003)** have written about the effects of using free samples. **Shimp (2003)** asserts that free product samples influence consumers' purchasing decisions.

4. Price reduction:

Price reduction gives clients financial advantages when they make a purchase. The price reduction affects consumers in two different ways. Behavior. When a company advertises offers more than competitors, it is thought to be of lower quality, but when a brand advertises discounts that are lower than competitors, it is assumed to be of higher quality. Additionally, purchasers believe that premium companies run fewer promotions **Raghubir, Corfman (1995).** However, sustained preferment has a detrimental effect on the customers' perceptions will be altered, and they will become less receptive to advertising **Jedidi, Mela, et al. (1998).** Brand switching and brand loyalty are the two characteristics used to assess consumer behavior. The purpose of the promotional offerings is to persuade customers to buy regularly or in large quantities. From the standpoint of merchants, promotional offers support the introduction of new goods, off-season sales, and the creation of competitive advantage **Kotler, Keller (2017).** There is fierce rivalry, promotions have a bigger effect on customers **Fill(2002).**

5. Brand Switching:

Brand switching, as defined by **Evan et al. (1996),** is when a consumer decides to buy a new kind of product than they typically use since their previous brand did not meet their demands. As a result, consumer loyalty includes both. and switchers and hard-core loyal customers who regularly buy the same brand of product.

6. Public Relations:

To create a favorable public perception of the company's merchandise, marketers engage in community relations activities. They command these actions to entice the intended audience. To establish and sustain a positive relationship between an organization and its audience, public relations can therefore be viewed as a collection of peripheral communique initiatives. Through publicity campaigns, a business can build consumer trust and a positive view of its products, which in turn boosts sales.

7. Consumer buying behavior:

Purchase timing, product brand, amount, and brand switching are all important factors that affect who buys it. Additionally, because of their price sensitivity, consumers can occasionally be more enticed to market products **Bridges, Briesch, and Yim (2006). Schiffman and Kan (2004)** claim that according to **Schiffman and Kanuk (2004),** Consumer behavior and decision-making can be viewed from different perspectives: the economic view, which has the biggest impact, **Naimah and Tan (1999)** assert that factors like physical sales settings and elevated buying supremacy affect consumers' choices to buy a particular product. **Kotler (2003)** claimed that extra social and economic factors, such as culture and fundamental values, might affect consumer purchasing.

8. Brand Loyalty:

In terms of behaviour, there are three types of brand loyalty: primary behaviour, secondary- level behaviour, and repurchase intention. Primary behaviour can be proven by a customer consistently purchasing a good or service. It refers to the customer continuing to utilize the brand. The consumer's future intention to repurchase is referred to as rebuy intention. Chen, **Chen, and Hsieh (2007); Alan S. and Kuna! Basu (1994); Jones and Sasser (1995);** According to many marketers, Brand loyalty is essential to the success of any firm. According to **Oliver (1999),** Customer commitment to frequently repurchasing or using a favorite product is known as brand loyalty.

CONCLUSION:

Promotion strategy is a scientific field that studies how businesses and organizations interact. The main focus of this session was the relationship between advertising strategy and business performance. The promotion mix included the company’s direct marketing operations as well as promotions, advertising, public relations, and personal sales. Organizational performance includes both actual results and production as compared to forecasted production. Outcomes obtained by the organization are measured using key performance indicators, which represent organizational performance. Financial and non-financial indicators can be used to evaluate the performance of an organization.

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