

# The Influence of sales promotion technique on customers buying behavior on durable products during festive season

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## ABSTRACT

*The purpose of the study is to find the influence of sales promotion technique on customers buying behavior on durable products during festive season. Most Indians consider it auspicious to purchase consumer durables during the festive season and this festive season starts from late August and end by December every year. During the festive season sales, brands aggressively promote themselves through a variety of channels and using an array of pricing and promotional strategies. The primary objective of the study is to find the sales promotion technique influences on customers buying behavior on durable products during festive season. The data collected for this study was 50 respondents in Coimbatore city. The tools used for the study were T-test and Anova.*

**Keywords:** Sales Promotion, Customer buying behavior, durable products etc.

## Introduction

India as a land of festivals and events, marketers identified the tremendous opportunity of occasion based marketing long back itself. Most of the industries and sectors have their own special occasion strategies to capitalize this vast marketing potential. Festivals are happy occasions and customers are highly receptive to the promotions along with the high rate of conversions to sale during special occasions. The annual calendar of Indians is filled with various festivals, fairs, temple festivals, feasts, etc. Almost all people irrespective of cast and religion celebrate all the festivals with equal importance. National as well as International brands have been trying to have a fair share of this market.

## Statement of the problem

India is a country, where purchase decisions made by the consumers are mostly driven by emotions. Festive season's sales bring big bonus sales to the customers and it is considered that festive sales are associated with Indian culture. Festivities provide consumers a very good opportunity to plan their purchase in a pre-budgeted manner. In turn marketers frame marketing strategies during the festivals that help them to establish good relationship with their customers or clients.

The consumer buying process is a complex matter as many internal and external factors impact on the buying decision of the consumer. The consumer makes a purchase decision by examining alternatives before making the purchase. Sometimes, the purchase may differ from the purchase decision reached earlier. There is always a post purchase evaluation by the consumers after purchasing and consumption of the service. The consumer determines whether he was satisfied or not with the services rendered. This actually will be an important information reference. This research therefore seeks to find out to what extent the sales promotion influences the consumer buying process.

## Objective of the study

- To find out the sales promotion technique influences on customers buying behavior on durable products during festive season.
- To find out the suggestions and conclusion

## Methodology for the study

A research design is a framework or blueprint for conducting the marketing research project. It details the procedure necessary for obtaining the information needed to structure and/or solve marketing research problems. The research design provides a specific detail as to how to implement the approach.

- **Area of the Study:** Coimbatore City
- **Sample Size:** The data was collected from 50 respondents using Systematic Random Sampling method

- **Sources of data:** The study has used primary data using structured questionnaire from 50 respondents
- **Tools for analysis:** For the purpose of the analysis, the following tools are used:
  - ✓ Analysis of Variance
  - ✓ t-test

**Table: 1**

**ANOVA for sales promotion technique Influence on customers buying behavior on durable products among the variables of Personal Profile**

Variable	Source	Sum of Squares	Degree of Freedom	Mean Square	F Ratio	Sig.	Inference
Age	Between Groups	.357	5	.071	.447	.813	NS
	Within Groups	7.023	44	.160			
Educational Qualification	Between Groups	.019	3	.006	.040	.989	NS
	Within Groups	7.361	46	.160			
Occupational Status	Between Groups	.374	6	.062	.383	.886	NS
	Within Groups	7.006	43	.163			
Monthly income	Between Groups	1.206	4	.301	2.197	.085	NS
	Within Groups	6.174	45	.137			
Family Type	Between Groups	.001	1	.001	.005	.944	S
	Within Groups	7.379	48	.154			
No. of Family members	Between Groups	1.783	3	.594	4.886	.005	NS
	Within Groups	5.597	46	.122			
Gross Total Income	Between Groups	.246	1	.246	1.657	.204	S
	Within Groups	7.134	48	.149			
<b>Total</b>		<b>7.380</b>	<b>49</b>				

**S- Significant at 5% level, NS-Not Significant at 5% level**

**Age:**

**Hypothesis:** The influences of sales promotion technique on customers buying behavior on durable goods do not differ significantly among the age group.

It is inferred from the ANOVA table that the significant value is 0.813 and the p value is more than the level of significance  $p < 0.05$ . There is no significant difference among the age group of respondents and influence of sales promotion technique on customers buying behavior on durable goods. Hence, the hypothesis framed is accepted.

**Educational Qualification**

**Hypothesis:** The influences of sales promotion technique on customers buying behavior on durable goods do not differ significantly among the level of educational qualification.

It is inferred from the ANOVA table that the significant value is 0.989 and the p value is more than the level of significance  $p < 0.05$ . There is no significant difference among the level of educational qualification of respondents and influence of sales promotion technique on customers buying behavior on durable goods. Hence, the hypothesis framed is accepted.

**Occupational Status**

**Hypothesis:** The influences of sales promotion technique on customers buying behavior on durable goods do not differ significantly among the level of occupational status.

It is inferred from the ANOVA table that the significant value is .886 and the p value is more than the level of significance  $p < 0.05$ . There is no significant difference among the occupational status of respondents

and influence of sales promotion technique on customers buying behavior on durable goods. Hence, the hypothesis framed is accepted.

### Monthly income

**Hypothesis:** influences of sales promotion technique on customers buying behavior on durable goods do not differ significantly among the level of monthly income.

It is inferred from the ANOVA table that the significant value is 0.85 and the p value is greater than the level of significance  $p < 0.05$ . There is no significant difference among the monthly income of respondents and influence of sales promotion technique on customers buying behavior on durable goods. Hence, the hypothesis framed is accepted.

### Family Type

**Hypothesis:** The influences of sales promotion technique on customers buying behavior on durable goods do not differ significantly among the family type.

It is inferred from the ANOVA table that the significant value is 0.85 and the p value is greater than the level of significance  $p < 0.05$ . There is no significant difference among the family type and influence of sales promotion technique on customers buying behavior on durable goods. Hence, the hypothesis framed is accepted.

### No. of Family Members

**Hypothesis:** The influences of sales promotion technique on customers buying behavior on durable goods do not differ significantly among the no. of family members

It is inferred from the ANOVA table that the significant value is 0.005 and the p value is less than the level of significance  $p > 0.05$ . There is a significant difference among the no. of family members and influence of sales promotion technique on customers buying behavior on durable goods. Hence, the hypothesis framed is rejected.

### Gross Total Income

**Hypothesis:** The influences of sales promotion technique on customers buying behavior on durable goods do not differ significantly among the Gross total income.

It is inferred from the ANOVA table that the significant value is 0.204 and the p value is greater than the level of significance  $p < 0.05$ . There is no significant difference among the Gross total income and influence of sales promotion technique on customers buying behavior on durable goods. Hence, the hypothesis framed is accepted.

### t-test for sales promotion technique Influence on customers buying behavior on durable products among the Gender

P Value	t value	Degree of Freedom	Inference
.111	1.212	48	S

#### S - Significant at 5% level

**Hypothesis:** The influences of sales promotion technique on customers buying behavior on durable goods do not differ significantly between the male and female respondents

From the above table the p value (0.111) is greater than the level of significance  $p < 0.05$ . There is no significant difference among the Gross total income and influence of sales promotion technique on customers buying behavior on durable goods and the gender of the respondents. Hence, the hypothesis framed is accepted.

### Findings:

- There is no significant difference among the age group of respondents and influence of sales promotion technique on customers buying behavior
- There is no significant difference among the level of educational qualification of respondents and influence of sales promotion technique on customers buying behavior.
- There is no significant difference among the occupational status of respondents and influence of sales promotion technique on customers buying behavior.
- There is no significant difference among the monthly income of respondents and influence of sales promotion technique on customers buying behavior.

- There is no significant difference among the family type and influence of sales promotion technique on customers buying behavior.
- There is no significant difference among the Gross total income and influence of sales promotion technique on customers buying behavior.

**Conclusion:**

The study revealed that sales promotion has an influence in the purchase decision of consumers. It was realized that the consumer may not go through the entire decision making process anytime they want to purchase a product. This may be so because the evoked sets which present the consumer with established alternatives may inform the consumer's judgments in deciding which service or product to buy. This may eventually prevent the consumer from going through all the stages of decision making because of experience and available information to him. It was also observed that the consumer would mostly consider which retailer is offering the best discount and the kind of service that satisfies their need. Sales promotion therefore is an inevitable promotional tool to maintain or increase their market share.

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