

# ANALYSING THE EFFECTS OF SALES PROMOTIONS INFLUENCING THE CONSUMER PURCHASING BEHAVIOUR IN THE RETAIL STORE

## Abstract

Sales promotion techniques are key pillar to attract the consumers to take decision regarding purchase the particular product. The retailers are day to day connecting with their customers and they are tried to retain their customers for repeat purchase process is compulsory for their sales growth. It induces the researchers to analysing the consumer sales promotions techniques are influencing the consumer purchasing behaviour in the retail store. To attain the objectives, the primary data collected from one hundred and sixty three retailers through structured questionnaire by using convenient sampling method. The investigative scope of consumer sales promotion techniques, its objectives and reasons are proved by Garret Ranking Techniques. The result revealed the sales promotion techniques are positively influence the consumers in retail store and it attracting the new consumers.

**Keywords:** Sales Promotion Techniques, Retailers, Consumer.

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## I. INTRODUCTION

*“Good marketing makes the company look smart. Great marketing makes the customer feel smart” – Joe Chernov*

Marketing is a process of controlling the business activities of selling the particular product in the proper place at the correct time and at the fair value to their consumers. Marketing defined as a “business activities done by business people attain the consumers’ needs and wants to achieve their satisfaction from the trade<sup>1</sup>. Consumer behaviour is main aspects to identify the consumers are how to take decision about their purchasing of the particular product. It is based on the consumers’ feelings and the environment. Consumer behaviour has two aspects; firstly, the decision process involving complex variables, and secondly, the final purchase activity of the consumers<sup>8</sup>.

A retail mix is mainly focus the planning of the business activities. The **retail marketing** mix characteristically consists of six broad area including product, place, promotion, price, personnel and presentation.<sup>7</sup> In this study mainly focus the retail store sales promotion techniques how to influence the consumer purchase behaviour. Retail promotions core objectives are attracting the new consumers to buy the product as well as retain the exiting customers to encourage their buying in the store. Besides, the researchers devoted to analysing the effects of sales promotions influencing the consumer purchase behaviour in the retail store. The thirst of searching and solving problem posed the following questions:

- Which sales promotion techniques are more suitable for retailers to attracting the consumers?
- What are the sales promotion techniques are trigger to convince the consumer purchase behaviour in retail store?

These questions are pinpointing the present research problem.

## II. REVIEW OF LITERATURE

In this study, related literature has been studied through journals that could provide a good support of the present research work and helps to form a unique idea in recent trend.

**Khushbu Sharma and Dr. Mahesh Uday Mangaonkar (2021)** they are analysing promotional strategies of the retail sector. The study based on the secondary sources, the information’s are gathered from the journals, articles, news and discussion with retail professionals. The study revealed the India has a prospective market place for retailing due to the large population with heavy purchasing behaviour. The development of the retail industry of India has influenced the Indian Economy Growth Rate. The retail business people are adopting some techniques to retain their customers. The key technique is promotions and communication.

**Mahsa Familmaleki1, Alireza Aghighi and Kambiz Hamidi (2015)** they are study the sales promotion is affect the customer purchasing behaviour. The study revealed promotion tools are affect consumer behaviour and the decision-making process. Sales promotion techniques have positively impact on the consumers buying attitude.

**Dr. D.P. Misra (2017)** the researcher analysing the key elements impact on the consumer purchasing behaviour about colour television. The researcher collected primary data and secondary data; the primary data is collected from 440 retail shops through questionnaire. The data is analysed by using SPSS Software. In this study find out the consumers are positively influenced by the sales promotions and the retailers are getting benefit from the sales promotions tools.

**Karan Saxena, Prof. Dr. Vivek Sharma, Prof. Dr. Mukesh Chansoriya, Jyoti Tiwari (2018)** examine the sales promotions influence on the consumer purchasing decision. Exploratory and descriptive research is combined in this study. The data is collected from 396 respondents and it is analysed by SPSS Package. The result of the study is right sales promotion techniques is highly influenced the consumers buying behaviour. The sales promotion tools are key pillar to retain the consumers in the retail store as well as increasing the sales during the off season also. The researcher find the promotion tools are positively influence on the consumer buying decision and the retailer's point of view is encouraging the sale of the store with economically. The sales promotion techniques are plays important role to the new marketers for easily attract the consumers.

**Mukaram Ali Khan, AmnaTanveer and Syed SohaibZubair (2019)** they are pinpointing the consumer buying decision is affected by the sales promotion tools. The questionnaires were used to collected data in MT super market. The studies revealed the sales promotion tools are positively influence the consumers as well as some consumers are not satisfying it. Because they are believed low quality product is selling via sales promotions at the same time many of the consumers are like to buy the offer price or coupons product. So, the sales promotion tools are affect the inner character of the consumers to buy something in the store.

### **III. RESEARCH GAP**

A large number of researches have been conducted on sales promotion tools effects in covering various scopes with reference to different geographical locations in India and abroad. So far nobody has analysed the study on "Analysing the Effects of Sales Promotions Influencing the Consumer Purchasing Behaviour in the Retail Store". Hence, the researchers have taken this study and analysed. This type of research helps the retailers to select the appropriate sales promotion techniques at right time of sales in their store as well as knowing the consumers preference towards the sales promotion techniques.

### **IV. OBJECTIVES OF THE STUDY**

The key intention of the present research is presented in two points:

- To know the socio - economic condition of the retailers.
- To Analysing the Effects of Sales Promotions Influencing the Consumer Purchasing Behaviour in the Retail Store.

### **V. RESEARCH METHODOLOGY**

The researchers described research design with the following five "S":

1. **Source:** The information's are gathered from both primary and secondary sources. Primary data collected from 163 retailers through questionnaire. The secondary data was collected via journals, articles, websites and books.
2. **Study Period:** The study was conducted between May 2023 and July 2023.
3. **Study Area:** The geographical coverage of research denotes Tenkasi District.
4. **Sampling Technique**
  - **Sampling Method:** A total number of 163 retailers were selected by adopting convenient sampling method.
  - **Sample Size:** A total number of 163 retailers were selected randomly who are doing retail business in Tenkasi District.
5. **Statistical Tool:** Percentage Analysis and Garret Ranking Techniques were used to analysing the effects of Sales Promotion techniques influencing the Consumer Purchasing Behaviour in the Retail Store.

## VI. ANALYSIS AND INTERPRETATION OF DATA

Sales promotion techniques are influencing the consumer buying behaviour in retail store is analysed by the two parts of retailers point of view. The analytical scope has been attained by adopting Garrett Ranking Techniques. The result is tabulated in Table 1.1 to Table 1.8 and Table 2.1 to Table 2.6

**Part I:** In the first part, analysing the retailer's socio economic condition and its result is exhibited in Table 1.1 to Table 1.8.

**Part II:** In this part, the researchers spotlight the reasons for conducting the sales promotion techniques in retail store, explore core objective of the sales promotion techniques and to find out the best consumer sales promotion techniques in retail store. Table 2.1 to Table 2.6 revealed the result of second phase analysis.

## VII. PART I - SOCIO ECONOMIC CONDITION OF RETAILERS

Socio Economic Condition of Retailers is shown in Table 1.1 to Table 1.8.

**Table 1.1 : Gender wise Classification of Respondents**

Sl. No	Gender	No. of. Respondents	Percentage
1.	Male	108	66.26
2.	Female	55	33.74
	Total	163	100

**Source:** Primary Data

Table 1.1 shows that 66.26% are male and 33.74% are female members. It shows that majority of the respondents are male members and they express opinion about sales promotions influenced the consumer buying behaviour in retail sector. It is found that majority of the respondents are male.

**Table 1.2: Age Wise Classification of Respondents**

Sl. No	Age	No. of. Respondents	Percentage
1.	Below 25	3	1.84
2.	25 to 35	14	8.59
3.	36 to 45	60	36.81
4.	46 to 55	36	22.09
5.	56 to 65	30	18.40
6.	Above 65	20	12.27
	Total	163	100.00

**Source:** Primary Data

It is clear from the table 1.2 that 1.84% is in the age group of below 25 years, 8.59% are in the age group of 25 to 35 years, 36.81% are in the age group of 36 to 45 years, 22.09% are in the age group of 46 to 55 years, 18.40% are in the age group of 56 to 65 years and 12.27% are in the age group of above 65 years.

It is understood that majority of the respondents are in the age group of 36 to 45 years.

**Table 1.3: Educational Qualification wise Classification of Respondents**

Sl. No	Educational Qualification	No. of. Respondents	Percentage
1.	School Level	32	19.63
2.	Under Graduate	61	37.42
3.	Post Graduate	15	9.21
4.	Professional Courses	7	4.29
5.	Diploma	48	29.45
	Total	163	100

**Source:** Primary Data

Table 1.3 shows that 19.63% respondents are school level, 37.42% respondents have completed their under Graduate, 9.21% respondents have completed their Post Graduate, 4.29% respondents have completed their Professional Courses, and 29.45% respondents have completed their diploma course. It indicates that majority of the respondents are Under Graduate.

**Table 1.4: Type of Retailers**

Sl. No	Type of Retailers	No. of. Respondents	Percentage
1.	Convenience Store	78	47.85
2.	Chain of Store	33	20.25
3.	Franchise	14	8.59
4.	Speciality Store	38	23.31
	Total	163	100

**Source:** Primary Data

Table 1.4 shows that 47.85% respondents are convenient store retailers, 20.25% respondents are chain store retailers, 8.59% respondents are franchise retailers and 23.31% respondents are speciality store retailers.

It indicates that majority of the respondents are Convenient Store Retailers.

**Table 1.5: Location of the Business**

Sl. No	Location of the Business	No. of. Respondents	Percentage
1.	Urban	102	62.96
2.	Semi - Urban	48	29.44
3.	Rural	13	7.97
	Total	163	100

**Source:** Primary Data

Table 1.5 shows that 62.96% respondents retail store located in urban area, 29.44% respondents retail store located in semi urban area and 7.97% respondents retail store located in rural area.

It indicates that majority of the respondent's retail store located in urban area.

**Table 1.6: Business Running Years**

Sl. No	Business Running Years	No. of. Respondents	Percentage
1.	Below 5 years	33	20.25
2.	5 – 15 years	57	34.97
3.	16- 20 years	31	19.02
4.	Above 20 years	42	25.76
	Total	163	100

**Source:** Primary Data

Table 1.6 shows that 20.25% respondents are in the below 5 years, 34.97% respondents are in 5 to 15 years, 19.02% respondents are in 16 to 20 years and 25.76% respondents are in above 20 years.

It indicates that majority of the respondents are run a business in 5 to 15 years.

**Table 1.7: Income wise classification of Respondents**

Sl. No	Income (Rs.)	No. of. Respondents	Percentage
1.	Below Rs.15000	9	5.52
2.	Rs.15000 to Rs.35000	69	42.33
3.	Rs.35001 to Rs.45000	47	28.83
4.	Above Rs.45000	38	23.32
	Total	163	100

Source: Primary Data

Table 7 shows that 5.52% of the respondents income is below Rs.15000, 42.33% of the respondents income is between Rs.15000 to Rs.35000, 28.83% of the respondents income is between Rs.35001 to Rs.45000, 23.32% of the respondents income is above Rs.45000.

It is understood that majority of the respondents are earning income of Rs. Rs.15000 to Rs.35000 express their opinion towards sales promotions tools in retail sector.

**Table 1.8: Sales Promotion tools are increases the sales**

Sl. No	Opinion	No. of. Respondents	Percentage
1.	Yes	138	84.66
2.	No	25	15.34
	Total	163	100

Source: Primary Data

Table 1.8 shows that 84.66% respondents are agree the sales promotion tools are influenced in consumer buying behaviour and 15.34% respondents are not ready for agree the sales promotion tools are influenced in consumer buying behaviour.

It is found that majority of the respondents are agree the sales promotion tools are influenced in consumer buying behaviour.

## VIII. PART II (TABLE 2.1 TO TABLE 2.6)

In this part, the researchers spotlight the reasons for conducting the sales promotion techniques in retail store; explore core objectives of the sales promotion techniques and to find out the best consumer sales promotion techniques in retail store. Table 2.1 to Table 2.6 revealed the result of second phase analysis.

**Table 2.1: Reasons for conducting Sales Promotion in retail store**

S. No	Reasons	I	II	III	IV	V	VI	VII	Total Scores
1	To Achieve awareness	10*78 =7830	15*66 =990	24*57 =1368	10*50 =500	38*43 =1634	31*34 =1054	35*21 =735	14111
2	To Give information	8*78 =6264	12*66 =792	18*57 =1026	24*50 =1200	35*43 =1505	32*34 =1088	34*21 =714	12589
3	To Educate	29*78 =2262	32*66 =2112	27*57 =1539	5*50 =250	28*43 =1204	16*34 =544	26*21 =546	8457
4	To Create purchase action	52*78 =40716	48*66 =3168	32*57 =1824	9*50 =450	12*43 =516	8*34 =272	2*21 =42	46988
5	To Improve loyalty	28*78 =2184	16*66 =1056	29*57 =1653	32*50 =1600	5*43 =215	27*34 =918	26*21 =546	8172
6	To Encouraging buyers	39*78 =30537	27*66 =1782	38*57 =2166	20*50 =1000	12*43 =516	18*34 =612	9*21 =189	36802
7	To Change the perception of the consumer	34*78 =2652	37*66 =2442	24*57 =1368	21*50 =1050	20*43 =860	15*34 =510	12*21 =252	9134

Source: Primary Data

**Table 2.2: Reasons for conducting Sales Promotion in retail store – Garrett Score**

S. No	Reasons	Garrett Total Score	Garrett Mean Score	Rank
1	To Achieve awareness	14111	86.57	III
2	To Give information	12589	77.23	IV
3	To Educate	8457	51.88	VI
4	To Create purchase action	46988	288.26	I
5	To Improve loyalty	8172	50.13	VII
6	To Encouraging buyers	36802	225.79	II
7	To Change the perception of the consumer	9134	56.03	V

Source: Primary Data

The Table 2.2 reveal that the scores for the reason for conducting sales promotion techniques in retail store. The Garrett ranking is done according to the scores. The Garrett rank proved that the retailers give prime priority to create purchase action to reap the high level sales. To encouraging buyers is second reason because it stimulates the buyers to purchase the product. The every sales promotion techniques are creating the awareness to the buyers. So, it induces the retailers to assign third rank to achieve awareness. The neutral rank four is assigned to give information. Change the perception of the consumers regarding particular product by the sales promotion techniques. Therefore, it is the fifth position in the retailers view. To educate the consumers through sales promotion techniques is getting the six positions in retailer's point of view. The retailers conducting the sales promotion



techniques in their retail store the main reason is increasing the sales of the store only not to create the loyalty so it induce the retailers to give the least priority to improve loyalty.

**Table 2.3: Objective is spotlight by the sales promotion technique in retail store**

S. No	Objectives	I	II	III	IV	V	VI	Total Scores
1	Bridge between advertising and personal selling	52*77 =4004	40*63 =2520	24*54 =1296	8*46 =368	28*37 =1036	11*23 =256	9480
2	Introduction of new Products	34*77 =2618	27*63 =1701	42*54 =2268	7*46 =322	25*37 =925	28*23 =644	8478
3	Attracting new customers	88*77 =6776	23*63 =1449	14*54 =756	15*46 =690	19*37 =703	4*23 =92	10466
4	Inducing the present customers to buy	28*77 =2156	24*63 =1512	36*54 =1944	39*46 =1794	14*37 =518	22*23 =506	8430
5	Increasing sales during off-season	47*77 =3619	43*63 =2709	37*54 =1998	21*46 =966	6*37 =222	9*23 =207	9721
6	Improving the public image of the firm	16*77 =1232	15*63 =945	42*54 =2268	40*46 =1840	28*37 =1036	19*23 =437	7758

Source: Primary Data

**Table 2.4: Objective is spotlight by the sales promotion technique in retail store  
Garrett Score**

S. No	Objectives	Garrett Total Score	Garrett Mean Score	Rank
1	Bridge between advertising and personal selling	9480	58.16	III
2	Introduction of new Products	8478	52.01	IV
3	Attracting new customers	10466	64.21	I
4	Inducing the present customers to buy	8430	51.72	V
5	Increasing sales during off-season	9721	59.64	II
6	Improving the public image of the firm	7758	47.59	VI

Source: Primary Data

The Table 2.4 shows that the scores for the objective is spotlight by the sales promotion tools in retail store. The Garrett ranking are done according to the scores. Attracting new customers stands first position because the sales promotion prime objective is increase the sales of the store and convince the new customer to buy the particular product. The sales promotion techniques are influence the buyers to buy the particular product in store during off season also. These phenomenons induce the retailers to assign second rank to increasing sales during off season. Bridge between advertising and personal selling stands in

third place due to sales promotion techniques are creates the content for advertising and personal selling of the particular product or particular store.

Introduction of new products and inducing the present customers to buy got fourth and fifth ranks respectively due to sales promotion influenced the consumer buying behaviour. Improving the public image of the firm is retain the least and last priority of the objective by the retailers because they believe the sales promotion tools are increases the sales of the store as well as influence the consumer buying behaviour only.

**Table 2.5: Consumer sales Promotion Techniques influencing Consumer Purchasing Behaviour in the retail store**

S. No	Consumer Sales Promotion Techniques	I	II	III	IV	V	VI	VII	VIII	IX	Total Scores
1	Samples	8*81 =648	14*69 =966	18*62 =1116	20*56 =1120	15*50 =750	19*44 =836	31*38 =1178	14*31 =434	24*19 =456	7504
2	Coupons	33*81 =2673	20*69 =1380	19*62 =1178	8*56 =448	13*50 =650	23*44 =1012	14*38 =532	22*31 =682	11*19 =209	8764
3	Demonstration	15*81 =1215	5*69 =345	19*62 =1178	14*56 =784	6*50 =300	20*44 =880	22*38 =836	18*31 =558	44*19 =836	6932
4	Contests	22*81 =1782	29*69 =2001	16*62 =992	17*56 =952	16*50 =800	24*44 =1056	10*38 =380	16*31 =496	13*19 =247	8706
5	Cash Refund Offer	10*81 =810	15*69 =1035	20*62 =1240	3*56 =168	14*50 =700	22*44 =968	29*38 =1102	16*31 =496	34*19 =646	7165
6	Premium	36*81 =2916	18*69 =1242	19*62 =1178	12*56 =672	32*50 =1600	10*44 =440	21*38 =798	3*31 =93	12*19 =228	9167
7	Price Off Offer	41*81 =3321	22*69 =1518	13*62 =806	5*56 =280	18*50 =900	12*44 =528	15*38 =570	18*31 =558	19*19 =361	8842
8	Consumer Sweepstakes	18*81 =1458	10*69 =690	21*62 =1302	3*56 =168	12*50 =600	36*44 =1584	19*38 =722	27*31 =837	17*19 =323	7684
9	Buy Back allowances	8*81 =648	7*69 =483	4*62 =248	5*56 =280	10*50 =500	24*44 =1056	35*38 =1330	37*31 =1147	33*19 =627	6319

Source: Primary Data

**Table 2.6: Consumer sales Promotion Techniques influencing Consumer Purchasing Behaviour in the retail store – Garrett Rank**

S. No	Consumer Sales Promotion Techniques	Garrett Total Score	Garrett Mean Score	Rank
1	Samples	7504	46.04	<b>VI</b>
2	Coupons	8764	53.77	<b>III</b>
3	Demonstration	6932	42.53	<b>VIII</b>
4	Contests	8706	53.41	<b>IV</b>
5	Cash Refund Offer	7165	43.96	<b>VII</b>
6	Premium	9167	56.24	<b>I</b>

7	Price Off Offer	8842	54.25	II
8	Consumer Sweepstakes	7684	47.14	V
9	Buy Back allowances	6319	38.77	IX

**Source:** Primary Data

The Table 2.6 explore that the scores for the consumer sales promotion techniques influencing consumer purchasing behaviour in the retail store. The Garrett ranking is applicable on the basis of the scores. Premium stands first rank because Premium is prime techniques to attract the consumers. Particular product sold at reduction price is increasing the sales of the store at off season also. These phenomenons induce the retailers to assign second rank to Price off Offer. Coupons stands in third place due to it are cheering the replicate sale also stimulates the consumers purchasing behaviour. Contests assigned fourth place by the retailers who conducted the events to attract the consumers also provide the prizes to the selected best buyers. Fifth rank assigned to Consumer Sweepstakes because the lot of prizes given to the winning consumers it encouraging the repeat purchase from the particular store. The Sample got six ranks due to the retailers are selecting this technique mainly at the time of the introduction of new product into market. Cash refund offer and Demonstration got seventh and eighth ranks respectively. The Buyback allowance is based on the quantity of the product as well as new purchase of the particular product, it induces the retailers are give the least priority to Buyback allowances.

## IX. FINDINGS

### 1. Part I: Socio Economic Condition of Retailers (Table 1.1 to Table 1.8)

- The majority of the respondents (66.26%) are male.
- The majority of the respondents (36.81%) are in the age group of 36 to 45 years.
- The majority of the respondents (37.42%) are Under Graduate.
- The majority of the respondents (47.85%) are Convenient Store Retailers.
- The majority of the respondent's (62.96%) retail store located in urban area.
- The majority of the respondents (34.97%) are run a business in 5 to 15 years.
- The majority of the respondents (42.33%) are earning income of Rs. Rs.15000 to Rs.35000 express their opinion towards sales promotions tools in retail sector.
- The majority of the respondents (84.66%) are agreeing the sales promotion tools are influenced in consumer buying behaviour.

### 2. Part II (Table 2.1 to Table 2.6)

- **Reasons for conducting Sales Promotion in retail store - Garrett Rank:** The Garrett rank proved that create purchase action, encouraging buyers and achieve awareness has been assigned as top three ranks. The neutral rank four has been assigned to give information. Change the perception of the consumer and to educate the consumers induces the retailers to assign the fifth and six ranks respectively. Improve loyalty has been in the last priority due to the retailers conducting sales promotion techniques in their retail store the main reason is increasing the sales of the store only.

- **Objective is spotlight by the sales promotion technique in retail store - Garrett Rank:** Attracting the new customers, increasing the sales during off season and Bridge between advertising and personal selling are stimulated the retailers to recognize core objectives of sales promotion techniques. Introduction of new products and inducing the present customers to buy got fourth and fifth ranks respectively. Improving the public image of the firm has been retained in last objective of the sales promotion techniques in retail store.
- **Consumer sales Promotion Techniques influencing Consumer Purchasing Behaviour in the retail store – Garrett Rank:** The Garrett rank proved that Premium, Price off offer and Coupons have been ranked as top three consumer sales promotion techniques in retail store. This indicates the retailers are agreeing these sales promotion techniques are highly influenced the consumer buying behaviour in retail purchase. Contests claimed fourth consoling place. The neutral rank fifth has been assigned to consumer sweepstakes because the lot of prizes given to the winning consumers it encouraging the repeat purchase from the particular store. The Sample got six ranks due to the retailers are selecting this technique mainly at the time of the introduction of new product into market. Cash refund offer and Demonstration got seventh and eighth ranks respectively. The Buyback allowance is based on the quantity of the product as well as new purchase of the particular product, it induces the retailers are give the least priority to Buyback allowances.

## X. SUGGESTIONS

The following suggestions are emanated from the findings of the study.

- The retailers are aware to select the appropriate sales promotion techniques because the promotion techniques are based on the reasons for conduct the sales promotion. For example, the sample is suitable for introduction of new product into market.
- The retailers are mainly focus to provide Price off offer, coupons and contests to the consumers is highly influence to repeat the sales in the particular store. It increases the sales of the store in off season also.
- The rural retailers are confident to conduct the sales promotions in their store it will increase the sales.

## XI. CONCLUSION

The result of the study revealed the sales promotion techniques are positively influence the consumer buying behaviour in retail store. But, the organised retailers are provide the lot of sales promotions to their consumers based on the seasonally. It affects the unorganised retail sales. The retailers decide the correct sales promotion technique for attracting the consumers at right time of selling product. It increases the sales of retail store in off season also and it positively induces the consumer to purchase the new things. The sales promotion technique mainly helps to introduce the new product into the market. Besides that, the retailers are spotlight the right sales promotion techniques are highly influenced the consumer as this study revealed that Premium, Price off offer and Coupons are huge influence on the consumers in retail store.

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