

Impact of Sales Promotion Tools on Consumers Purchase Decision

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Abstract: The objective of this research is to examine the impact of sales promotion and sales different promotional tools on the purchase decision of a customer. The research assesses the influence of sales promotional tools primarily, price discounts, coupons, product sampling and point of sale display on product testing and the customer's purchase behavior. For the purpose of this study, the researchers selected participants from the population of College of Business Administration at Polytechnic University of the Philippines, a state university in Sta. Mesa, Manila, since PUP has a wide range of students from different provinces and regions which can help make this study show more accurate results. 337 out of 2,702 CBA students were selected using Kukran random sampling and the stratified random sampling wherein the respondents were selected from each college using convenience sampling regardless of their gender and age. The respondents represent 12% of the overall population of students for the College of Business Administration. A Regression Analysis found out if there's a significant relationship between the dependent and independent variable of the research. Based on the results, sales promotional tools such as price discounts, coupons, free samples, premium and point-of-purchase displays influences the purchase decision of the student from Polytechnic University of the Philippines. This paper will help the business owners and marketer when planning sales promotion activities to know what is the most appropriate sales promotion tool that will work for their business.

Introduction

In today's business environment condition where customers taste, needs and preference changing constantly, arrival of new businesses in the market, complex market rivalry, and availability of substitute products made marketers had difficulty in formulating and communicating their marketing objectives. With that shift in power from marketers to consumers forced marketers to ensure that their products or services are unique and of high quality or have competitive advantage in order for the customer to purchase their products or services and build long-term relationship with them (Shrestha, 2015). The purchase decision of customers for products or services depends on various factors like brand, quality, advertising, sales promotion, displays, mode of payment, location of the store and many more. Marketers had to plan strategies and techniques for customers to know all about the product or services, its usage, benefits, etc. One effective tool is promotion. Promotion is an element in marketing mix that is divided into 5 sub elements mainly, advertising, direct marketing, personal selling, publicity, and sales promotion (Cummins, 2008). Sales promotion has been considered as the most stimulating promotional tool that influence purchase decision (Neha & Manoj, 2013). Customers make three major purchasing decisions first, what to buy? second, how much to buy and last, what brand to buy? (Gilbert & Jackaria, 2002). Sales promotion can have effect on all these purchasing decisions made by customers. This paper aims to identify the various sales promotion tools that influence the purchasing decision of consumers. To know the impact of independent variables (different sales promotion tools like price discounts, coupon, premium, free samples, and point of purchase display) on independent variable (consumer purchase decision) of PUP students. And to determine which sales promotional tool would be the most effective to stimulate the purchasing decision of the consumers.

Sales promotions play a significant role in the marketing programs of the businesses and influence the consumer purchase decision of supermarket (Karim, 2012). Sales promotion tools such as price discounts, coupons, free sample and point of purchase play a vital role that influence the purchase decision of the consumers (Shrestha, 2015). Among sales promotion tools, the on-store display or point of purchase display had strong influence on purchasing decision of consumers (Karim, 2012). Point of purchase display and in store display are examples of non-price promotion tools that made by some businesses. Most the previous

research shows that price promotion is most effective than the non-price promotion. But this one shows that non-price promotion is effective than the other.

Currently, because of the business environment condition that mentioned above, businesses make way to have competitive advantage over their competitors through the use of different sales promotion strategies. There are different tools of sales promotion that the business can use. The problem with this is determining which sales promotion tool would be the most effective to influence the purchasing decision of the customers. Most of the previous researches focus on either price strategies or non-price strategies only few studies have done considered both. Most of the previous research shows that price promotion techniques are successful rather than non-price.

To better understand which of the two have greater influence in purchasing decision of consumers, this paper will consider both price and non-price techniques. Businesses know that not all sales promotional tools are effective; choosing the most appropriate tool that will work for them is the difficult. This paper will help the business owners and marketer when planning sales promotion activities to know what is the most appropriate sales promotion tool that will work for their business.

Literature Review

In the course of time, sales promotion has been considered as nonessential part of consumer marketing. Advertising, the traditional method of marketing, used to take the role as the most efficient means to reach the target customers in taking control of their purchase decision through the years. Despite that, the most fundamental change in consumer marketing in the last few years has been the shift in expenditures from traditional media advertising to sales promotion (Stevenson, 1986). Among the intense competitiveness of marketers, they are facing the falling unique selling point that separates their offered product or service and they need to address the burden in achieving short term result. Moreover, with the fast changing technology, customers today are more informed about the product offerings, and as a result it has influenced companies to fight harder and faster for every level (Cummins, 2008).

Sales promotion is an invigorating technique for promotion that influences purchase decision. In promoting products, communication of companies to their customers in presenting product's value proposition must be planned and compound into attentively integrated marketing communications program (Kotler, et al., 2010).

Numerous studies correlating to sales promotion and purchase decision prove that the way a product is promoted added with the brand integrity of a product urges consumers to purchase it and make repeat purchase of it, and as well improves the referral of a product to other potential customer (Oladepo and Abimbola, 2015). According to a survey of Cox Direct (1998) on Promotional Practices, a lot of companies spend as much as 75% in sales promotion and 25% on advertising (Dotson and Hyatt, 2012). With that said, sales promotion is a major necessity as it enhances and support selling to contest or coordinate the whole marketing mix, making it more effective. (Luick and Zeigler, 1968)

According to Blattberg & Neslin (1990), purchase strategy is a common buying standard which "incorporates several dimensions of buying behavior such as brand loyalty, private brand proneness and deal proneness." Managers should develop effective promotional programs by giving higher understanding of the different types of consumer responses to promotions. It provides fresh insights for consumer behavior theorists, who attempt to understand the relation between environmental cues on consumer behavior (R., Eppen, & Lieberman, 1981). In addition, it serves as evidence that a promotion accelerates purchases by increasing purchase quantity (Wilson, Newman, and Hastak, 1979).

According to a local study by Gutierrez (2008) that examines the efficacy of an in-store media promotion in urban Philippines, it acquires consumer perceptions, attitude toward in-store media promotions and its effect on purchase behavior. It explains the implication making about in-store media more effective. Also, based on a study highlighting the factors affecting planned or impulsive purchases (Gutierrez, 2004), results revealed that product category, purchase frequency, and brand comparison are substantial factors affecting planned and impulse purchases. The study suggests that promoting impulse buying should produce a store environment that has less negative perception of impulse. Given that majority of the purchases are planned, stores should consider having a clear environment implementing actions to promote shopping effectiveness.

There are different types of sales promotion namely trade promotion, retailer promotion and consumer promotion. Trade promotion is the promotion provided by the manufacturers to the retailers. Retail promotion is the promotion provided directly by the retailers towards the consumers. It comprises contest, free goods, feature advertising, displays, price cuts and retailer coupons (Blattberg and Neslin, 1990). Consumer promotion is the promotion provided by the manufacturers straight to the consumers. It contains price packs, sampling, financing incentive advertising specialties and tie in, bonus or value packs, special events, rebates and refunds, sweepstakes contest, and premium. (Blattberg & Neslin, 1990)

Promotional tools such as coupons, price discounts, point of sale display, premium, and free samples are used to effectively persuade the target market as it creates interest, generate sales and increase awareness.

Price Discount and Purchase Decision

Price discount offers consumers products at lower price from the normal price of a product. According to Fill (2002), discount is the easiest technique to offer a price reduction by stating clearly on the point of purchase display or packaging. It is a common practice done by organizations to encourage product trial and repeat purchases by current and potential customers. It plays a significant role in brand switching, stock piling, purchase acceleration, product trial and increase profits (Farrag, 2010). As for example, a research of Della Bitta, J and Monroe, (1981) shows that as the discount goes higher, the greater the received product value, the less of aiming to search, and the greater the chance that the customer will be interested in the brand. The findings suggest that discounts are an effective way of brand-switching though persuading the consumer using reduced price in the packaging upfront. For example, the Buy One Take One program, the most popular product discount style, it draws interest to the potential consumer by generating unplanned purchase, thinking that they are receiving a free product (Inman, et al., 2009).

Coupons and Purchase Decision

Coupons are vouchers authorizing the bearer to an indicated saving of a purchase of a specific product. It can be enclosed or attached in other products, mailed, or inserted on magazines and newspaper advertisement. These are normally printed by the consumer good

brands or retailers, distributed directly to the consumers or with the use of intermediaries such as retailers or wholesalers. It provides a forthright discount on a product or service, and usually distributed apart from the product or services itself. They are used widely that they form a subject in their own right (Cummins, 2008). Coupons only allow specific benefits as stated to receive by a customer and only the bearer can use it. It generates repetition of purchase and brand loyalty. According to a journal by Bawa and Shoemaker (1989), the products they tested prove that coupons produced greater progressive sales among households that were bigger, educated and homeowners. It suggests that coupons should be directed to the most responsive market segments because it helps to create rising profit substantially.

Free Samples and Purchase Decision

As mentioned earlier, free gifts most likely appeals to the consumer because it provides products without any mandating any cost. A free sample offers the customer a chance to use the product by providing a free small portion of the product to test (Blattberg & Neslin, 1990). As stated in a research by Bawa and Shoemaker (2004), the empirical findings suggests that free samples can produce measurable long-term effects on sales that can be observed as much as 12 months after the promotion. Also, the effectiveness of free sample promotions can vary widely, even between brands in the same product category.

Premium and Purchase Decision

On the other hand, premium offers a product or service where the customer can purchase one or many products or services in a proportionately low price. It is one of the most influencing factors in consumer purchase decision because it creates value to the customers and causes them to purchase a product (Neha and Manoj, 2013).

Point of Display and Purchase Decision

Point of sale display is the presentation of products offered in store like menu boards, brochures, etc. It advertises a product, creates impulse purchases and store promotions. IB & A (2011) stated that sales promotion tends to work best when it is applied to impulse items whose features can be judged at the point of purchase, rather than more complex, expensive items that might require hands on learning.

Based on the data analysis of an Asian study by Ajan (2015) showed that promotional tools like price discounts, point of sale display, premium, and free samples are relevant to product trial are well-known by retailers and suggested by consumers. It proved that sales promotion plays a vital role in marketing in any business nowadays. It has been noted that the consumer's perception towards various promotional tools has remained optimistic.

The effects of sales promotion can be short term or long term effects depending on the consumer's store choice, category choice, consumption rate, stockpiling and even new product trial of consumers. Nonetheless, the potency of promotion lies in its flexibility to immediately respond to competitor aggression.

Hypothesis

There are five hypothesis constructed in this research paper to determine the relationship between sales promotion (independent variable) and purchase decision (dependent variable).

H1. Price Discount has significant impact on consumer purchase decision.

H2. Coupon has significant impact on consumer purchase decision.

H3. Premium has significant impact on consumer purchase decision.

H4. Free Sample has significant impact on consumer purchase decision.

H5. Point of Purchase Display has significant impact on consumer purchase decision.

Approach

The most appropriate approach for this study is the quantitative approach because this paper includes close-ended information and has assumptions that have been formulated in advance in the form of hypothesis. Analysing and interpreting numerical data gathered from research instrument will analyse the research questions and test the hypothesis. According to SIS International Research, "quantitative defines a structured cause-and-effect relationship between independent and dependent variables of a study". Since, this paper aims to find out the impact of sales promotional tools in consumers' purchasing decision it's appropriate to use quantitative approach to prove if the relationship of the independent and dependent variables of this study.

Methods and Materials

Sampling

For the purpose of this study, the researchers selected participants from the population of College of Business Administration at Polytechnic University of the Philippines, a state university in Sta. Mesa, Manila, since PUP has a wide range of students from different provinces and regions which can help make this study show more accurate results. 337 out of 2,702 CBA students were selected using Kukran random sampling and the stratified random sampling wherein the respondents were selected from each college using convenience sampling regardless of their gender and age. The respondents represent 12% of the overall population of students for the College of Business Administration.

Table 1. Respondents

Course	Population	N	%
BSOA	624	78	12.5
Entrep	448	56	12.5
HRD	809	101	12.5
MM	821	102	12.5
Total	2702	337	

Data Collection

The independent variable in the study is the sales promotion and the dependent variable is the purchasing decision of customers from CBA students in PUP. There are five types of sales promotion or promotional tools according to Shrestha (2015) which affected the purchasing decision of customers (Price Discount, Coupons, Free Samples, Premium, and Point of Purchase Display.)

The researchers gathered both the data of the independent and dependent variable needed for the study by floating survey questionnaires to the respondents. The questionnaire used by the researchers came from the study of Shrestha (2015) entitled Effects of Sales Promotion on Purchasing Decision of Customer- A Case Study of Baskin Robbins Ice-Cream Franchise Thailand. However, the researchers did not use the part 1 and part 2 questionnaires of this study

which includes the personal background and lifestyle questions of the respondents. With this, the researchers disregarded the Baskin Robbins Ice-Cream Franchise context and only used the Effects of Sales Promotion on Purchasing Decision of Customers.

In conducting the survey, the researchers went room to room and floated the questionnaires directly to the respondents during their vacant time and waited for the respondents to finish it on the spot. The researchers numbered the papers that were distributed so that it would be easier to collect afterwards.

Measurement

The level of measurement refers to the relationship among the values that are assigned to the attributes for a variable (Trochim, 2008). In this study, there are four variables (course, sex, age, and the customers' perception with the given statement) which have different number of attributes each. The researchers used nominal level of measurement to the three out of those four variables. In nominal measurement, the numerical values are only the "names" of the attributes. No order of cases indicated. (Trochim, 2008). In short, nominal measurements simply uses the numbers as shorter replacements for longer text words. Higher values do not mean "more" and lower values do not mean "less".

While in customer's perception with the given statement, the researchers used the Likert scale which falls under the interval level of measurement. A number of articles argued or suggested that Likert scale do not fall under interval scale, but should instead be included in ordinal scales and should be evaluated accordingly (Jakobsson, 2004; Jamieson, 2004). Other papers suggested ways to overcome this perceived ordinal / interval scale "problem" by proposing alterations. But according to Brown (2011) most of this ordinal / interval confusion comes from the fact that many authors use the Likert scale to refer to both the Likert item type and the Likert scale (sums or averages of results on Likert item sets). For example, a questionnaire might have a total of 120 Likert items, divided into 12 Likert scales of 10 items each. In this study, the researchers used one Likert Scale which contains 5 Likert items and even though it only has one it still contains multiple items and can be taken to be interval scales so descriptive statistics can be applied (Brown, 2011).

Table 2. Demographics of the Respondents

Variables	N	%	Variables	N	%
Course			Sex		
BSBA Entrepreneurship	56	17%	Male	109	32%
BSBA HRDM	101	30%	Female	228	68%
BSBA MM	102	30%			
BSBA OA	78	23%			
Year Level			Age		
First Year	154	46%	17-19 years old	264	78%
Second Year	149	41%	20-22 years old	70	21%
Third Year	28	8%	23-25 years old	7	1%
Fourth Year	16	5%			

Results

In analysing the respondent's perception towards the different variables of the research, the researchers construct a range using the itemized rating scale.

$$\begin{aligned}
 \text{Range} &= \frac{\text{Maximum} - \text{Minimum}}{\text{Maximum}} \\
 &= \frac{5 - 1}{5} \\
 &= \frac{4}{5} \text{ or } 0.80
 \end{aligned}$$

The mean of each item that ranging from 1-5 will fall within the following interval:

Interval Means	Interpretation
1.0 – 1.8	Strongly Disagree
1.81 – 2.6	Disagree
2.61 – 3.4	Neutral
3.41 – 4.2	Agree
4.21 -5.0	Strongly Agree

Table 3. Respondent's Perception between Sales Promotion and Purchase Decision

	Sales Promotion and Purchase Decision	Mean	Standard Deviation	Interpretation
1	My purchase decision is based on sales promotion offered by the brand.	3.709	0.808	Agree

Table 3 shows that most of the respondents agreed that their purchase decision is based on the sales promotion that being offered by the business or brand. While making decision in buying products or service, consumers considered the sales promotion that being offered.

Table 4. Respondent's Perception between Price Discounts and Purchase Decision

	Price Discounts and Purchase Decision	Mean	Standard Deviation	Interpretation
2	I make price comparison when I buy products.	4.401	0.688	Strongly Agree
3	I only make my purchase if there is price discount on the product	3.427	0.853	Agree
4	I tend to buy more than usual when offered price discounts.	3.668	0.850	Agree
5	I am willing to switch brands if price discount is offered by the competing brands.	3.531	0.903	Agree
6	Price discounts influences me to make unplanned purchase.	3.754	0.936	Agree
7	I am willing to pile up products when there is a price discount.	3.356	0.999	Neutral

Table 4 shows that most of the respondents strongly agree that when buying products they make price comparison. With regards to price discounts, respondents agree that they purchase the products with price discounts. Also, respondents agree that they tend to purchase more than usual when the products offered price discounts. Similarly, most of the respondents agree that they are willing to switch with other brand if the other brands offer price discounts. Furthermore, respondents agree that they willing make unplanned purchase if there are price discounts. In terms of willingness to pile up products when there's a price discounts most of the

respondents have neutral perception. With that, most of the respondents agree that price discounts in the product or brand influence their purchase decision.

Table 5. Respondents Perception between Coupon and Purchase Decision

	Coupon and Purchase Decision	Mean	Standard Deviation	Interpretation
8	Coupons encourage you to try new products far more easily.	3.496	0.929	Agree
9	I tend to make a purchase more often when the value of the coupon is higher.	3.454	0.925	Agree
10	I tend to make instant purchase decision when coupons are distributed at point of sale.	3.332	0.891	Neutral
11	I tend to make purchase more often if I have the coupon offering a promotion.	3.374	0.847	Neutral
12	I often spend more if I can receive a bounce back coupons.	3.273	0.918	Neutral
13	I usually keep coupon safe to use for my future purchase.	3.591	0.969	Agree

Table 5 illustrates that most of the respondents agree that coupons easily encourage them to try new products. Also, respondents agree that the higher value of coupon make them buy often. However, respondents have neutral attitude in making instant purchase when coupons are distributed at point of sales same as making purchase even if having the coupon that offers promotion. Similarly, respondents have neutral attitude in spending more even if they receive bounce back coupons. Respondents, on the other hand agree that they keep the coupon for future purchase. With this data, most of the respondents agree that coupons influence their purchase decision.

Table 6. Respondent's Perception between Free Samples and Purchase Decision

	Free Samples and Purchase Decision	Mean	Standard Deviation	Interpretation
14	Free samples influence me to try new product.	3.647	0.861	Agree
15	Free samples influence me to make unplanned purchase.	3.433	0.946	Agree
16	When offered free samples it influences me to make purchase decision instantly.	3.279	0.963	Neutral
17	I am more willing to buy a new product only free sample is offered.	3.175	0.986	Neutral

Table 6 illustrates that most of the respondents agree that free samples make them buy new products and make unplanned purchase. However, respondents have neutral attitude of purchasing products instantly when the brand offers free samples. Also, respondents have neutral attitude in willingness to buy new product if free samples are being offered. With that, most of the respondents agree that free samples of products influence their purchase decision.

Table 7. Respondent's Perception between Premium and Purchase Decision

	Premium and Purchase Decision	Mean	Standard Deviation	Interpretation
18	I am more likely to make purchase if I know that I will win a free gift.	3.187	1.019	Neutral
19	I am willing to spend more on purchase of a product to get a premium.	3.181	0.973	Neutral
20	If a premium promotion required buying more than one product I still like to participate in the promotion.	3.139	0.907	Neutral

Table 7 shows that most of the respondents have neutral attitude of making purchase even knowing that they will win free gift. Also, respondents have neutral attitude of spending more on purchase even if they will get a premium. Similarly, respondents have neutral attitude of participating in promotion when purchasing more than one product required getting a premium.

With that, most of the respondents have neutral attitude towards the influence of premium with their purchase decision.

Table 8. Respondent's Perception between Point of Purchase Display and Purchase Decision

	Point of Purchase Display and Purchase Decision	Mean	Standard Deviation	Interpretation
21	Displays and Promotional offers informed in the store attract you.	3.653	0.788	Agree
22	Attractive and clear point of display influences my purchasing decision.	3.789	0.791	Agree
23	Standee at the front of store displaying the promotion affects what I buy.	3.374	0.927	Neutral
24	I often purchase products displayed in the store.	3.546	0.931	Agree

Table 8 illustrates that most of the respondents agree that Display and Promotional offers informed in the store attracts them. Also, respondents agree that they often purchase the products that displayed in the store. Respondents, on the other hand have neutral attitude towards influence of attractive and clear point of display in their purchase decision. Similarly, respondents have neutral attitude towards the effect of standee at the front of store that displays promotion in their purchase decision. With that, most of the respondents agree that Point of Purchase Display in stores influences their purchase decision.

Based on the results, sales promotional tools such as price discounts, coupons, free samples, premium and point-of-purchase displays influences the purchase decision of the student from Polytechnic University of the Philippines.

Hypothesis Testing

A Regression Analysis was applied through the use of RStudio find out if there's a significant relationship between the dependent and independent variable of the research.

Table 9. Regression Analysis Result**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	Price Discounts	0.172	0.060	0.146	2.855	0.005	0.053	0.290
	Coupons	0.176	0.046	0.202	3.788	0.000	0.085	0.267
	Free Samples	0.129	0.050	0.137	2.593	0.010	0.031	0.227
	Premium	0.108	0.043	0.136	2.521	0.012	0.024	0.192
	Point of Purchase Displays	0.138	0.055	0.134	2.523	0.012	0.030	0.245

a. Dependent Variable: Purchase Decision

H1. Price Discount has significant impact on consumer purchase decision.

The regression result shows that price discounts have significant impact on purchase decision of consumer ($\beta = 0.146$, $p = 0.005$) at 95% confidence interval that supports the *Table 4. Respondent's Perception between Price Discounts and Purchase Decision* results that most of the respondents agree that price discounts offers in the product or brand influence their purchase decision. The result supports the claim of Farrag (2010) stating that price discount plays an important role in purchase acceleration, product trial or simply the way consumer behave towards the product or service.

H2. Coupon has significant impact on consumer purchase decision.

Based on the result above, coupons have significant impact on consumer purchase decision ($\beta = 0.202$, $p = 0.000$) at 95% confidence interval in line with the result from *Table 5. Respondent's Perception between Coupons and Purchase Decision* that respondents agree that coupons from the business influence their purchase decision. However, claim of Fill (2012) stated that a coupon doesn't have any significant role in their decision of trying new product.

H3. Free Sample has significant impact on consumer purchase decision.

According to the regression result, free samples have significant impact on purchase decision made by consumers ($\beta = 0.137$, $p = 0.010$) at 95% confidence interval that supports the result of *Table 6. Respondent's Perception between Free Samples and Purchase Decision* wherein respondents agree that free samples give away influences their purchase decision. Also, study from Neha & Major (2013) states that free samples create value for consumer that leads to purchasing the product.

H4. Free Premium has significant impact on consumer purchase decision.

The regression result shows that premiums have significant impact on purchase decision of consumer ($\beta = 0.136$, $p = 0.012$) at 95% confidence interval that somehow contradicts the *Table 7. Respondent's Perception between Premium and Purchase Decision* result that most of the respondents have neutral attitude towards the influence of premiums on their purchase decision. However, the claim of Neha & Major (2013) stated that premium create value for consumer that make them purchase the product.

H5. Point of Purchase Display has significant impact on consumer purchase decision.

Based on the result above, point of purchase displays has significant impact on consumer purchase decision ($\beta = 0.134$, $p = 0.012$) at 95% confidence interval in line with the result from *Table 8. Respondent's Perception between Point of Purchase Display and Purchase Decision* that respondents agree that point of purchase display on stores influence their purchase decision.

Table 9 shows that the significant value of all sales promotion tools like Price Discounts, Coupons, Free Samples, Premium and Point of Purchase Display are less than 0.05 which means that the relationship between sales promotional tools and purchase decision is statistically significant at 95% confidence interval. The table also shows that the coupons ($t= 3788$) have strong impact on consumer purchase decision followed by price discount ($t=2.855$) next is free samples ($t=2.593$) then Point of Purchase Displays ($t=2.523$) and the last is Premium ($t=2.521$).

Discussion

The main purpose of this study is to know the impact of sales promotion on the purchasing decision of consumers. For this purpose, a survey was conducted with a sample of 337 students from College of Business Administration in Polytechnic University of the Philippines. The researchers only used five sales promotional tools namely price discount, coupons, free samples, premium, and point of purchase display. This study examined the impact of sales promotion on consumer purchasing decision and whether what tool or tools is or are most effective today.

According to the results, sales promotion has an impact on the purchasing decision of consumers and coupons have the strongest impact on consumer purchasing decision. The review of related literature in accordance with sales promotion revealed that sales promotion really has an effect on consumer purchasing decision. Also, the result of which tool is highly effective is inclined with the journal of Bawa and Shoemaker (1989) where they stated that coupons produces greater progressive sales among households and it significantly helps to rise profitability.

This study supported the hypothesis formed to test the impact of sales promotion on consumer purchasing decision. With this, the results of this study can be interpreted as consistent with literature review above; that sales promotion has a significant role in the marketing program of business and has an influence on the market's purchase decision (Karim, 2012). In addition, the result of this study do not opposed any result with the literature review above.

Conclusion

Today, sales promotion acts as a bridge in marketing in any business. Variety of promotional tools is used by marketers providing consumers an additional stimulus to make a purchase decision. Positive results have been found about the consumer's perception towards assortment of promotional tools.

Based on the results of this research, it proves that sales promotion tools such as price discounts, coupons, sampling and point of sale display play a major part affecting the consumer's purchase decision. Provided that products are offered with different promotional tools, it creates a significant impact on purchase decision as it stimulates consumer's interest. Thus, for

companies or brands who contends to reach out the attention of customers, they should be cautious to attain the expectations of these potential customers. There are other socio-economic factors to consider for companies or brands like course, year level, sex and age because it also creates an impact to one's purchase decision. Hence, companies must study who their customers actually are while launching any sales promotion.

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