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Understanding Impulse Buying Behaviour Of Customers Through The Lens Of Different Marketing Related Promotional Practices

Abstract

The present study was conducted to study the possible relationship between four promotional practices related to sales viz. price discount, sample, buy one get one free and coupon with impulse buying behaviour of the customers. For ensuring validity of the results, triangulation was used. Quantitative and qualitative data was used to test hypotheses and validate respectively. The study was cross sectional and step wise multiple regression analysis was performed to test the hypotheses based on primary data collected from customers from different departmental stores and qualitative study was used to explore and process the emerging relationship between variables in the quantitative part of the study. The study concluded that coupon as promotional practice has no significant relationship with impulse buying behaviour. But buy one get one free, sample and price discount types of promotional practices had positive and significant relationship with impulse buying behaviour. Whereas, buy one get one free type of promotional practice cause little variation in impulse buying behaviour of the customers. Sample and price discount accounted for large variation the results imply that for low income countries such as Pakistan (price based) promotional strategies such as coupons and buy one get one free may not induce perception of value in customers. The basic value for money perceived by customers is in form of promotional price cuts and these could induce the customers into buying. Marketers may need to communicate / educate customers how they could save more by buy one get one promotion.

Key Words: Promotional Practices; Coupon; Price Discount; Buy one get one free; Sample; Pakistan.

Introduction

The broad area of our research looks at the sales volume of businesses. It encompasses the entirety of the sales of the businesses regarding the different factors that play a part in determining the total sales volume. Different factors have different effects on the sales volume; some decrease the sales where as others

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significantly increase the sales. The most important stakeholder group for any business are the customers. The customers play a major role in determining the success of a business. It is the buying behavior of these customers that ultimately determines the sales volume of any business that is aiming to make a profit. The buying behavior of the customers varies due to different factors including marketing related sales promotional practices being used to influence the buying behaviour of the customers. The sales related promotional practices are an effective way of influencing the buying behavior which in turn makes the customers more inclined towards buying the products or the services that the business provides. The 21st Century is an era of competitive environment which is one of the reasons why effective sales promotions is of the utmost importance to the businesses.

The specific area of our research looks at the effect that different sales promotions have on the buying behavior of the customers which in return has either a positive or a negative effect on the volume of sales. Marketing pays a great amount of importance to the sales promotion techniques as it majorly influences the buying behavior of the customers. Sales promotions include price discounts, BOGOF, sampling and coupons. These sales promotions have different effects on the buying behavior of the customers. The effect that sales promotions have on the buying behavior of the customers results in an effect on the volume of sales. Any sale promotion that influences the customers to buy the products or avail the services means that, that specific sale promotion had a positive effect on the buying behavior. On the other hand, any sale promotion that does influence the customers to buy the product or to avail the service means that the sale promotion did not have the necessary effect on the buying behavior of the customers.

The purpose of the research study was two-fold i) to study the relationship of sales promotion practices including coupon, buy one get one free, sample and price discount with impulse buying behavior of the customers; ii) To identify which of the sales related promotional practices are more important than others in influencing impulse buying behaviour; iii) To study why some practices may be more important than others.

The study will be helpful for business practitioners, especially decision makers related to the promotional practices linked with sales. The study is an attempt to fill in the research gap since such studies were not found in Pakistani context by the authors during literature review and research gap analysis. Thus, study will be useful for practitioners to understand the relationship between different sales promotions related practices and impulse buying behaviour from different perspectives viz. customers, managers and organizations.

The study was conducted based on following research questions. 1. Which of the sales related promotional practice has significant relationship with impulse buying behaviour of the customers? and, to understand whether and how a relationship develops between promotional practices and impulse buying behaviour (IBB)?

Literature Review

According to Peattie and Peattie (1994) marketing activities are usually only specific to a particular period in time, to a place or to a customer group. This encourages a direct response from those customers or the marketing intermediaries, through the offer of additional benefits. These benefits can be largely responsible for the increase in interest and awareness of the customer and, ultimately, their demand for products and services. These added benefits may include price discount, coupons, buy one get one free and sampling etc. In upcoming paragraphs these different promotional practices have been discussed with the help of past literature.

Impulse Buying Behavior

According to Weinberg and Gottwald (1982) impulse buying behaviour means though less or irrational decision making which leads to the buying of a specific product or service. Nwankwo, Hamelin and Khaled (2014) argued that different value systems and cultures have a different impact on the consumers' buying behavior. Joshi and Rahman (2017) investigated the factors that anticipate sustainable buying behavior of educated young consumers whereas Xiang et al. (2016) focused on the Para-Social Theory (PSI) found that social interactions has positive impact on consumers' impulse buying behavior. Consumer buying behaviour is influenced by product information and multi-items sales promotions and these are affected by promotional practices (Andrews, 2016).

Due to different factors like online information system, telemarketing and different tools to access consumers led to the understanding that it is difficult to affect the impulse buying behaviour of the customers. But still promotional practices are being used to influence the impulse buying behaviour (Bellini, Cardinali & Grandi, 2017). Researchers (e.g. Sangroya & Nayak, 2017; and Yadav & Pathak, 2016) studied that tactics like influencing the buyers through slogans related to protecting the environment attract and drive their buying behaviour. Attitude, subjective norms and perceived behavioral control are the factors involved in buying behaviour of the customers of low cost, passenger carrier companies (Buaphiban & Truong, 2016). Dispositional, situation and socio-demographic factors are the most relevant factors affecting the impulse buying behavior of the customers.

Sales Promotions and Impulse Buying Behaviour

The reason for sales promotion being an imperative tool for marketing is that it is known to affect change in buying behavior of consumers and these effects can be measured (Adler, 1963). A large portion of a marketing budget is absorbed by sales promotion (Low and Mohr, 2000). Numerous studies have been conducted to see the efficacy of sales promotions such as studied tensile and definite price claims (Dhar et al., 1999); Smith and Sinha (2000) the consequences of extra promotions; studied the impact of new forms of sales promotion (Kim & Kramer, 2006); impact of advertised coupons versus unexpected next purchase coupons (Chatterjee, 2007); effectiveness of price discounts and premium promotions

(Palazon & Delgado-Ballester, 2009). Choi et al. (2010) studied the impact of scratch and save (SAS) versus tensile price claims; Boland, Connell and Erickson (2012) argued the effects that sales promotions had on the buying behavior of children and Gamliel & Herstein (2011) studied the impact of negative and positive price framing effect on consumers' purchase intentions.

Further, more studies were conducted to see the influence that sales promotions have on the buying behavior of the consumers such as Ahmed et al. (2015) conducted a research that revealed that there was a significant relationship between income and buying behavior, between sales promotions (price discounts, coupons, free samples and BOGO) and buying behavior. However, no relationship existed between gender and buying behavior. Imran (2012) studied the impact of instant price discounts with higher and lower benefit level on consumer's insight with the results proving that both higher and lower benefit levels influence consumer perceptions whereas Jamal, Peattie and Peattie (2012) studied ethnic consumers' responses to different sales promotional formats; Ailawadi et al. (2013) studied the responses of consumers in the situation where the certainty of promotions was unknown or unclear; Bridges, Briesch and Yim (2006) researched the effects that prior usage of brands had on the promotion responses of the consumers. Finally, DelVecchio, Henard and Freling (2006) explored the effects of sales promotions on brand preferences of the consumers after the sales promotion had ended.

Price Discounts and Impulse Buying Behaviour

Price is an important factor for the consumers and their buying behavior. Price plays an important role when the consumer is deciding on whether to buy a product or service or not. Discounts are a promotional tool that is used by marketers to increase the interest and the demand of the customers to buy the product or service (Santini, et al., 2015; Toft et al., 2017; Telang, 2015, Brimblecombe et al., 2017). Balachander, Ghosh and Stock (2010) concluded that firms that sell products in a number of categories can profit from taking a cross-category perspective, using bundle discounts to counter an intense promotional marketing environment. Alba et al. (1999) explored the effects that frequent, shallow discounts and infrequent, deep discounts had on the estimation of price levels from the perspective of the consumer and Kalwani and Yim (1992) conducted an experimental study that was designed to figure out the depth of promotional price discounts on the price consumers expected to pay for a particular brand - price expectations being a key factor in the consumer's buying behavior. Furthermore, Grewal et al. (1998) researched the effects of store name, brand name and price discounts on the purchases intentions of the consumers.

Bayer and Ke (2013) studied the framing effect of price discounts by focusing on the effect that price discounts had on the search behavior of the consumers and found that price discounts leads to reducing the search behaviour of the customers; Xu and Huang (2014) researched on the consumers' online impulse buying with the focus on two types of sales promotions; price discounts and bonus packs and studied that price discounts has more impact on impulse buying behaviour than

bonus packs. Nakamura et al. (2015) studied that healthier foods were less likely to be promoted on the basis of price than unhealthy foods and people purchase discounted product irrespective of any realization that it is unhealthy food for them; Waterlander et al. (2013) studied that price discount had significant impact on the purchase of fruits and vegetables if it is combined with nutrition awareness. Weathers, Swain and Makienco (2015) studied that greater discounts are being offered for shorter time period and small discounts are being offered for longer period of time and these discounts shatter the consumer decision making pattern.

Sampling and Impulse Buying Behaviour

Product sampling is a promotional tool that is used by marketers to enhance the sales and the interest in a newly launched product; mostly. Although, the amount of research carried out on sampling is low, there is literature that will provide the background here such as Bawa and Shoemaker (2004) studied that free samples leads to high sale; Wadhwa, Shiv and Nowlis (2008) found that sampling a consumption cue (incentive value high) can lead to increase in subsequent consumption of similar consumption cues and also, push people to seek anything rewarding. Moreover, Heiman et al. (2001) stated sampling as having two effects; namely, the change in the probability of a consumer purchasing a product immediately after having sampled the product and an increase in the consumer's cumulative goodwill formation resulting from the sample. As the phenomenon of online product sampling is gaining popularity rapidly now a days, studies have been conducted to see the effects of such promotion. For example, several studies (e.g. Yao et al., 2014; Yao et al., 2016; and Schlereth et al., 2013) studied that product sampling has significant relationship with sales volume of the store.

Sprott and Shimp (2004) studied that in-store product sampling enhance the perceived quality of a store brand in the eyes of the consumers; Marks and Kamins (1988) that exposure of product sampling has positive impact on the customers' belief strength, belief confidence, and attitude which leads to their purchase intentions towards the product/service; Lammers (1991) studied that sampling has positive relationship with impulse buying behaviour of the consumers. Chen, Duan and Zhou (2017) studied that free sampling and word of mouth are the influencing factors to decide about the purchase behaviour of the customers.

Further studies include, (Jain, Mahajan and Muller, 1995) studied the optimum amount of free samples to be offered by the company for the distribution of a new product in the market; McGuinness, Brennan and Gendall (2015) researched the effects that product sampling had on the buying behavior of the customers along with the effect of coupons on the buying behavior as well; Rousselle et al. (2008) researched an efficient method of sampling a product that played many functions for the consumers; Insaf and Francis (2007) studied that product sampling has positive and significant effect on brand image.

Coupons and Impulse Buying Behaviour

Coupons are another promotional tool for the marketer to attract the customers to their products or services. They can be used to increase demand and further, to

increase sales (Su, Zheng & Sun, 2013). Osuna, Gonzalez and Capizzani (2016) studied that coupons are effective tools for developing and rewarding customers whereas Martin-Herran and Sigue (2015) argued that manufacturers can either offer trade-deals or rebate-like (coupons) promotions to consumers and Raju, Dhar and Morrison (1994) stated that coupons had significant relationship with brand choice from the perspective of the consumer. Further, Goudarzi, Borges and Chebat (2012) studied that quick responses and coupons together impact consumers' buying behavior; Heilman, Nakamoto and Rao (2002) studied that in-store coupons have positive relationship with total purchases of the customers; Cheng and Dogan (2008) examined the role of customer-centric information system in the mass distribution of internet coupons. Raghubir (2004) studied that coupons not always increase the purchase intentions of the consumers but sometimes reduced the economic value of the products/services. Laroche, Kalamas and Huang (2004) conducted that coupons have positive effect on brand categorization customer choice processes.

Kumar, Madan and Srinivasan (2002) studied the relative profitability of price discounts and coupon and found that higher the face value of coupon higher the probability that it will have more effect than price discounts. Coupons have significant impact on the sales volume of brands (Kumar & Swaminathan, 2005; Dickinger & Kleijnen, 2008). Hsieh, Shimizutani and Hori (2010) studied that coupons increase spending among the consumers.

Buy One Get One Free and Impulse Buying Behaviour

Buy one get one free is another promotional tool that is heavily used by the marketers to induce the customers towards their products and services. Raghubir (2005) studied that consumers' buying behavior is influenced by buy/get offers; Lowe (2010) found that perceived performance risk moderates customers' evaluations of different types of promotions including buy one get one free (BOGOF). Perceived quality of advertised meal deal is significantly affected by BOGOF offer (Exum, Thompson & Thompson, 2014). Authors (e.g. Li, Sun & Wang, 2010; Thomas & Chrystal, 2013) studied that BOGOF types of sales related offers are effective in influencing the buying behavior of the consumer.

Jayaraman et al. (2013) studied that BOGOF is effective strategy with higher level of purchase satisfaction and repurchase intention for the customers. BOGOF is an effective strategy which leads to impulse buying behaviour of the customers (Nasir & Bal, 2016; Kim, Lee & Park, 2016). Zeng and Hao (2015) studied the effects of promotional framing on the responses of consumers across two cultures because of two sales promotion strategies—namely 'buy one get one free' and 'buy two get fifty percent off—and concluded that it is an effective strategy leading to impulse buying behaviour of the customers. BOGOF as a promotional practice related to sales positively and significantly affects the impulse buying behaviour of the customers (Yi & Yoo, 2011; Yin-Fah, Osman & Foon, 2011; and Ramanathan & Dhar, 2010).

Methodology

This was a cross-sectional study using mix methods approach. The primary data was used to test the hypotheses. Whereas, semi-structured interviews were conducted for qualitative data analysis and respondent validation of quantitative findings. The testing of hypotheses based on quantitative data analysis was performed keeping in view the triangulation approach to ensure the authenticity and accuracy of the results. Quantitative data was collected by using questionnaires, which were distributed among 550 respondents.

The population for this study includes the consumers of different products and services residing in Lahore, Pakistan. The population includes the customer who buy grocery items on a monthly basis rather than on a need-to-buy basis. The customer who are bulk buyer were exclude from the study as they are provided with different price discounts. The sample frame was selected based on the referring of cash counter representative. The population is the consumers of selected grocery stores in Lahore; the second largest city of Pakistan, and the capital city of the province Punjab.

For quantitative data collection the simple multistage purposive sampling technique was used to select the 550 respondents and data of 465 respondents was used to test the hypotheses. Remaining 85 questionnaires were treated as unusable because of partially filled or non-response. Thus, dropout rate remained approximately 15%. The data was collected by personally distributing the questionnaire accompanied with covering letter containing information about purpose, scope and variables understudy among respondents and personal information was not asked to ensure anonymity of the respondents. As far as qualitative data was concerned it was collected through semi-structured interview and total 27 (12 managers and 15 customers) interviews were conducted.

The inclusion criteria for the study was:

- Customers that bought the products e.g. pampers, pulses, oil, dairy products etc..
- Customers that bought the products on a monthly basis.
- The purchases considered were from the 8 different selected stores.

The exclusion criteria for the study was:

- Purchases made by organizational representatives were not included.
- Purchases made by retailers were excluded from the study.
- Durable goods such as electronic products were excluded.
- Fashion and fast food related items were excluded from the study.

Instrumentation

Beatty and Ferrel (1998) developed the scale for impulse buying behaviour of consumer which was consisting of two dimensions i.e. urge to purchase and impulse buying tendency. The 8 items scale was used to measure the variable. A 5 items scale developed by Gilbert and Jackaria (2002) was used to measure coupon as a promotional practice affecting the buying behaviour of the customers. For measurement of price discount, a 4 items scale developed by Ashraf, Rizwan, Iqbal, & Khan (2014) was used. Sample was measured by using 5 items scale developed by Heilman, Lakishyk, and Radas (2011). The buy one get one free was measured by using 5 items scale developed by Javed, Rizwan, Khan, Aslam, Anwar, Noor, and Kanwal (2013).

Data Analysis

SPSS software was used to analyze quantitative data. For hypotheses testing stepwise multiple regression analysis was performed for which mean values of the variables were used. The reliability of the scales was tested through Cronbach's alpha.

Table 1: Reliability and Correlational Analysis of Variables

	IBB	Qualification	Gender	Marital Status	Age	BOGOF	COUPON	Price Discount	Sample
Qualification	-.055								
gender	.036	.072							
Marital Status	.058	-.032	.125						
age	-.007	.432	-.042	-.042					
BOGOF	.308	.037	.011	-.023	-.026	(.722)			
COUPON	.358	.004	.070	.080	-.004	.348	(.796)		
Price Discount	.442	-.077	.023	.082	-.063	.348	.479	(.801)	
Sample	.497	.040	-.035	.062	.044	.296	.367	.421	(0.813)

Cronbach's alpha values are in the parenthesis.

Referring Table 1 it can be concluded that promotional practices i.e. buy one get one free, coupon, price discount and sample have positive and significant relationship with impulse buying behaviour at $p < 0.01$. Whereas, demographic factors i.e. qualification, gender, marital status and age do not have significant relationship with impulse buying behaviour.

From table 1 it is also concluded that the values of Cronbach's alpha are greater than 0.7 which means data is reliable for the analysis. Whereas, two items of BOGOF were deleted due to lower Cronbach's alpha and item to total correlation. Where, item 3 was deleted due to lower Cronbach's $\alpha < 0.7$ and item to total correlation < 0.4 . Whereas, item 4 was deleted due to item to total correlation < 0.4 . An item measuring coupon i.e. item 4 was deleted due to item to total correlation < 0.4 . The item 7 measuring IBB, also a reverse coded item, was deleted due to Cronbach's $\alpha < 0.7$ and item to total correlation < 0.4 . Elimination on the basis of item to total correlation also contributed to factorial validity of the instrument.

Further data analysis was conducted after ensuring that Cronbach's α of all variables is greater than 0.7 and it fulfills the findings of the Nunnally (1978). To test the hypotheses data analysis was performed by using mean values of the variables for which items once deleted to improve the reliability were remained excluded from the analysis.

Table 2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			Durbin-Watson		
					R Square Change	F Change	Sig. F Change			
1	.497 ^a	.247	.245	.71749	.247	126.708	1	386	.000	
2	.559 ^b	.313	.309	.68636	.066	36.816	1	385	.000	
3	.569 ^c	.324	.319	.68166	.011	6.322	1	384	.012	1.815

a. Predictors: (Constant), Sample

b. Predictors: (Constant), Sample, Price Discount

c. Predictors: (Constant), Sample, Price Discount, BOGOF

d. Dependent Variable: IBB

From Table 2 it can be concluded that second model is the best model with $R^2 = .309$, which means variables like sample and price discount cause 30.9% variance in impulse buying behaviour and the model is also found significant at $p < 0.05$. Due to little change in R^2 , approximately 1%, by adding another variable i.e. BOGOF third model is not considered as best model. With Durbin-Watson value 1.81 indicates that there is no autocorrelation among error terms or in other words these are independent of each other and as per some studies (e.g. Field, 2009; and Durbin & Watson, 1951) there is no need to worry about auto correlation.

Table 3: ANOVA^a of Tested Model

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	65.229	1	65.229	126.708	.000 ^b
	Residual	198.712	386	.515		
	Total	263.941	387			
2	Regression	82.572	2	41.286	87.640	.000 ^c
	Residual	181.368	385	.471		
	Total	263.941	387			
3	Regression	85.510	3	28.503	61.342	.000 ^d
	Residual	178.431	384	.465		
	Total	263.941	387			

a. Dependent Variable: IBB

b. Predictors: (Constant), Sample

c. Predictors: (Constant), Sample, Price Discount

d. Predictors: (Constant), Sample, Price Discount, BOGOF

The Table 3 shows that all three models were significant at $p < 0.05$, which means changes in sample, price discount and BOGOF can lead to changes in IBB. Moreover model 2 may also be considered as best possible model with $F = 87.6$ ($df = 2, 385$), $p < 0.05$.

Table 4: Coefficients of Variable

Model		Unstandardized Coefficients		Standardized t Coefficients Beta	Sig.	Correlations			Collinearity Statistics		
		B	Std. Error			Zero-order	Partial Part	Tolerance	VIF		
1	(Constant)	1.628	.128		12.716	.000					
	Sample	.484	.043	.497	11.256	.000	.497	.497	.497	1.000	1.000
2	(Constant)	1.139	.147		7.774	.000					
	Sample	.368	.045	.378	8.122	.000	.497	.382	.343	.823	1.215
	Price Discount	.255	.042	.283	6.068	.000	.442	.295	.256	.823	1.215
3	(Constant)	1.030	.152		6.781	.000					
	Sample	.348	.046	.357	7.607	.000	.497	.362	.319	.797	1.254
	Price Discount	.227	.043	.252	5.256	.000	.442	.259	.221	.768	1.301
	BOGOF	.086	.034	.114	2.514	.012	.308	.127	.105	.852	1.174

a. Dependent Variable: IBB

Referring table 4 it is concluded that sample, price discount and BOGOF are the three variables having significant relationship with IBB at $p < 0.05$. The value for β is very low i.e. $\beta = 0.089$ and the change in R^2 , as shown in table 3 of model summary, is just 1 percent while considering standardized R^2 . Thus, based on low β and R^2 change the variable BOGOF is also considered as least important variable. Resultantly, model two where price discount and sample are taken as most effective promotional practices effecting impulse buying behaviour is declared as the best model. From table 4 it is also concluded that coupon as a sales practice was not related to impulse buying behaviour of the customers.

Qualitative Analysis

Interviews of management of retails stores and customers were conducted for qualitatively answering the research questions. Total 27 (12 managers and 15 customers) interviews were conducted. The thematic analysis was performed to get insight into relationship among different promotional practices with IBB. Based on qualitative analysis three practices i.e. buy one get one free, sample and price reduction emerged as key tools affecting the impulse buying behaviour and no difference was detected among themes developed based on interviews and quantitative analysis. However, in case of price discount different conditions including discount size, sessional variation and type of product on which discount is offered influenced effect on impulse buying behaviour. From a manager’s perspective price discounts had to be substantial to have an effect on impulse buying behaviour. Further, seasonal variation may also influence the effects of price discount on impulse buying behaviour. Luxury products were less likely to be influenced by promotional practices.

Coupon as an effective marketing tools was rejected with the understanding that majority of the customers stated that future benefits did not attract them to make

purchase related decisions. Currently, the management believed that at the spot benefits e.g. price discounts, buy one get one free and sample leads to impulse buying behaviour of the customers. Following this line of managerial reasoning, coupon was not considered as an effective tool affecting the impulse buying behaviour.

Discussion

The study found that price discount is the important factors leading to impulse buying behaviour of the study as compare to BOGOF and this finding is in line with the studies conducted by different researchers (e.g. Nakamura et al., 2015; Santini, et al., 2015; Toft et al., 2017; & Waterlander et al., 2013). Sample as promotional practice also has significant and positive relationship with impulse buying behaviour of the customers and this finding is also in line with the past studies (e.g. Sprott & Shimp, 2004; Marks & Kamins 1988; Yao et al., 2016; & Schlereth et al., 2013). Buy one get one free as a promotional technique is also found and significant but its contribution towards causing variation in IBB is very low and considered as least important variable in context of Pakistan. The significance and positive relationship with IBB is in line with the studies conducted by different researcher including Raghbir (2005); Lowe (2010); Exum et al. (2014) and Thomas and Chrystal (2013).

Coupon as a promotional practice was not supported by the data and found having insignificant relationship with IBB which is not in-line with the previous studies. For instance, Osuna et al. (2016); Martin-Herran and Sique (2015); Su et al. (2013) and Goudarzi et al. (2012) studied the significant relationship between bonus and IBB. The attitude of consumer is considered as main reason behind the insignificant relationship of such practices with the IBB. In future studies may be conducted while considering the attitude of the customers about future purchases so that effects of such types of promotional practices can be studied.

Conclusion

Based on data analysis it is concluded that sample and price discounts may be used as sales related promotional practices leading towards IBB. Thus, managers and decision makers can use such types of promotional techniques to increase their sales volume. It is also concluded that price discounts may be considered as main factor deciding the buying behaviour of the customers. But for luxury items this practice is not suitable and have very little or no effect on buying behaviour of the customers. In case of price discounts, it is further stated that incremental changes in price does not drive the buying behaviour of the customers.

Although, BOGOF has significant relationship with IBB but it is less effective technique due to less ability to give at the spot monetary benefits. For instance, by purchasing two ice creams third will be free will not urge the customers to buy it especially if customer is alone or accompanied with one friend or family member. In the same manner same offer on clothes is also not effective or does not urge the customers to make further purchases. Coupon as a promotional technique does not has significant relationship with IBB. The reason behind such activity is its lower

power to show at the spot monetary benefits and while decision making customers believe in on the spot benefits positively affecting their pocket.

Limitations and Suggestions

The study conducted was a cross sectional and a longitudinal study in this aspect will be a study of different type and can give better insight. In order to ensure the generalizability of the study the same study may be conducted based on larger data set covering different geographical locations of the country. The study was based on four techniques and conducting a study by keeping in view other techniques will also be helpful for the decision makers in the field of marketing and grocery business.

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