



A STUDY ON THE IMPACT OF SALES PROMOTION ON THE BUYING BEHAVIOUR OF WOMEN CONSUMERS

Anshika Mishra¹, Prof. Ashish Kumar Srivastava²

¹Research Scholar, ²Professor

¹ Department of Commerce,

¹ Deen Dayal Upadhyaya Gorakhpur University, Gorakhpur (U.P), India

ABSTRACT

Sales promotion strategies have become vital for businesses to increase sales and acquire a competitive advantage. Considering their substantial presence and distinct tastes, it is essential to comprehend the influence of women consumers. Women are an important demographic group with unique purchasing behaviors. Thus, examining how sales promotions impact their decision-making is crucial. This study aims to investigate the efficacy of sales promotion strategies and their impact on female consumers. By analyzing consumer behavior, firms may optimize their marketing tactics to specifically target female consumers, leading to increased sales and long-term success in the current dynamic market. This study examines the influence of sales promotion strategies on woman consumers by analyzing primary data obtained from 50 participants. The study employs a causal cum exploratory research design. The study utilizes regression analysis to investigate the impact of sales promotion tools on the buying behavior of female consumers. The findings provide helpful insights into the effectiveness of various sales promotion techniques in attracting female consumers and have practical implications for marketers. The study enhances theoretical comprehension in consumer behavior studies and practical suggestions for creating customized sales promotion strategies that cater to the preferences of female consumers by finding relationships between cause and effect.

Keywords: *Sales Promotion Strategies, Competitive Advantage, Women Consumers, Consumer Behaviour, and Market Tactics.*

INTRODUCTION

In today's highly competitive business environment, where customer preferences are always changing, sales promotion plans have become essential for businesses looking to increase sales and gain a competitive advantage. Simultaneously, women customers have become a strong driving force in purchasing decisions, exerting considerable influence over household expenses and brand opinions. To effectively target women as consumers, businesses must comprehend this important population's specific tastes and purchasing habits. Businesses need to grasp the influence of sales promotion strategies on women. This study investigates the effectiveness of sales promotion strategies, specifically targeting female consumers. This research aims to provide significant insights that can educate marketers' decisions and enhance their promotional techniques by examining the complex relationship between sales promotion strategies and women's purchasing behavior. This study intends to provide practical recommendations to firms that

wish to customize their marketing strategy to effectively target and engage women consumers, based on a thorough analysis of numerous sales promotions approaches and their varying impacts on this crucial demographic.

Sales promotion schemes consist of a range of marketing methods that aim to drive consumer purchasing behavior and boost sales in the short term. These programs frequently provide incentives or rewards to customers, motivating them to make instant purchases or conduct certain actions. Several prevalent forms of sales marketing strategies include:

1. **Discounts and Coupons:** Providing price reductions or coupons that offer a specific percentage or fixed amount off the standard price of a product or service. These incentives foster a feeling of immediacy and motivate consumers to engage in buying activities.
2. **Buy One Get One (BOGO) Offers:** Buy One Get One (BOGO) Offers refer to promotions where buyers receive an extra product for no cost or at a reduced price when they buy a specific number of the same or a related item.
3. **Free Delivery:** It is a sales promotion schemes that enable the product delivered to their doorstep without any charges.
4. **Free Samples:** The act of distributing complimentary samples of a product to consumers, enabling them to directly experience the quality and benefits of the product, which might potentially result in higher future purchases.
5. **Contests and Sweepstakes:** Arranging promotional events where consumers can partake in contests or sweepstakes to have an opportunity to win rewards, like as money, goods, or experiences, motivating interaction with the brand.
6. **Loyalty programs:** Loyalty programs are designed to incentivize and acknowledge loyal consumers by offering them discounts, exclusive deals, or points that can be used to make future purchases. These programs aim to encourage repeat business and cultivate lasting customer connections.
7. **Bundling and Combo Deals:** Bundling and Combo Deals refer to the practice of providing clients with the option to purchase various products or services together as a package, at a reduced price compared to buying them separately.
8. **Limited Time-Offers:** Time-limited offers involve the implementation of promotions that are only available for a short period, such as flash sales or limited-time discounts. These promotions are designed to generate a sense of urgency and encourage customers to make immediate purchases.
9. **Rebates:** Rebates are a form of consumer incentive that involves giving cash refunds or discounts to customers after they have made a purchase. This encourages people to buy the goods and provides the opportunity for possible savings.

Businesses systematically implement these sales promotion methods to accomplish many marketing goals, such as boosting sales, eliminating surplus inventory, introducing new items, enticing new customers, and maintaining existing ones. To successfully implement these schemes, it is crucial to engage in meticulous planning, take into account the preferences of the target audience, and evaluate the competitive environment to get the most impact and return on investment.

LITERATURE REVIEW

Kotler and Armstrong (2003) characterized sales promotion as the key component of the promotion mix. It comprises several toolkits, most of which are designed to be temporary and intended to stimulate consumer demand. **Sinha and Verma (2018)** Female consumers are more drawn to hedonic benefits and believe that financial sales

promotions are a significant source of these benefits. However, men are more drawn to the advantageous benefits. **Das (2013)** Most consumers have a positive response towards promotional schemes and assume that such offers provide them with a quality product at lower prices. Women consumers are more influenced by sales promotional schemes because it offers them a means to save their money. **Familmaleki et al. (2015)** It was found that an attractive sales promotional strategy will not only influence consumers to buy a particular product but also induce repurchase intentions among the consumers. **Shamout (2016)** analyses the impact of sales promotion schemes like discounts, coupons, and buy-one-get-one offers on consumers. Discounts and buy-one-get offers were found to have a significant effect and coupons were found to have an insignificant influence on consumer behavior.

RATIONALE OF THE STUDY

The rationale for conducting a study on the effectiveness of sales promotion techniques, specifically targeting female consumers, arises from various compelling causes. In the current highly competitive business environment, sales promotion techniques are essential for businesses aiming to increase sales and acquire a competitive advantage. Women customers constitute a substantial and influential demographic with unique tastes and purchasing behavior. Therefore, it is crucial to comprehend how sales promotions impact this group. Nevertheless, current research frequently fails to consider gender-specific reactions to sales promotions, resulting in a lack of comprehension. Furthermore, given the changing socio-cultural dynamics and evolving consumer preferences, it is crucial to do empirical research to guide businesses' marketing strategies and adjust to new market trends. Thus, this study seeks to examine the efficacy of sales promotion strategies aimed at female consumers, addressing a void in the existing literature and offering valuable insights to businesses seeking to enhance their marketing endeavors and attain enduring growth in the current dynamic marketplace.

OBJECTIVE OF THE STUDY

To evaluate the impact of sales promotion schemes on women consumers' buying decisions.

HYPOTHESES

- H1:** Discounts have a significant impact on the buying behavior of women consumers.
- H2:** Coupons have a significant impact on the buying behavior of women consumers.
- H3:** Buy One Get One has a significant impact on the buying behavior of women consumers.
- H4:** Free delivery has a significant impact on the buying behavior of women consumers.

RESEARCH METHODOLOGY

The study is based on primary data collected from 50 female respondents of different demographic profiles. The data was collected with the help of a structured questionnaire developed on a five-point Likert scale. The reliability of data is measured with the help of Cronbach's Alpha which was found to be 0.94 which is above the standard value of 0.70. The hypotheses framed are tested with the help of regression analysis and this was carried out with SPSS version 25.

ANALYSIS AND INTERPRETATION

➤ REGRESSION ANALYSIS

It is used to evaluate the extent of association that exists between that exist between sales promotion schemes (independent variable) on the buying behavior of women consumers. The result of the modal summary (Table.1) shows that the value of (R) is 0.84, which means that there is a high degree of positive correlation between both variables. The value of R^2 is 0.719 indicating that 71.9 % of the variation is explained by the factor considered under the study. Hence, the model is deemed to be a good fit model.

From the ANOVA results (Table.2) the F test shows the significance value was 0.000. Since the significance value is < 0.05 , it indicates that all the independent variables have a significant effect simultaneously on the dependent variable.

From the coefficient value it was found that the beta coefficient of coupons, discounts, and free delivery is positive, which indicates that they have a positive impact on the buying behavior of women consumers whereas buy-one-get-one offers have a negative coefficient value. Table .3 shows that the significance value of coupons and discounts is less than 0.05 and buy one get one offers and free delivery is >0.05 . Since the p- p-values of coupons and discounts

are found to be significant it implies that both independent variables have a significant impact on the dependent variable and this results in the acceptance of H1 and H2. However, buy one get one and free delivery were found to have an insignificant impact on the buying behaviour of women consumers resulting in the rejection of H3 and H4.

Table. 1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.848 ^a	.719	.693	.37732	.719	28.100	4	44	.000

a. Predictors: (Constant): COUPONS, DISCOUNTS, BUY ONE GET ONE, FREE DELIVERY

b. Dependent Variable: Buying Behaviour

Table.2 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.003	4	4.001	28.100	.000 ^b
	Residual	6.264	44	.142		
	Total	22.267	48			

a. Dependent Variable: BD

b. Predictors: (Constant): COUPONS, DISCOUNTS, BUY ONE GET ONE, FREE DELIVERY

Table.3 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.112	.212		-.528	.600		
	COUPONS	.071	.024	.393	2.979	.004	.368	2.717
	DISCOUNTS	.564	.193	.435	2.923	.004	.289	3.457
	BUY ONE GET ONE	-.039	.110	-.039	-.358	.722	.527	1.899
	FREE DELIVERY	.170	.140	.132	1.211	.232	.539	1.855

a. Dependent Variable: BD

CONCLUSION

The study was conducted to evaluate the impact of sales promotion on the buying behavior of women consumers. It was found that female is more influenced by such schemes or offers. It was also observed that sales promotion will help in increasing the demand and increase the sales of the marketer. It was analyzed that coupons, discounts, and free delivery have a positive correlation with the buying decisions of the women. However, the significance value of coupons and discounts are found to be significant whereas BOGO and free delivery are found to have an insignificant impact on the buying decision of women consumers. This indicates that if sales promotion schemes are properly planned and systematically executed by considering the preferences of consumers, this will positively influence the buying behavior of the consumers.

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