



Sales Promotion Techniques and Their Impact on Customer Buying Behaviour

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Abstract:

Sales promotion is an important marketing tool used by organizations to attract customers, increase sales, and enhance brand awareness. Various promotional techniques such as discounts, coupons, free samples, cashback offers, contests, and loyalty programs influence customer purchasing decisions. This study examines the impact of sales promotion techniques on customer buying behaviour. The research analyzes customer perceptions regarding promotional offers, purchase intentions, brand preference, and repeat purchases. The findings reveal that sales promotion activities significantly influence customer buying decisions and contribute to increased sales and customer satisfaction.

Keywords: Sales Promotion, Customer Buying Behaviour, Discounts, Consumer Preferences, Marketing Strategies, Purchase Decision.

Introduction:

In today's highly competitive business environment, organizations use various promotional strategies to attract and retain customers. Sales promotion refers to short-term incentives offered to encourage the purchase of products or services.

Promotional activities such as discounts, cashback offers, free gifts, coupons, contests, and loyalty rewards motivate customers to make purchases and influence their buying decisions. Effective sales promotion not only increases sales volume but also helps organizations build customer loyalty and market share.

This study focuses on understanding the effectiveness of sales promotion techniques and their influence on customer buying behaviour.

Literature Review:

Kotler and Keller (2021) The authors stated that sales promotions are effective tools for stimulating immediate customer response and increasing product demand.

Sharma and Gupta (2022) The study found that discounts and cashback offers significantly influence customer purchase decisions.

Kumar (2023) The researcher observed that promotional campaigns increase customer awareness and encourage trial purchases.

Singh and Verma (2024) The study highlighted that loyalty programs positively affect customer retention and repeat purchases.

Mehta (2024) The researcher concluded that sales promotion activities enhance customer engagement and brand preference.

The literature indicates that promotional incentives have a significant impact on customer buying behaviour and purchasing decisions.

Objectives of the Study:

1. To understand the concept of sales promotion.
2. To identify various sales promotion techniques used by organizations.
3. To analyze the impact of sales promotions on customer buying behaviour.
4. To examine customer preferences regarding promotional offers.
5. To suggest measures for improving promotional effectiveness.

Research Questions:

1. What are the major sales promotion techniques used by companies?
2. How do sales promotions influence customer buying decisions?
3. Which promotional techniques are most preferred by customers?
4. Do promotional offers increase customer loyalty and repeat purchases?
5. What improvements can enhance the effectiveness of sales promotions?

Research Methodology:**Research Design:**

Descriptive Research Design.

Sources of Data:**Primary Data:**

- Structured Questionnaire
- Personal Interaction with Customers

Secondary Data:

- Marketing Journals
- Books on Marketing Management
- Company Reports
- Research Articles
- Online Sources

Sampling Technique:

Convenience Sampling.

Sample Size:

100 Customers.

Data Collection Tools:

Questionnaire and Interview Schedule.

Statistical Tools:

- Percentage Analysis
- Tables and Charts
- Mean Analysis

Study Period:

January 2026 – April 2026.

Data Analysis:

Table 1: Preferred Sales Promotion Technique

Technique	Respondents	Percentage
Discounts	40	40%
Cashback Offers	25	25%
Coupons	15	15%
Free Gifts	12	12%
Loyalty Rewards	8	8%
Total	100	100%

Interpretation: Discounts are the most preferred sales promotion technique among customers.

Table 2: Influence of Sales Promotions on Purchase Decisions

Response	Respondents	Percentage
Highly Influenced	38	38%
Influenced	42	42%
Neutral	12	12%
Not Influenced	8	8%
Total	100	100%

Interpretation: A majority of customers are influenced by promotional offers while making purchase decisions.

Table 3: Satisfaction with Promotional Offers

Opinion	Respondents	Percentage
Highly Satisfied	35	35%
Satisfied	45	45%
Neutral	12	12%
Dissatisfied	8	8%
Total	100	100%

Interpretation: Most customers are satisfied with the promotional offers provided by companies.

Findings:

1. Sales promotion significantly influences customer buying behaviour.
2. Discounts are the most preferred promotional technique.
3. Cashback offers and coupons are also effective in attracting customers.
4. Promotional activities encourage trial purchases and impulse buying.
5. Loyalty programs contribute to customer retention and repeat purchases.
6. Most customers actively seek promotional offers before making purchases.
7. Sales promotions enhance customer satisfaction and brand awareness.

Suggestions:

1. Design attractive and customer-focused promotional campaigns.
2. Offer personalized discounts and rewards based on customer preferences.
3. Increase the use of digital promotions through mobile applications and social media.
4. Improve transparency regarding promotional terms and conditions.
5. Strengthen loyalty programs to encourage repeat purchases.
6. Conduct regular market research to understand changing customer preferences.
7. Combine promotional activities with quality products and services for long-term customer loyalty.

Conclusion:

Sales promotion techniques play a vital role in influencing customer buying behaviour and increasing organizational sales. The study concludes that promotional activities such as

discounts, cashback offers, coupons, and loyalty programs positively impact customer purchase decisions. Effective sales promotions enhance customer satisfaction, encourage repeat purchases, and strengthen brand loyalty. Organizations should continuously innovate their promotional strategies to meet evolving customer expectations and maintain a competitive advantage in the market.

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