

A STUDY ON IMPACT OF SALES PROMOTION ON CONSUMER BUYING BEHAVIOUR IN DIGITAL AGE: (STUDY BASED ON FUTURE RETAIL LTD.)

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Abstract

Digitalisation is not only a concept today but it is like a breath in human body. We can see two different kind of people in the environment; first those who have sufficient knowledge about technology but they are far from the use of technology in their personal use, second those who doesn't have sufficient or technical knowledge of technology but they are trying to learn and using it in their personal work. Now a question arising here in front of marketers; what is more important? To make awareness programs towards technology or to push them (buyers) to habituate/use more and more technology.

From the early phase of business to modern era of business; marketers aspiring to attract their consumers as they were same as they are today, but the only a difference is a tool that is technology here. These are the reasons; researcher wants to find out impact of sales promotion on consumer buying behaviour in digital age with the reference of Future Retail Limited. For the better understanding of concept researcher will try to ask questions through structured questionnaire from the 100 randomly selected respondents. This will be base on their demographic characteristics. Researcher will use different statistical tools and analyse the collected data with interpretation and findings. This result will help marketers to more understand their customers and also beneficial for the academicians for further study.

Keywords- sales promotion, impulsive buying behavior, digitalisation, buying process, computer knowledge.

Introduction

In digital age, to know consumer behaviour is the key for success of marketers because internet and online shopping are tools to attract consumers for shopping. Today is the consumer era and they are the king of the market and marketers trying to provide goods and services according to consumer's demand. Undoubtedly consumer's behave on the basis of

their perception and it would be depend on strong brand image, publicity and other factors that influence consumers' to buy more.

Digitalisation encourages people to online shopping with safety and comfort. But most important to know consumers' online behaviour then only markets provides more and more information according to their requirement related to product and services. Researcher shows that 89%of shoppers look for pictures of a specific product online and this could influence their decision to buy the product.

Literature Review

Consumer behaviour has changed drastically over the last past decades, but it has been evolutionary and the roots of change have been by generation to generations. Different researcher examined different attributes like quality of services, web site attributes and demographic characteristics of consumers that identifies the attitude or buying behavior of consumers in digitalisation. These factors studied by many researchers through different theories. one of the major factors that were found in almost all the research paper is the process of value creation in e-commerce platforms. (Kar, 2010) identify major drives behind choice of stores for various shopping needs as exhibited by a typical Indian consumer, by conducting study on 293 participates required by e-mail. (Tony Ahn, Seewon Ryu, 2004) that concluded with the statement of online shopping creates positive effect on consumers' mind, their perception, attitude and motive to buy. (Dong Mo Koo, 2011) they concluded that online shopping effect positive and negative effect both on consumers mind and it had no impact on intention to buy products.

Research Methodology

This research is quantitative research and data obtained by primary and secondary data through questionnaire based on Likert Scale.

In this research study, the author focuses on impact of sales promotion on consumers' buying behaviour in digital age. Based on the description mentioned researcher formulate few sub objectives.

Consumer Behaviour Model

External Factors

- *Marketers Efforts*

- *Social Factors*

Buying Process

Consumers' Individual Characteristics

- *Need Recognition & Awareness*
- *Information Search*
- *Evaluation of Alternatives*
- *Purchase*



- Personality*
- Motivation*
- Perception*
- Attitudes*

Post-Purchase Evaluation

Above model shows that this is the three phase model that's includes Input, Process and Output. Input basically includes all external factors like efforts taken by marketer, social factors which influence consumers buying behavior. Process carrying buying process of consumers' that are helping them to collect information about products and evaluate it properly with the substitute and finally take buying decision. But this process it is not too easy for marketer to know about what consumers want, how they think and what they don't know about the product; somehow they can get idea about their target customers and this is very important to know because after final buying decision by customers markets can able to provide after sale services and motivate them for repeat buying.

Model on Impact of Sales Promotion on Consumers' Buying Behavior in Digital Age

Sales Promotion in Digital Media

Buying Behavior

- Discounts
- Contests
- Coupons
- Free Gifts



- Attention
- Interest
- Desire
- Action

Research Design

Sample Size- 100 Respondents

Sampling technique- Random Sample Technique

Objectives of research

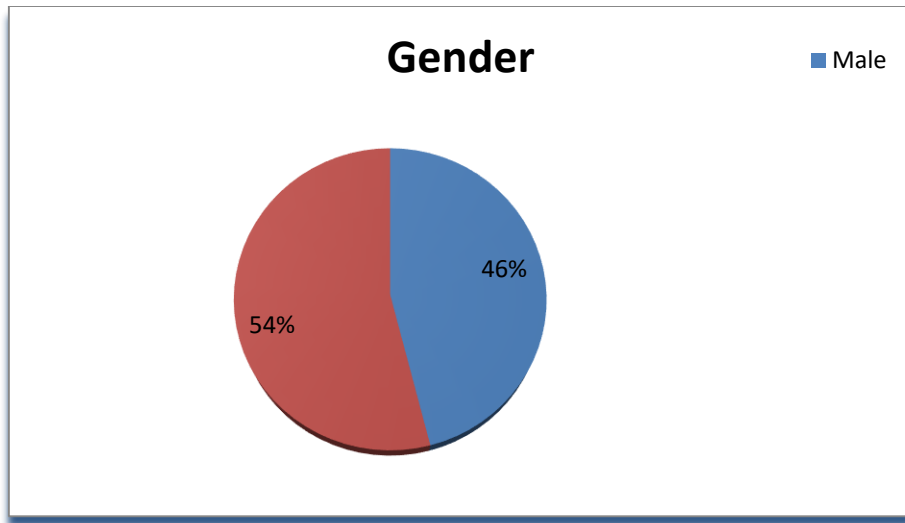
1. To know how do consumers' buy online due to sales promotion.
2. To know factors influencing buying behaviour.

Hypothesis of Research

1. Sales Promotion through digital media has a significant impact on consumers' buying behaviour.
2. Social factors influence Consumers' to buy online.

Analysis and Interpretations

Figure 1: Demographic Characteristics



Interpretation-

Figure no. 1 shows that 46 % of female taking interest for online shopping because of promotion schemes and 54 % of male are also involve in online shopping. They attracted towards digital media because of cash discount.

**Table 2
Factor Analysis**

S. No.	Attributes	Factor 1 (Impact of Sales Promotion on CBB)	Factor 2 (Factors Influencing CBB)
1	I prefer online shopping due to its easy to find out variety of products under sales promotion category.	.865	
2	Online shopping helps us to compare more products at a time due to sales promotion.	.640	
3	I prefer online shopping because I get more cash discount.	.742	
4	I prefer online shopping when I will get more offers on shopping.	.652	
5	I prefer buy products from directly from manufacturer website* due to sales promotion.	.542	

6	Through online sites I get trendy and updated products category to buy.		.566
7	By online shopping I feel it enhance my IT knowledge.		.782
8	My social surroundings influenced me to buy online.		.882
9	I prefer cards for online payment.		641
10	Online promotional activities enhance impulsive buying.	.846	
11	Low data price of net pack influence me to buy more.	.730	
12	Companies' online return policy enhances repetitive buying.		847

*word manufacture represents Future Retail Ltd.

Interpretation-

From the above data it is 7 factors were focused on sales promotion and 5 factors are related to factors influencing consumers' buying behaviour. Data shows that it has a significant impact on consumers' buying behaviour.

Conclusion

Above analysis shows that now consumers' taking much interest to get information about sales promotion directly from company's site. Searching information not only for shopping purpose even though information about product quality, availability, manufacturing process etc. Companies are also taking help of technology to promote their promotional activities, marketing activities and for other communication directly to customers'. They send text messages through mobile handset, e-mails and through social media.

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