

# A Model Of Consumer Response To Selected Sales Promotion Techniques In Organised Retail Sector: An Empirical Study Of Delhi And NCR

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## ABSTRACT

The modern competitive era of organized retailing, marketers use diverse kind of promotional tools to persuade consumer buying behaviour. However, sales promotion is considered to be a key element of promotional mix used by the marketers to prolong in the competitive business environment.

A multi-dimensional model comprises Cognitive-Affective and Conative behavioural pattern is proposed in the study. The model is based on three different types of promotional tools- Scratch & Saves, Price Discount and Free Samples are supposed to create different types of consumer response. Through this study, an effort has been made to find out the impact on consumer purchase decision by inducing divers' promotional tools. Data was collected using mall intercept (convenience) sampling through descriptive research design techniques in the area of Delhi and NCR and the sample size was 403. It was analysed and hypotheses was tested by using Structural Equation Modelling. The result shows that Price Discount is the most influencing variables of consumer purchase intention towards most demographic retail consumer profile followed by Scratch and Saves and Free Sample were the least significant. As for as the result based on impact factor all variables understudy is found to be statistically significant.

**Keywords:** Sales-promotion, Consumer-response, Purchase-decision, Organised retail-sector, Price-discount.

## 1. Introduction

Sales promotion consists of a diverse collection of incentive tools, mostly short-term, designed to stimulate quicker and/or greater purchase of a particular product by consumers or the trade (Kotler, 1988). In the same direction, some of the important descriptions such as (Schultz & Robinson, 1982) acknowledged that sales promotion is about adding direct inducement or incentive to the sales force. The primary objective of distributor is to create an immediate sale. In general term, sales promotion is a short-term inducement to customer buying action (Webster, 1971, p.556). Thus, sales promotion represents those marketing efforts that are supplementary in nature and are conducted for a limited period of time and seek to induce buying (Davis, 1981, p.536).

The extensive use of sales promotion means that deal-sales represent a large share of the total sales. In many product categories, deal sales represent half of category sales, while in some categories, deal sales account for as much as 80 percent of total sales. Deal sales as a share of sales are especially high in product categories used by the retailers as traffic builders or loss leaders i.e. to attract customers into their stores. Sales promotion takes a large and growing share of the marketing budget. Spending on sales promotion now exceeds image advertising expenditures (Blattberg & Neslin, 1990). The rapid growth of sales promotion has recently led to a counter-reaction with a growing doubt concerning the benefits of the system. Manufacturers find that the

system is too expensive that it hands over the control of the marketing budget to the retailers and they fear that sales promotions slowly reduce brand loyalty. They are also concerned that much of their promotional efforts are absorbed by the channel members and not passed through to the consumers specifically in unorganized retailing. But it has to be reduced gradually in organized retailing as the stages of channel members are going to reduce drastically. Procter and Gamble recently reduced their reliance on sales promotion drastically (The Economist, 1992). Retailers are also starting to question their use of sales promotion. New retail formats have entered the market with less reliance on special offers.

India continues on its current high-growth path, incomes will almost triple over the next two decades and the country will become the world's fifth-largest consumer market by 2025 (Hawthornthwaite & Cookson, 2006). Thus, India constitutes to be among the first attractive countries for global retailers. Retail industry is one of the key upcoming sectors in India contributing major to employment generation. India has one of the largest numbers of retail outlets in the world and is experiencing exponential growth with retail development not in major cities but also in tier 2<sup>nd</sup> and tier 3<sup>rd</sup> cities. India's growing population and urbanization provide a huge market for organized retailing. Growing economic prosperity and transformation in consumption pattern drives retail demand. Moreover, India's high ranking is driven by GDP growth, improved ease of doing business and better clarity regarding FDI regulations. It is now the world's fastest-growing major economy, overtaking China. Thus, the retail demand is being fuelled by urbanization, an expanding middle class and more women entering in to the workforce. Firstly, the aim of study is to analyse the impact of cognitive behaviour on affective behaviour with respect to price discount, scratch and saves and free samples. Secondly, to analyse the impact of affective behaviour on conative behaviour with respect to price discount, scratch and saves and free samples.

## **2. Literature Review**

### **2.1. The cognitive dimension and its impact on purchase decision**

Sales promotional trials are important to shape consumer attitude towards purchase because they supply sufficient information which cannot be attained by any other sources. Generally, customer interaction with a new offering influences that how information is processed successively and incorporated into existing information i.e. recognition and recall (Anderson et al., 1979). Therefore, product trials are significant to generate product evaluations that ultimately stimulate consumer cognition process (Marks & Kamins, 1988). In many situations, consumers vigorously search for information about prospective sales promotions (Kalwani & Yim, 1992) and interestingly this information search leads to comprehensive evaluation and cost/benefits analysis. As a result, it may set off the use of sales promotions to maximize utility (Mittal, 1994).

Thus, it is observed from the above discussion that sales promotion plays a vital role in establishing brand preference and purchase acceleration. It encourages product sampling and trials. It means consumer build their preferences based on their area of interest, desires and purchase intentions which are generally induced by the advertisement or triggered by products trials (Holbrook & Batra, 1987).

### **2.2. The affective dimension and its impact on purchase decision**

"Affect" includes mental status exclusively characterized by experienced feelings, emotions and moods such as happiness, anger, depression, gladness and fear. In the context of its definition brand image studies have focused the attention on affective aspects of consumer behaviour (Batra & Ray 1985). Dube et al. (2003) introduced a more complex hierarchical structure of consumer attitudes in which numerous attributes formed on the basis of their nature (immediate vs. deliberative) and then coated within affective and cognitive bases. Ultimately, a proposed alternative direction has been formed in order to explore whether the cognitive and the affective components of consumer attitudes are activated simultaneously or rather sequentially in the process of attitude formation. Lichtenstein et al. (1995) argued that deal-prone consumers tend to develop a link between the liking of specific sales promotions and their inclination to buy products using these promotions. Indeed, the idea of transaction utility dictates the behaviour of the consumer. Thus, promotion plays a major role in directing consumer buying behaviour.

### **2.3. Conative response (Behavioural intention) of consumer on sales promotional technique**

Conation is any natural tendency, impulse, striving or directed effort. The conative is one of three parts of the mind, along with the affective and cognitive. In short, the cognitive part of the brain has to do with intelligence, the affective deals with emotions and the Conative drives how one acts on those thoughts and feelings. Laroche et al. (2003) suggested that sales promotion had the strongest effect on the behavioural intention of consumers in relation to other promotional tools of marketing mix and focused on the conative/behavioural stage of attitude model and said it was hardly surprising, especially when given more emphasis on marketing productivity. Rust et al. (2004) said sales promotion can encourage behavioural responses such as on brand switching, stockpiling, purchase acceleration, product trial and spending larger amounts. Kavitha (2014) made a comparison on the effectiveness of various promotional tools which induce more for shopping behaviour. This comparison had to facilitate the marketers to appreciate that tools which is comparatively more practical in getting given promotional results. For example, price discount, free product offers were found to be the most effective tool which encourage purchase acceleration and extra payment. On the other hand, sweepstakes and games were found to be relatively less effective inducement of the three behavioural intentions that is brand

switching, purchase acceleration and more spending. In the same way, Mohamad (2014) found that price discounts, offers of free product were most effective tools which encourage brand switching, purchase acceleration and additional spending. On the other hand, non-monitory benefit like sweepstakes and games were found to be relatively less effective in inducing the investigated behaviour.

## 2. 4. Free Samples

Sampling is a smart way to present fewer amounts of products to the customers with no cost. It can be sent directly to the customer by mail or attach the sample with other products. So that, consumers can be able to test or try the product rather than just hear about it. Finally, it could affect the buying decision of consumer to buy the given product in the near future (Mantel et. al., 1999; Pramataris et al., 2001). Clow and Baack (2007) defined the term “free sample” as an important technique to encourage customers to try newly launched products. Lammers (1991) indicated that sampling method could effect on consumer buying behaviour and it had a positive relationship with the fast selling products. Other researchers also agreed with the same idea that free sampling had positive relationship on consumer buying behaviour (Parmataris, 2001; Fill & Coppella, 2002; Ahmad et al., 2003). However, Gilbert and Jackaria (2002) did not agree with the findings that free sample had positive relationship with the consumer buying behaviour and argued that it might be varied from product to product and time to time. Later on Chiew (2005) admitted the fact that free samples technique had a significant relationship on consumer buying behaviour. Carrie et al. (2011) defined that free sampling encouraged trial, particularly for lower educated consumers. It was helpful for those consumers who were planning to buy the products from other promoted category and encourage them to switch from the present brand and shift to free sample’s brand. It was also helpful to those consumers who did not have earlier plans to buy and encourages them to buy the brand from the promotional category of free sampling.

## 2. 5. Price Discount

According to Fill and Copella (2002) price reduction is estimation where goods are offered in a counted price and it appears to reduced cost for the consumers, it is mostly useful in hypermarkets and point of purchase displays. Thus, price discount reduced the price of a commodity at a given quantity or increases the available quantity at the same price. In that way companies increase value and create economic benefits for purchase (Raghubir & Corfman, 1999). Other studies found that price discounts played an important role in stimulating behaviours of new customers in order to try the offered products (Fill & Copella, 2002; Ahmad et al, 2003). Short-terms seasonal peaks in sales attract the occasional customers of the same brand. Companies are more likely to get new customers to purchase the discounted good. The occasional users after getting benefit of the promoted good would come back to buy their preferred brand rather than buying that promoted brand at full price after discounted season (Ehrenberg et al., 1994). Gilbert & Jackaria (2002) argued that discount was a monetary promotion which had profound impact on consumer purchase decisions than non-monetary promotions (e.g., prize contests). Similarly, Nusair et al. (2010) found that price discount was more effective promotional tool than prize campaigns i.e. nonmonetary when the purpose of company was to influence service achievement. Vyas (2007) said almost everyone used discount coupons and few customers used lucky draws, contest, gifts, “buy one get one free” types of promotion.

Subhojit Banerjee (2009) found that consumers preferred sales promotion offer when they are bundled with a group of product. Promotional preferences may differ with the product category and is bundled with discounts by retailers. Eyal and Herstein (2011) said presentation of promotional product has played a significant role to influence the consumer buying decision. Consumer do not prefer to purchase a product offered on discounted promotion whenever it will be presented in a negative frame or even in conventional positive frame.

## 2. 6. Scratch and Saves

Camerer and Weber (1992) argued Scratch and Save (SAS) promotions offered discounts on purchased items according to the offer available on scratch card that revealed the exact discount at the time of purchase. Grewal et al. (1996) said SAS promotion aroused curiosity and it’s distinguishing feature lured consumers for high discount.

Choi et. al. (2010) examined consumer perceptions on “Scratch and Save” (SAS) promotions, as a popular store-level promotional tool and said SAS promotion positively affect consumer perceptions as companies offer more value and better store prices which in turn forms a positive consumer intention to shop and spread positive word-of-mouth messages. Hence, consumer’s savings on expected discount rate increases as the level of claimed on SAS promotions increases.

Sungchul and Paul (2010) found three types of SAS promotions: Firstly, the specific discount level for an individual consumer was determined by drawing a scratch card which would reveal the discount level. Once the discount level was determined than it was offered to any product that the consumer had decided to purchase. Secondly, the value of a discount remained unclear until it was revealed by the scratch-off card at the time of purchase. Once revealed, consumers had to accept the discount level with the purchase, although they could perhaps return the product later on if the promotion was not final. Lastly, SAS promotions was based on various components of gambling. It shows heterogeneity of savings across consumers and randomized discount levels which will be revealed at the point of purchase only.

### 3. Research Objectives

- a) To analyse the impact of cognitive behaviour on affective behaviour with respect to price discounts, scratch & saves and free samples.
- b) To analyse the impact of affective behaviour on conative behaviour with respect to price discounts, scratch & saves and free samples.

### 4. Research Methodology

The research methodology for the study involved a research design comprising the elements of shopping activities and the various types of promotional techniques in organised retailing that triggered consumer response. Shopping activities comprised of entertainment, dining, information seeking and types of promotional tools comprising of *price discount, scratch & saves and free samples*. A questionnaire was drafted in English. Each question was measured using five point likert scale, which ranged 1 to 5, where 1 resembled the response as “strongly disagree” while 5 resembled “strongly agree” to measure 17 items. The questionnaire was divided into three parts. Part one employed questions to measure necessary and relevant demographic details of the respondents. Part two of the questionnaire used questions to capture the attitude formation of the consumers with regard to promotional tools and part third included behavioural intention of the customers towards the various dimensions of promotional tools. The data was collected from individual male and female customers who visit to shop in organised retail out let. The researcher visited each of the 4 selected out lets of Delhi, Ghaziabad, Noida and Greater Noida and conducted the survey. The data was collected using mall intercept (Convenience) sampling method when customers have ended their shopping. The questionnaire on the basis of sampling design was subjected to consumer response with regard to sales promotional techniques. The population of the study consisted of both males and females shoppers of organised retail sectors of the regions. Sampling frame consisted of organised retailers located in Delhi and NCR in order to have representative sample, a list of selected retail stores was generated. The sample size consisted of 403 shoppers as used in previous studies. The percentage of the respondents was constructed depicting the complete demographic of the sample.

**Table-I: Showing demographic profile**

Variables	Item	Frequency	Percentage
<b>Gender</b>	Male	255	63.28
	Female	148	36.72
<b>Age</b>	<20	42	10.42
	20-30	213	52.85
	31-40	102	25.31
	41-50	41	10.17
	>5	5	1.24
<b>Marital Status</b>	Married	189	47.13
	Unmarried	212	52.87
<b>Qualification</b>	Undergraduate	44	10.92
	Graduate	166	41.19
	Postgraduate	193	47.89
<b>Occupation</b>	Home maker	19.00	4.71
	Self employed	101.00	25.06
	Salaried	206.00	51.12
	Retired	9.00	2.23
	Students	68.00	16.87
<b>Income</b>	< 25,000	98.00	24.32
	25,000-50,000	130.00	32.26
	50001-75,000	79.00	19.60
	75,001-100000	54.00	13.40
	>100000	42.00	10.42

### 5. Data Analysis

#### Demographic Profile

Table-I shows that majority of the respondent 63.28% were male and 36.72% were females. It shows that there is more number of male shoppers at organised retail out let than females.

As far as age of the respondent is concerned out of the total sample collected 10.42% belong to the age group of <20 years, 52.85% are in the age group of 20-30 years, around 25.31% belong to the age group of 31-40 years, 10.17% belong to the age group 41-50 years and 1.24 percent are above 50 years of age. Therefore, the



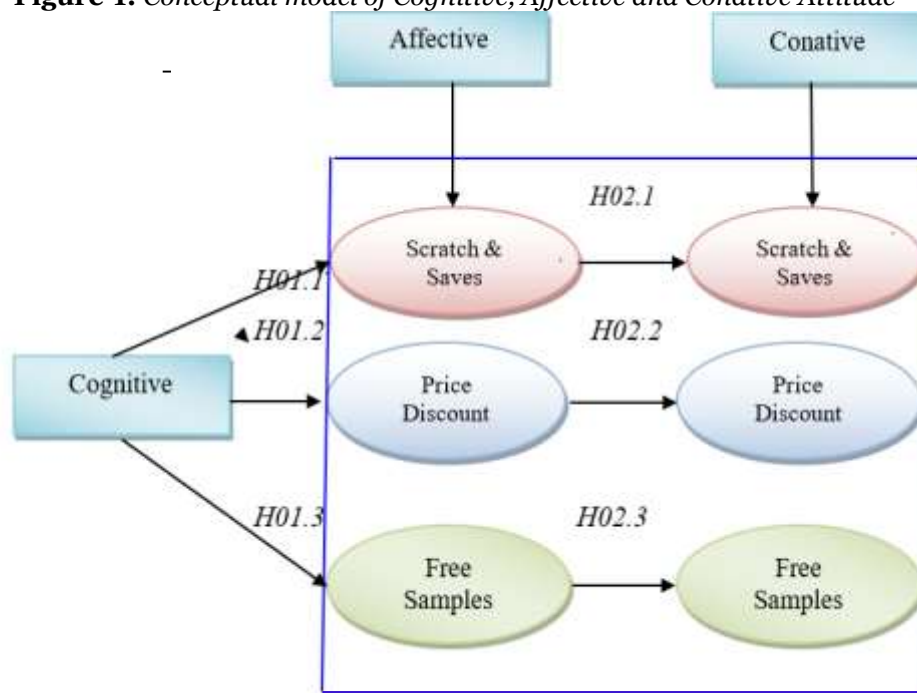
maximum number of respondents lies within the age group of 20-30 years. If we talk about marital status, out of the total number of respondents 47.13% were married and 52.87% were unmarried. It means sales promotional techniques affect more of shopping responses of unmarried respondents than married one.

On the basis of educational qualification of respondent is concerned, out of the total respondent 10.92% were undergraduate, 41.19% were graduates and 47.89% were postgraduates. It means sales promotional techniques affect more shopping responses of post graduates respondents than undergraduates. On the basis of occupation around 4.71 percent of the total respondents were home maker, 25.06% were self-employed, 51.12 % were salaried, 2.23 % were retired and 16.87 % were students. Therefore, this study comprises of salaried class people are frequent visitors of organised retail stores.

On the basis of income out of the total number of respondents 24% had a monthly income below Rs. 25,000, 32.26% have income of Rs. 25,000-50000, 19.60 % had an income of Rs. 50001-75000, 13.40 % had an income of Rs. 75001-100000 and 10.42% had an income of more than Rs. 100000. This figure shows that majority of the respondent's lies in the income group of Rs. 25,000-50,000. Thus, organised retailers have to target this income group and offer different types of promotion as per the needs, test and preference of the customers.

## 6. Findings

**Figure-1:** Conceptual model of Cognitive, Affective and Conative Attitude



**Source:** Developed by the researcher

The tripartite model of attitude consists of cognitive-affective and conative behaviour of consumers. Cognitive behaviour is considered to be as independent variables which include information search and cost/benefits evaluation of customers with regard to selected sales promotion techniques. Affective behaviour of customers is measured as dependent variables on cognitive behaviour. Same way Conative behaviour is considered to be as dependent variables on affective behaviour.

Based on the literature review, a hypothesis has been conceptualised in the structural model present in figure-1. The different path of the model refers to the various hypotheses which consist of cognitive-affective and Conative behaviour of consumer. The overall estimation of the specified model and its paths allow testing the hypotheses.

The overall fit indicators of the model are good and therefore, it is considered that the model adequately fits the data. The results support the relevance of expected cognitive-affective-conative hierarchy as well as the potential role played by different types of sales promotional techniques.

With the help of Structural Equation Modelling (SEM) it was found from the result of impact of hypothesis that the impact of cognitive attitude on affective attitude towards *Price Discount*, *Scratch & Saves* and *Free Samples* are statistically significant, and the impact of affective Behaviour on Conative Behaviour of consumers towards the same promotional tools are also statistically significant.

The expected cognitive-affective and conative model is confirmed by result. Some of the important findings have to be discussed. In support of hypotheses there is a differentiation at the cognitive level which is based on information search and cost/benefits evaluation of the customers.

**Table –II: Result of hypothesis testing**

Hypothesis	Independent Variable	Dependent Variable	Relationship	Estimate	P-Value	Result
H <sub>01.1</sub>	Cognitive	Affective (Scratch Saves)	COG→ASSS	0.090	0.000	Significant
H <sub>01.2</sub>	Cognitive	Affective (Price Discount)	COG→APDS	0.237	0.000	Significant
H <sub>01.3</sub>	Cognitive	Affective (Free samples)	COG→AFSS	0.313	0.000	Significant
H <sub>02.1</sub>	Affective	Conative (Scratch & Saves)	ASSS→CNSS	0.540	0.000	Significant
H <sub>02.2</sub>	Affective	Conative (Price Discount)	APDS→CPD	0.413	0.000	Significant
H <sub>02.3</sub>	Affective	Conative (Free Samples)	CNFS→AFSS	0.493	0.000	Significant

COG-Cognitive; ASSS- Scratch & Saves on Affective; APDS- Price Discount on Affective; AFSS- Free samples on Affective; CNSS- Scratch & Saves on Conative; CPD- Price Discount on Conative; CNFS- Free Samples on Conative

### Hypotheses based on impact by using structural equation modelling

The table-II deals with validating the hypothesis based on impact of cognitive attitude on affective attitude. In this analysis, cognitive behaviour is taken as independent variables and dimension of affective behaviour *i.e.* *Scratch & Saves*, *Price Discount* and *Free Samples* are taken as dependent variables. In this regard Structural Equation Modelling is used. The result of the hypotheses testing is presented in the above table.

#### H<sub>01</sub>: There is no significant impact of cognitive behaviour on affective behaviour

H<sub>01.1</sub>: There is no significant impact of cognitive behaviour on affective behaviour toward *Scratch & Saves*.

H<sub>01.2</sub>: There is no significant impact of cognitive behaviour on affective attitude towards *Price Discount*.

H<sub>01.3</sub>: There is no significant impact of cognitive behaviour on affective behaviour towards *Free Samples*.

#### H<sub>02</sub>: There is no significant impact of Affective behaviour on conative behaviour.

H<sub>02.1</sub>: There is no significant impact of *Affective attitude on Conative attitude* towards *Scratch & Saves*.

H<sub>02.2</sub>: There is no significant impact of *Affective attitude on Conative attitude* towards *Price Discount*.

H<sub>02.3</sub>: There is no significant impact of affective behaviour on Conative behaviour towards *Free Samples*.

This has been found from the result of SEM (Structure Equation Modelling) that the impact of cognitive behaviour on affective behaviour towards *Scratch & Saves*, *Price Discount* and *Free Samples* are positive. However, the value of Sig (P) is less than .05. Hence, the impacts are statistically, significant. Therefore, hypothesis, H<sub>01</sub>, H<sub>02</sub> and H<sub>03</sub> is rejected.

In case of impact of affective behaviour on Conative behaviour towards *Scratch & Saves*, *Price Discount* and *Free Samples* are positive. However, the value of Sig (P) is less than .05. Hence, the impacts are statistically, significant. Therefore, hypothesis, H<sub>02.1</sub>, H<sub>02.2</sub> and H<sub>02.3</sub> are rejected.

## 7. Conclusion

On the basis of above findings, it can be concluded that the impact of cognitive behaviour on affective behaviour towards *Scratch & Saves*, *Price Discount* and *Free Samples* are significant. Thus, sales promotional tools play significant role in consumer buying decision that will positively enhance market share and profit of the company. The respondents are most influenced by *Price Discount*, further followed by *Free Samples even as Scratch & Saves is a least preferred Sales Promotional Tools*. The impact of affective behaviour on Conative behaviour is also positives on consumer buying behaviour and the impact is statistically, significant. Thus, this study showed that consumers' behaviour can be positively induced by using various promotion tools in organise retailing. The marketers should focus on reframing of the above tools for stimulating purchase decision.

## 8. Managerial Implication

The paper highlighted on effect of some specific types of sales promotion and its impact on consumer purchase decision. The research can help the business practitioner, entrepreneur and other marketing personnel in the process of formulating the strategies with regard to the decision of increasing selling in organise retailing. Thus, it is a recommended to organised retailers of India to find out the tremendous scope of future growth of organise retailing in the country. However, to capitalize future potential, they should launch additional promotional offer in order to increase the level of footfalls, sales and finally the profits. Therefore, a well-developed strategy is needed for the success of organised retailers in the country.

## 9. Future Research Direction

In this study limited types of sales promotional tools have been discussed. Undefined sales promotion tools in the study can also be considered together for further researches exploration. The research is restricted to only the types of goods where promotional tools can be applied but it can be inflated to other types of goods also.

Moreover, the study can also be concluded to other regions of the country with different demographics variables at various other segments.

This research does not directly examine the effect of various types of promotion on observable consumer response identified in the literature where it has least impact such as brand choice, store choice, Busyness, Variety seeking, Financial wellness, purchase intent, repeat purchase, and impulse buying and inter purchase time. It would be crucial to understand the responses created by each one of the specific transaction in order to opt more efficient promotional strategies and reach to precise target.

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