A STUDY OF RELATIONSHIP AMONG SALES PROMOTIONS, BRAND LOYALTY, AND PURCHASE INTENTION

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ABSTRACT:

The main purpose of the paper is to find the relationship among sales promotion, brand loyalty and purchase intention towards the public. It helps to determine the techniques used to analyse the factors of sales promotion. To know the value of brand loyalty towards the purchase decision by the peoples. This report helps to know the effective practice of customer who get influenced during the buying decisions.

KEY WORDS: Sales promotion, Customer satisfaction, Purchase decision, Marketing.

INTRODUCTION

Sales promotion is an important aspect in marketing to take the products and to reach the customers within the short span of time. The marketer employs Various strategies like offer, gifts, discounts, advertisement, displays, trails and others to attract high quantum of customers. These strategies and their impetus magnetically attract the customers and increase their buying motivation. The buying motivation in turn makes the customers to recall the Brand of the product and equip them to have awareness on the various brands. In another hand the marketers transparently announces their brand features, price of the product and other characteristic to give different brand knowledge to their respective customers. In several

national and international literature they argued sales promotion is one of the sources of information for the customers to have complete knowledge about the products they purchase. The forces of motivation through sales promotion systematically transform the prospective customers into dynamic buyer. The buying decision and frequency of purchase increase the quantum of brand knowledge and convert the customers with significant brand loyalty.

LITERATURE REVIEWS

Questions have been raised about the strength, degree, incidence and type of effects of sales promotion (McQuail, 1983). Sales promotion effect is said to have occurred if "as a consequence of a communication process, there is / is not in the individual mind something that would be/would not be there without it". An effect is basically a change that can be either planned or unplanned. Change is relative and related to time (long term or short term effects) as well as to the level of change (major or minor effects). It should be noted, however, that some.

The intended effects of sales promotion include surveillance, integration and correlation, entertainment and play, cultural continuity and mobilization (Berger, 1995). A number of studies have discussed other intended effects such as change (Piatila, 1977), reinforcement of beliefs (Lazarfeld, Berelson, and Gaudet, 1944), enlargement effects (De Fleur and Ball-Rokeach, 1982), cognitive complexity effects (Pavlik, 1987), reciprocal effects (Lang and Lang, 1986), boomerang effect (Devito, 1986), spill-over effects (Lang and Lang, 1986), third-person effects (Davison, 1983), agenda setting effects (McCombs and Shaw, 1972) and cultivation effects (Gerbner, Gross, Morgan, and Signorielli, 1980). These effects are seen to influence three aspects of behaviour: the first is the available stock of product knowledge, values, opinions and product attributes; the second relates to brand selection and response of the product; the third includes socialization, reality definition, distribution of knowledge and social control (McQuail, 1983).

Sales promotions are a form of message transference using mass media and as such, suffer the same pitfalls and success as mass communications. An sales promotion is designed

professionally with a specific purpose of reinforcing certain behaviors and values (Pollay and Gallagher, 1990) and may not desire change but may aim to maintain the status quo (McQuail, 1983; Windahl et al., 1992). The intended effects of an sales promotion are usually direct such as influencing sales of products or services, or indirect, such as improving product or service brand image (Ottesen, 1981). Other objectives of sales promotions include providing product and brand information; inducing consumers to take action; reminding; and reinforcing previous messages (Wells, Burnett, and Moriarty, 2002). Nevertheless, whatever meaning that an sales promotion wishes to convey to a targeted group, sales promotion will almost certainly be seen by others who are not possessing sales promotion (Pollay, 1986).

This issue may seem insignificant if a company has only one product and is targeting only one consumer group. In reality, this is rare. Most firms have multiple products and target multiple segments. If consumers not targeted by a company's sales promotion also purchase other products, or even the same product, from that company, then its company image, customer rapport and performance may suffer if unintended audiences react negatively to the sales promotion that targets another group. Even if a consumer currently does not purchase the company's product, the negative connotations implied by the Sales promotion sales promotion will impede the consumer's views and purchase intentions in the future. The company will also have problems marketing the brand nationally and distributing it through national retail chains, as this will run counter to its current targeted promotional strategy with its limited coverage (Freeman, 1992).

In theory, a company may have its own loyal customers who are few in number but large in sales (i.e. the 80/20 rule) and more cost effective to reach (Underhill, 1994). However, there is continuous leakage of customers and erosion of any brand's repeat purchasing over a long period of time and companies must continuously recruit new customers (Anschuetz, 2002; Barnard and Ehrenberg, 1997). Instead of totally loyal customers, a company's customers are likely to be the company's competitors' customers too (Barnard and Ehrenberg, 1997). Therefore if the sales promotion is not to their liking, they may easily purchase other brands within their defined set of acceptable brands.

A company's customers are the main sales promotion audience. Nonetheless, sales promotion audiences can be divided into four types: loyal customers, switchers, non-users and emergent customers (Steward, 1994). Non-users of a product are usually not worth reaching. Loyal customers are easy to reach and essential to keep. Switchers are fickle, but sales promotion to them can quickly boost sales. However, sales promotions that target switchers may upset those that are loyal (Mohl, 2002). The most important group may be emergent consumers who are forming lifelong preferences. However, current sales promotion, targeting other audiences, may negatively influence emergent customers.

Kim T. Huynh (2016) attempted to explore the congruence frame-work by analyzing how culture at demographic group level impacts sales promotion. It also tried to investigate whether cultural differences at this level would have an impact at the effectiveness of sales promotion. The findings contributed to the of products and promotion tiles in the Vietnam retailers and would also help manufacturing companies focus better on their strategies for marketing their products to Vietnamese consumers. Mohamed Dawood Shamout (2016) aimed to determine the impact of most used tools of sales promotion in retail sector. Marife Mendez et al (2015) investigated into establish the impact of different types of monetary and non-monetary promotions on brand loyalty and its relationship to product involvement. Sales promotions have become one of the preferred methods of marketing communication. The findings were made for both high and low involvement products and the results showed that both monetary and non-monetary promotions can enhance brand loyalty.

OBJECTIVES:
- To identify the factors of sales promotion techniques used by the company.
- To analyse the impact of sales promotion on brand loyalty.
- To estimate the influence of sales promotion on customers purchase decision.
- To study the effect of brand loyalty on customers purchase decision.

SCOPE:

There have been two general motivations for studying the influence of sales promotion on brand knowledge brand equity. One is a financially based motivation to estimate the value of a brand

more precisely for accounting purposes (in terms of asset valuation for the balance sheet) or for merger, acquisition or divestiture purposes.

A second reason for studying the sales promotion, brand knowledge and loyalty arises from a strategy-based motivation to improve marketing productivity. Given higher costs, greater competition and flattening demand in many markets, firms seek to increase the efficiency of their marketing expenses. Therefore marketers need a more thorough understanding of a consumer behaviour as a basis for making better strategic decisions about target market definition and product positioning, as well as better tactical decision about specific marketing mix actions. Perhaps a firm's most valuable assets for improving marketing productivity is the knowledge that has been created about the brand in consumer's minds from the firm's investment in previous marketing programs.

RESEARCH METHODOLOGY

There are mainly three types of designs to take into account when planning a research project. These types of designs include exploratory, causal, and descriptive research designs (Bryman & Bell, 2011; Ghauri & Gronhaug, 2010).

In order to find the appropriate research design for this study the available research designs had to be considered. First, the exploratory research design was excluded since the problem and research questions in this study are stated and need no further exploration or direction in order to be determined for further research. Secondly, a casual research design was considered and excluded since the authors could not control the independent variables fundamental for achieving a causal research design. A descriptive research design is used in this study since it is most suitable due to the characteristics of the purpose of the study.

RESEARCH DESIGN

In this study a quantitative research approach is implemented since the purpose of this study is to gain knowledge about an entire population. This could also be achieved with a qualitative

research approach. However, findings of qualitative character cannot be analyzed statically and presented in numbers since the problem at hand are investigated deeply with a smaller number of respondents. Further, this study strives not to gain deeper knowledge about the studied variables but to assess the relationship between the variables to support or reject the hypothesis in this study.

DATA COLLECTION

In this study the survey design consists of a questionnaire provided digitally to the respondents. These respondents are customer with an anonymous company within the industry. Generalizability is according to Babbie (1995) the ability to apply the research result conducted from a sample of a certain population to a broader population. This means that by studying a representative sample from a population, for example a company, generalizability can be achieved for a broader population such as an entire industry (Creswell, 2003; Yin, 2003) Further, This type of generalizability is according to Yin (2003) called statistical generalization and has been applied in this study. This was implemented by studying a sample of Company X´s customers in order to be able to draw generalizable conclusions about the industry of Speciality Stores by applying the result of the sample to the entire population.

SAMPLING DESIGN

In this study a statistical method is used to determine the sample to ensure that the size of the sample is representable for the whole population. According to Bryman & Bell (2011) the level of confidence should be 95 percent or higher to ensure that the errors caused by only studying a sample of the population is not significant so that it affects the accuracy. The sample frame in this study was selected randomly. A total number of 163 respondents were contacted and was given the opportunity to participate in the survey.

DATA ANALYSIS AND DISCUSSION

Descriptive Statistics

According to Bryman & Bell (2011); Saunders, Lewis & Thornhill (2009) as well as Ghauri & Gronhaug (2010) descriptive statistics is a method that involves quantitatively describing the collected information about a sample of a population by summarizing and presenting the data. Descriptive statistics should be seen as the basis for presenting quantitative data in a clear and understandable way and is thus used in this study to initially present and describe the collected data. According to Bryman & Bell (2011); Saunders, Lewis & Thornhill (2009) as well as Ghauri & Gronhaug (2010) descriptive statistics can be presented through tables, diagrams and charts where the median, mode and mean can display the central tendency in the material gathered.

The median presents the middle value in the distribution when the data has been organized ascending. With the median value calculation outliers in the distribution can be identified and sorted out. With a mean calculation the average value in the whole distribution can be visualized. With the mode value calculation the most frequent value can be identified. This calculation can be valuable if one value in the distribution is very overrepresented making a median calculation misleading (Bryman & Bell, 2011; Saunders, Lewis & Thornhill, 2009; Ghauri & Gronhaug, 2010).

Table 1.1.Gender of the respondents

Gender	Frequency	Percentage
Male	46	61.3
Female	29	38.7
Total	75	100

In total, 75 customers participated in this study as shown in Table 4.1, of which 61% were male respondents and 39% of the sample was represented by female customers.

Table1.2. Age of the respondents

Age	Frequency	Percentage
< 20 years	27	36.1
20 – 30 years	31	41.3
31 – 40 years	7	9.3
41 – 50 years	6	8
> 50 years	4	5.3
Total	75	100

Most of the respondents could be found between the ages of 20 to 30 years old. This age group represented 41.3 percent individuals. 36.1 percent could be found in the age bellow 20 years. 8 percent of the respondents were between 41 to 50 years of age. The oldest age group was respondents over 50 years of age, which represented 5.3 percent of the respondents.

Table 1.3. Education level of the respondents

Education level	Frequency	Percentage
School	17	22.6
UG	21	28
PG	17	22.6
Professionals	16	21.3
Others	4	5.3
Total	75	100

Majority of the respondents are pursuing or completed UG. This group represented 28 percent individuals. 22.6 percent could be found PG and Schooling category. 21 percent of the respondents were professional degree holders.

Table 1.4.Occupation of the respondents

Education level	Frequency	Percentage
Self employed	29	38.7
Private sector	39	52
Public sector	6	8
Others	1	1.3
Total	75	100

Among the respondents, 52 percent of the respondents were working in private organisation. It depicts majority of the respondents of the brand are private company employees. 29 percent of the respondents were running their own business. Merely 8 percent of the public sector respondents were found in this study.

Reliability of the measurement instrument

Reliability is according to Bryman & Bell (2011); Saunders, Lewis & Thornhill (2009) as well as Ghauri & Gronhaug (2010) how consistent a measure of a concept is. Reliability can according to Bryman & Bell (2011) be addressed by assessing the stability, the internal reliability and inter- observer consistency. The stability aspect of reliability is according to Bryman & Bell (2011) how stable a measurement is over time. In other words, stability occurs when there is little variation in the results that measure a specific construct at different points in time.

The three constructs-sales promotion, brand loyalty, and purchase intention factors were analysed to test the reliability of the scale. Alpha value (0.827) for the measurement items were reported higher than the suggested value of 0.7, thus the result indicates that items included for this study considered being highly reliable and consistent.

Table 1.5.Overall reliability

Reliability	
Cronbach's Alpha	No of Items
0.827	32

The reliability was addressed with a test of the Cronbach's alpha related to each of the variables under each construct. The Cronbach's alpha should be over 0.70 (Hair et al. 2003) for the variables under each construct to allow a merger into a single representative variable. The reliability for sales promotion was 0.859 through 15 variables, brand loyalty was 0.886 through six variables, purchase intention was 0.812 through 11 variables.

Table 1.6.Construct Reliability

Factors	Alpha	Variables
Sales Promotion	0.859	15 items
Brand Loyalty	0.886	6 items
Purchase Intention	0.812	11 items

(2.1) T – Test: Gender vs. Sales Promotion

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean

Table 4.6 Independent Samples Test - Gender vs. Sales Promotion

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Sales Promotion	Equal variances assumed	.007	.933	-.514	33	.610	-.105	.204	-.520	.310
	Equal variances not assumed			-.514	16.631	.614	-.105	.204	-.537	.327
PE	Female	29	3.87	.545	.109					
	Male	46	3.98	.546	.173					

The table 4.6 shows the independent sample t test results. This shows that there is no significant difference between gender types (male/female) with respect to customer satisfaction.

(2.2. T – Test: Gender vs. Brand Loyalty

The table 4.7 shows the independent sample t test results. This shows that there is significant difference between gender types (male/female) with respect to brand loyalty.

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean

Brand Loyalty					
Brand	Female	29	4.40	.564	.113
Loyalty	Male	46	4.73	.219	.069

Independent Samples Test - Gender vs. Brand loyalty

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Bra nd loy alty	Equal variances assumed	9.293	.005	-1.758	33	.088	-.325	.185	-.701	.051
	Equal variances not assumed			-2.457	33.000	.019	-.325	.132	-.594	-.056

(2.3) T – Test: Gender vs. purchase intention

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Purchase_intention	Female	29	3.00	.811	.162
	Male	46	3.27	.605	.191

Independent Samples Test - Gender vs. purchase intention

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Differen ce	Std. Error Differen ce	Lower	Upper

Purchase_intention	Equal variances assumed	1.453	.237	-.938	33	.355	-.267	.284	-.845	.312
	Equal variances not assumed			-1.064	22.286	.299	-.267	.251	-.786	.253

The table 4.8 shows the independent sample t test results. This shows that there is no significant difference between gender types (male/female) with respect to purchase intention. In order to find out the difference in sales promotion perception, brand loyalty, and purchase intention among the male and female respondents the means values of both groups were compared.

(2.4) One way ANOVA: Age vs. Sales promotion

Hypotheses

- Ha_0: There is no significant difference between different age group and perception about the sales promotion of the company.

- Hb_0: There is no significant difference between different education level and perception about the sales promotion of the company.

- Hc_0: There is no significant difference between different occupation and perception about the sales promotion of the company.

- Hd_0: There is no significant difference between different family income level and perception about the sales promotion of the company.

- He_0: There is no significant difference between different age group and brand loyalty.

- Hf_0: There is no significant difference between different education level and brand loyalty.

- Hg_0: There is no significant difference between different occupation and brand loyalty.

- Hh_0: There is no significant difference between different family income level and brand loyalty.

- Hi_0: There is no significant difference between different age group and purchase intention.

- Hj_0: There is no significant difference between different education level and purchase intention.

- Hk_0: There is no significant difference between different occupation and purchase intention.

- Hl_0: There is no significant difference between different family income level and purchase intention.

Table (2.5) ANOVA – Sales promotions

Sector	Hypothesis	Grouping variable	P value	Inference
Sales Promotions	Ha_0	Respondent's age group	.002	Null Rejected
	Hb_0	Respondent's education level	.000	Null Rejected
	Hc_0	Respondent's occupation	.510	Null Accepted
	Hd_0	Respondent's Family income	.456	Null Accepted
Brand loyalty	He_0	Respondent's age group	.001	Null Rejected
	Hf_0	Respondent's education level	.000	Null Rejected
	Hg_0	Respondent's occupation	.000	Null Rejected
	Hh_0	Respondent's Family income	.009	Null Rejected
Purchase Intention	Hi_0	Respondent's age group	.001	Null Rejected

Hj_0	Respondent's education level	.006	Null Rejected
Hk_0	Respondent's occupation	.001	Null Rejected
Hl_0	Respondent's Family income	.000	Null Rejected

Hence, the hypotheses Ha_0 and Hb_0 were rejected stating that there is significant difference between the groups with respect to sales promotion. The p value for occupation and family income level, where the respondents belongs was greater than .05 (.510) stating that there is no significant difference between the groups with respect to sales promotions.

The hypotheses He_0, Hf_0, Hg_0, and Hh_0 were rejected stating that there is significant difference between the groups with respect to brand loyalty. The hypotheses Hi_0, Hj_0, Hk_0, and Hl_0 were rejected stating that there is significant difference between the groups with respect to purchase intention.

3. Multiple regression

Multiple regression analysis is a multivariate technique which is used to analyze the relationship between single dependent variable and a group of independent variables. The aim of multiple regression is to measure the impact of all the independent variables on the dependent variable taken for the study. Regression analysis requires both the dependent and the independent variables to be metric or suitably transformed (Dummy variables). Each independent variable carries some weight referred as regression variate. The regression variate provides the amount of variance that is explained by the independent variable on the dependent variable.

(3.1) Hypothesis examined

- $H1_0$: Sales promotion is not an important contributing factor towards brand loyalty.

- H2$_0$: Sales promotion is not an important contributing factor towards purchase intention.
- H3$_0$: Sales promotion and brand loyalty are not an important contributing factor towards purchase intention.

Table 3.1. Regression: Sales promotions vs. brand loyalty

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	.285[a]	.681	.453	.495	.681	2.919	1	33	.097

a. Predictors: (Constant), Sale_Promotion

Here the brand loyalty was taken as the dependent variable and sales promotions was taken as independent variables. The R square value, which indicates the amount of variance in the dependent variable which is explained by all the independent variables, is .681. This indicates that 68% of the variation in overall satisfaction was explained by service quality factors and the type of respondent. The Anova significance level is .097 indicating that the overall model is poor fit. There is no significant relationship between sales promotion and brand loyalty.

Table 3.2 Regression: Sales promotions vs. purchase intention

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	.851[a]	.623	.567	.761	.063	5.768	1	33	.007

a. Predictors: (Constant), Sale_Promotion

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2.249	.952		2.361	.024		
	Sale_Promotion	.212	.242	.151	.877	.387	1.000	1.000

a. Dependent Variable: Purchase_intention

Here the purchase intention was taken as the dependent variable and sales promotions was taken as independent variables. The R square value, which indicates the amount of variance in the dependent variable which is explained by all the independent variables, is .623. This indicates that 62% of the variation in overall satisfaction was explained by service quality factors and the type of respondent. The Anova significance level is .000 indicating that the overall model is fit. There is significant relationship between sales promotion and brand loyalty.

Table 3.3 Regression: Sales promotions and brand loyalty vs. purchase intention

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	.741^a	.558	.358	.759	.200	2.989	2	32	.000

a. Predictors: (Constant), Brand_Loyalty, Sale_Promotion

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.240	1.321		.939	.355		

Sale_Promotion	.133	.252	.095	4.530	.006	.919	1.088
Brand_Loyalty	.293	.267	.197	3.098	.020	.919	1.088

a. Dependent Variable: Purchase_intention

The results of multiple regression depicts in the above table. Here the purchase intention was taken as the dependent variable and the two factors (sales promotions and brand loyalty) were taken as independent variables. The R square value is .558 indicates that 55% of the variation in purchase intention was explained by sales promotion and brand loyalty. The Anova significance level is .000 indicating that the overall model is fit.

The standardized coefficients (β) of the individual independent variable shows the level of impact an independent variable has on the dependent variable. The t test significance value shows the significant contribution of each independent variable towards the regression model. In this regression model brand loyalty has highest beta value. So purchase intention was highly influenced by brand loyalty as compared to sales promotions.

FINDINGS

- In total, 75 customers participated in this study as shown in Table 4.1, of which 61% were male respondents and 39% of the sample was represented by female customers.

- Most of the respondents could be found between the ages of 20 to 30 years old. This age group represented 41.3 percent individuals. 36.1 percent could be found in the age bellow 20 years. 8 percent of the respondents were between 41 to 50 years of age.

- The oldest age group was respondents over 50 years of age, which represented 5.3 percent of the respondents.

- Majority of the respondents are pursuing or completed UG. This group represented 28 percent individuals. 22.6 percent could be found PG and Schooling category. 21 percent of the respondents were professional degree holders.

- Among the respondents, 52 percent of the respondents were working in private organisation. It depicts majority of the respondents of the brand are private company

employees. 29 percent of the respondents were running their own business. Merely 8 percent of the public sector respondents were found in this study.

- The reliability was addressed with a test of the Cronbach's alpha related to each of the variables under each construct.

- The Cronbach's alpha should be over 0.70 (Hair et al. 2003) for the variables under each construct to allow a merger into a single representative variable.

- The reliability for sales promotion was 0.859 through 15 variables, brand loyalty was 0.886 through six variables, purchase intention was 0.812 through 11 variables.

- The independent sample t test results. This shows that there is no significant difference between gender types (male/female) with respect to customer satisfaction.

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- The hypotheses Ha_0 and Hb_0 were rejected stating that there is significant difference between the groups with respect to sales promotion. The p value for occupation and family income level, where the respondents belongs was greater than .05 (.510) stating that there is no significant difference between the groups with respect to sales promotions.

- The hypotheses He_0, Hf_0, Hg_0, and Hh_0 were rejected stating that there is significant difference between the groups with respect to brand loyalty. The hypotheses Hi_0, Hj_0, Hk_0, and Hl_0 were rejected stating that there is significant difference between the groups with respect to purchase intention.

- The brand loyalty was taken as the dependent variable and sales promotions was taken as independent variables.

- The R square value, which indicates the amount of variance in the dependent variable which is explained by all the independent variables, is .681. This indicates that 68% of the variation in overall satisfaction was explained by service quality factors and the type of respondent.

- The Anova significance level is .097 indicating that the overall model is poor fit. There is no significant relationship between sales promotion and brand loyalty.

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- The Anova significance level is .000 indicating that the overall model is fit.

- The standardized coefficients (β) of the individual independent variable shows the level of impact an independent variable has on the dependent variable.

- The t test significance value shows the signifycant contribution of each independent variable towards the regression model. In this regression model brand loyalty has highest beta value. So purchase intention was highly influenced by brand loyalty as compared to sales promotions.

SUGGESTION

Based on the findings of the study and the observations of the researcher, the following suggestions are made for optimizing the effectiveness of sales promotion.

- The level of awareness about various sales promotion tools is very low except in the case of Price-Off and Premium schemes. It is suggested that sales promotion schemes should be sufficiently backed and supported by print and electronic media advertising.

- Consumers prefer to get value added offers in the form of additional quantity of the same product they buy as incentives. Bonus pack schemes can be used more effectively than fkee gifts and compliments.

- Marketers may use Price-off or discount strategy to achieve the short- term objectives of promotion like brand switching, trial purchase, and stockpiling ahead of other schemes.

CONCLUSION

Based on the above findings the researcher has arrived at the following conclusions. In the level of awareness and attractiveness Price-Off offers is far ahead of other tools of sales promotion. Consumer's repurchase possibility of the products purchased under sales promotion offers is very limited. Premium schemes create maximum repurchase incidences. Sales promotion clutter has resulted in low-level usage of sales promotion tools by consumers of café coffee day. Consumers prefer Bonus Packs to Free Gifts, Bundled Products and self-liquidating offers. Consumer's repurchase possibility of the products purchased under sales promotion offers is very limited. Possibility of trial purchase, brand switching, stockpiling and consumption acceleration of FMCGs due to sales promotions are not very encouraging to marketers. Premium schemes create maximum repurchase incidences. Sales promotion does not lead to building brand loyalty, yet it does lead to make the customer to purchase again.

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