

UTTARA UNIVERSITY



**Project Report
On
“The Effects of Sales Promotion tools on Consumer Buying Decision of
Laptop”**

Prepared For:
Mohammad Afsar Kamal
Assistant Professor
Dept. of Business Administration
Uttara University

Prepared By:
Md. Mahfuzur Rahman
ID: 2183021004
Batch: 47th
Program: MBA (Regular)
Major: Marketing

Date of Submission: 30th August'2020

Letter of Transmittal

30th August 2020

Mohammad Afsar Kamal
Assistant Professor
Dept. of Business Administration
Uttara University

Subject: Submission of Project report on “The effects of sales promotion tools on consumer buying decision of Laptop”.

Dear Sir,

With due respect, I would like to state that it is an immense pleasure for me to submit my dissertation Project report on “The effects of sales promotion tools on consumer buying decision of Laptop”. I am glad to pursue my dissertation under your active and cooperative supervision. I think it has been a great accomplishment for me that I have pursued my dissertation under your guidance throughout this dissertation semester for which it has been possible to complete the report successfully.

I will be really thankful to you if you would be kind enough to receive my project report and give your valuable feedback so that I can utilize your judgment for my future prospects.

Sincerely Yours,

.....

Md. Mahfuzur Rahman

ID: 2183021004

Batch: 47th

Major: Marketing

Program: MBA (Regular)

Uttara University

Student's Declaration

I am Md. Mahfuzur Rahman. I am a student of Masters of Business Administration (MBA) at Uttara University.

I hereby declare that the project report on “The effects of sales promotion tools on consumer buying decision of Laptop” has been furnished by me after completion of my 2 (two) months dissertation .

I also declare that this paper is my bona fide outcomes resulting from my two months hands-on experience and the same has been prepared for academic purpose which is a requirement for completing MBA program.

.....

Md. Mahfuzur Rahman

ID: 2183021004

Batch: 47th

Major: Marketing.

Program: MBA (Regular).

Department of Business Administration

Uttara University

Supervisor's Declaration

This is to certify that Md. Mahfuzur Rahman, ID # 2183021004 (Batch- 47th) student of MBA, Department of Business Administration under School of Business has successfully completed the Project report on “The effects of sales promotion tools on consumer buying decision of Laptop” was under my supervision & guidance. During this period, from 28 June 2020 to 30 August 2020. This report is submitted as a partial requirement for the fulfillment of MBA program at Uttara University. Hereby I accept the report as successful completion of Project.

During the period he was sincere proactive & attentive to his work. I wish him every success in his life.

.....

Mohammad Afsar Kamal

Assistant Professor

Department of Business Administration

Uttara University

Acknowledgements

At first, I would like to remember the name of ALLAH Who has created us and given us knowledge and always help us to giving His inexhaustible Mohammad Afsar Kamal & He is the best of providers.

I would like to show my humble gratitude to the entire individuals who have helped me to prepare the project. Finally, I express my special gratitude to my honorable teacher for their supervision in preparing this project. He spent time to check the draft report and given their suggestions on different parts of the Project reports. Without his help it would be difficult to prepare a Project report.

I am also extremely thankful to all my MBA Batchmate who made this journey of Project report possible for me so smoothly.

With all the facility that was required.

Thanks.

Table of Contents

Items	Page No:
Preparatory Parts (i-ix)	
i) Cover page.....	i
ii) Letter of Transmittal.....	ii
iii) Student's Declaration.....	iii
iv) Supervisor's Declaration.....	iv
v) Acknowledgements.....	v
vi) Table of Contents.....	vi
vii) List of Figures.....	vii
viii) List of Tables.....	viii
ix) Abstract.....	ix
Report Parts	
Section: 1- Justification of the Study	
1.1 Justification of the study.....	1-2
Section: 2- Objectives of the Study	
2.1 Objectives of the study.....	3
Section: 3- Methodology	
3.1 Methodology.....	4
Section: 4- Discussion	
4.1 Objective-1.....	5-6
4.2 Objective-2.....	7-8
4.3 Objective-3.....	9-11
4.4 Data Interpretation and Analysis.....	12-13
Section: 5- Future Forward	
5.1 Future forward.....	14
Conclusion.....	15
Reference.....	16
Appendices.....	17-26

List of Figure

Items	Page No:
Figure: 1.....	4
Figure: 2.....	7
Figure: 3.....	9

List of Table

Items	Page No:
Table: 1.....	12
Table: 2.....	13
Table: 3.....	13

ABSTRACT:

The technology is changing so fast with the development of computer hardware. It has observed that last two decade the purchase of laptop has increased significantly. Now laptop purchase is feeling like purchases of fast moving consuming item. This signifies that the people are very much interested to handle technological instruments in their day to day activities. The laptop is the main sources of communication worth intra and intercommunication among the people. Through this study, an effort has been made to find out the various sales promotion tools and its impact on purchase decision towards good (Laptop). Here, there are 10 journal articles that I have chosen one method for the data analysis. For conducting the research, data was collected through convenience sampling of 273 out of the 300 copies of respondents through descriptive research design technique (Agbi, B.D. (Ph.D), Lawal, K.A.A (Ph.D) & Ajibola, A.B., (2019). Later the data was analyzed and the hypothesis was tested by using co-efficient of variation technique. The result shows that among the various sales promotion tools: Coupon, Bonus packs and Premium are the most influencing variables for consumer purchase decision.

SECTION-1:

JUSTIFICATION OF THE STUDY

1.1 JUSTIFICATION OF THE STUDY:

Computer technology to the consumer market brought with an evolution likes of radios and televisions in the 20th century. It served as a catalyst in jumpstarting not only how consumers obtain information but also the rapidity, quality and density with which they retrieve it. Computers serve as a source of entertainment in addition to its role as resource and productivity tool (Peter F. Ducker, 2013). The science and technology are developed in this 21st Era. In this modern world we people give much importance for electrical and electronic devices, without that we can not make our life easier in this busy world. Fast forward from the introduction of the computer to the laptop today, where the market has become saturated with well-known brands (Wahida Farzana, 2011). The study was to determine if a relationship existed between the brand of laptop consumers selected and a variety of demographic and evaluative buying criteria considered in the process. The first of several variables analyzed in this study was the brand of laptop selected in the purchase decision. Additional variables included both tangible, product related factors like price and features as well as intangible, brand related attributes like brand image and outside recommendation. The demographic variables examined included age, education level and the degree of technical competence.

Rancid Taste, (2011) indicated that consumers before buying or purchasing a laptop, we should consider some of the most mandatory factors are: Mobility and portability, Battery and its lifetime, RAM and speed, Video card and graphics, Connectivity and wireless technology, Peripherals and ports, keyboard and pointing device, Heat and noise, DVD burner, Anti-theft device, and Warranty.

The concept of globalization and global markets has created rivalry among competitors who are using various tactics to boost their sales. Sales promotion has become one of the most powerful tools for marketers to change the perception of buyers towards a brand and to stimulate purchase interest. As market competition increases, marketers have to adopt various strategic techniques to make their products stand out as well as to attract more customers. According to Quelch(1989), in this era of globalization, marketers extensively use various form of sales promotions to make their place in the market because it is seen that sales promotion has a significant impact on consumer's buying decision(Blattberg, Eppen, Lie-berman2010; Kinberg, Rao, and Shakun 1974).

Modern marketing is more than just producing good products, suitable pricing and easy access to them Kotler P, Peter C, Linden B, Stewart A (2000). Today, attracting new customers has become so important in modern retailing in addition to loyal to them and efforts have been paying in that perspective as known the cost of keeping consumers present is less than the cost of gaining new customers. World of today's world is a benefit-cost. Firms have to rethink the

relationship between attitude and behavior of their consumers. All businesses need to communicate to the consumer what they have to offer Jobber D, Lancaster G (2006). Promotion refers to the motivational methods of getting the consumer to purchase the product of Laptop. Promotion is referred to as “any communication used to inform, persuade, and/or remind people about an organization’s or individual’s goods, Services, image, ideas, community involvement, or impact on society” Evans J, Berman B (1997). The basics of promotional strategy involve delivering the communicational message from the product to the consumer. The object of the message is to persuade the audience to purchase the product of Laptop.

Schultz DE, Robinson WA (1998) says that sales promotion generally works on a direct behavioral basis rather than affecting awareness or attitude. One of the purposes of a sales promotion is to elicit a direct impact on the purchase behavior of the firm’s consumers. It is continuously said that most types of sales promotions affect the decision-making and purchasing stages of the buying process directly that is affective in the long-run since it leads to increased sales and profit Kwok S, Uncles M (2005). In other words, a sales promotion provides the incentive for consumers to purchase some specific products like (Laptop & electronics products) and this incentive is different from the incentive provided by advertising with respect to the reason to purchase those specific products. The purpose of a sales promotion tools is to attract new customers, maintain existing customers who are contemplating switching different brands of laptop product and give incentives to customers who are about to use competing products. Sales promotion varies depending on the situation and need, and they have an immediate effect on product purchases.

The main objective of this research is to study the effect of different tools to promote sales on the consumer buying decision of the product Laptop. Therefore, research on the promotional tools is actually important to understand most of the tools that affect the competition with its competitors, so they can use the most effective techniques to promote the right and attract customers. Typical tools include of free samples, price reduction, giving advertising gifts, and Offering coupon, offering member card, Able to pay by installments, Extend warranty period, and so on. Sampling is the process by sending the actual product or trial-sized customers. Price promotion refers to reduction in price for a limited time, which offered to customers. The reduce in product prices play key parts in persuading customer’s product test behavior and through this new customer can be paying attention. (Blackwell Rd, Miniard PW, Engel JF., (2001)).

SECTION-2:

OBJECTIVES OF THE STUDY

2.1 OBJECTIVES OF THE STUDY

There are some purposes of preparing the report which helps me to fulfill my thirsty. These are given below:

1. I want to learn more about various sales promotion tools influencing consumer purchase decision.
2. I want to analyze the effect of sales promotion tools on purchase decision towards specialty product Laptop.
3. I want to tell my readers that the most influencing sales promotion tools on purchase decision.

SECTION-3:

METHODOLOGY

3.1 RESEARCH METHODOLOGY:

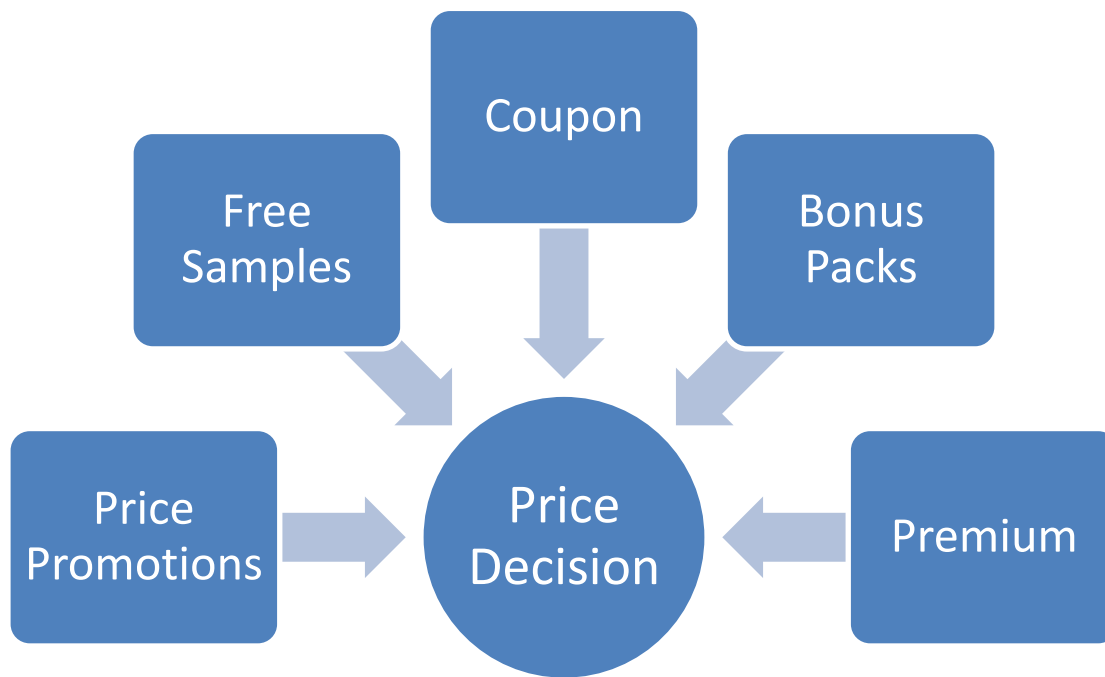


Figure: 1- **Proposed Research Model**

I have selected this method after reviewing the above 10 journal articles. And with this method I did data analysis by using Co-efficient of variation technique. The following method discusses how consumer tools can be used to purchase different brands of Laptop products.

Now, this study adopted a cross-sectional research survey. This kind of research design for data collection and also helps in measuring or ascertaining the relationship between one variable and another (Agbonifoh & Yomere, 1999). This approach was adopted because data collected were analyzed to determine the association between the variables of interest (Price promotions, Free samples, Coupon, Bonus packs, Premium). The populations of the study is made up of the consumers of products of Laptop. A Samples of 273 consumers were taken. The research instrument used for this study in collecting data was structured survey questionnaire which was divided into Section A capturing demographic attributes of respondent's while Section B contains products of different brands laptop sales promotional variables attributes of respondent's of interest to the study.

SECTION-4:

DISCUSSION

4.1 OBJECTIVE-1:

Blattberg, Robert C. & Scott, A Neslin said that Bonus packs offer a reduction in normal price of a product. Premium offers an increased quantity of the product without an increase in normal price & the tools are Free samples, coupon, Price promotions. Product of Laptop helps to buy & attract the consumer buying decision thus the sales promotional tools. Here the tools effects of buying decision of Laptop is as given below:

Price promotions The effect of price on sales was a necessity in the analysis of customers purchasing attitudes towards product of different laptop brands sales promotions. However price manipulates threat intentions, and the perception to use the good or service is a solution aspect in consumers decision making (Samper & Schwartz, 2013). Therefore the decreased prices indicate upper openness to anybody in necessity of a product as well as boost expenditure of this good or service, and the contradictory is accurate for increased prices (Samper & Schwartz, 2013). Alrjoub et al, (2012) strengthened the theory and displayed that the price promotions amplifies sales and productivity. Furthermore, Alexy, Criscuolo, and Salter (2012), revealed that a device of low-prices augments sales.

Free samples includes any method used to deliver an actual or trial size laptop product to consumers (Shimp, 2003). Sampling is generally considered the most effective way of generating trial, though it is the most expensive (Belch & Belch, 2005).

Coupon is a promotional device that provides kobo-offs savings to consumers upon redeeming the coupon. Coupons can be disseminated to consumers through newspapers, sales point, and radio stations among others. The organization could organize a raffle competition or decide to reward loyal customers with coupons to get Laptop brands or any other electronics product brand the organization will decide (Shimp, 2003).

Bonus packs are provided by the producers that offer extra product of Laptop at the normal price in an improved package. Bonus pack system (Buy-one-get-one-free/additional for the similar price) is utilized to pack the purchasers so that they would not purchase viable brand at slightest for short-phase. Lee (1963) stated that factory bonus pack is utilized to boost consumer try out of the brand. Even though promotions are liable to be favored to normal contributions, consumers respond in a different way to price discounts than to bonus packs. Purposely, in common, individuals do not favor a price discount to bonus pack (Diamond & Sanyal 1990). From Bonus packs individuals acquire something “free” at similar price (Chandran & Morwitz 2006).

Premiums are matters given free or at a lesser price with the purchase of one more item. These are promotional items- electronics products like (Laptop, TV, Camera) that are connect to a product, and frequently necessitate box tops, coupons or evidences of purchase to attain (Lamb, Hair & McDaniel, 2009).The consumer usually has to disburse at smallest amount the shipping and management costs to obtain the premium. Premiums are for a moment identified as trophies, even though in history the word “reward” has been utilized to indicate (as opposite to a premium) an item that is wrapped up with the product (or obtainable from the merchant at the time of procurement) as well as necessitate to extra payment in excess of the expenditure of the product (Kotler & Armstrong, 2010).

4.2 OBJECTIVE-2:

Buying Decision Process:

The basic psychological processes play an important role in understanding how consumers actually make their effects of sales promotional tools on buying decisions of product Laptop.



* Source: Marketing Management (Kotler and Keller, 2006)
Figure: 2-**Five-Stage Model of the Consumer Buying Process.**

1. Problem recognition

Problem recognition is the 1st step of the buying decision process. The system of making a consumer decision begins with the trouble popularity. Amongst consumers there seem to be two different problems. Some consumers face actual stage decision, where they perceive a problem with a product of laptop that fails to perform satisfactorily. After that, this is where consumers recognized have a problem which they can be solved with laptop. In contrast, other consumer faces desired stage decisions, where the desire for something new may trigger the decision process (Leon. David, Elizabeth, Aron, Judith and Leslie, 2001)

2. Information search

As soon as customers understand a want purchasers gain the records about different brands of laptop product and carrier that might fulfill this want. If the customer can not retrieve sufficient statistics from memory, he may need to engage in a sleek of the out of doors surroundings for beneficial facts on which to base a preference. For unimportant or cheap purchase this will no longer be important however for greater crucial or high-priced purchase it can take time and effort to find out what the alternatives are. The supply might be the media, pals, relations or different enormous people (Bare ham, 1995).

3. Evaluation of alternatives

Evaluation of alternatives is the 3rd process of the buying decision process. This is where the customer evaluates products of laptop based on chosen criteria such as performance, durability, warranty, price, after sale services and quality on competitive basis. Purchasers have a tendency to use styles of statistics which are a list of manufactures and keep from which they plan to make their choice and the standards they'll use to assess each laptop brand (Leon. David, Elizabeth, Aron, Judith and Leslie, 2001). A few fundamental standards assist to understand purchaser assessment approaches. First, the purchaser is attempting to satisfy a need. Second, the purchaser is seeking out positive benefits from the product solution. Third, the clients see every product as a bundle of attributes with various abilities for turning in the advantages sought to satisfy this need (Kotler & Keller, 2009).

4. Purchase decision

Inside the evaluation level, the client forms choice a number of the manufactures inside the choice set. The purchaser may shape an aim to buy the most desired logo. Choose buying alternative, includes product, package, store, method of purchase etc. Eaxmple, after the evaluation of many brands of laptop the consumers decides to purchase a HP laptop due to the high battery life. In thrilling a purchase intention, the purchaser might also make up to five sub choices consist of brand(Such as Dell, HP, Lenovo, Asus etc), provider, amount, timing and price approach (Kotler & Keller, 2006).

5. Post-purchase Behavior

After the purchase product of laptop, the consumer might experience dissonance that stems from noticing certain disquieting features or hearing favorable thing about other brands and will be alert to information that support his or her decision (Kotler & Keller, 2006).The level of satisfaction/dissatisfaction with the purchase choice is a useful concept for understanding consumer behavior. For instance, measures of consumer satisfaction can be used to indicate the success of a company marketing strategies. Satisfied consumers are more likely to repurchase product of laptop and become brand loyal, they are more likely to tell other people the product and spread positive word-of-mouth communications. On the other hand, dissatisfaction consumer can lead to complaints and negative word-of-mouth communication and stop buying such product (Peter & Olson, 1994).

4.3 OBJECTIVE-3:

I want to tell my readers that the most influencing sales promotion tools on consumer purchase decision of laptop. Consumers buying a new attracting product as like as Laptop. These they have been choose the product of different brands Laptop, because consumers are more influencing the sales promotion tools on buying decisions. Such as influencing criteria are as given below:

1. Nature of Branding

The nature of brands is electronic products (Laptop) industry is basically focuses on brand and the link between brand and consumer preferences. The following flow chart shows the nature of brands and explained theories on branding and Consumer behavior. I suppose the sphere of branding isn't always taken seriously today and a lot of its top spokesmen appear much pressured. I think there are only some people that clearly getting what branding is, and which can be able to outline the time period itself. The confusion inside the area has result in contradictory thoughts being unfold and to interest being placed on the incorrect matters. The principle trouble, which this article makes a specialty of, is the definition of the time period "branding".

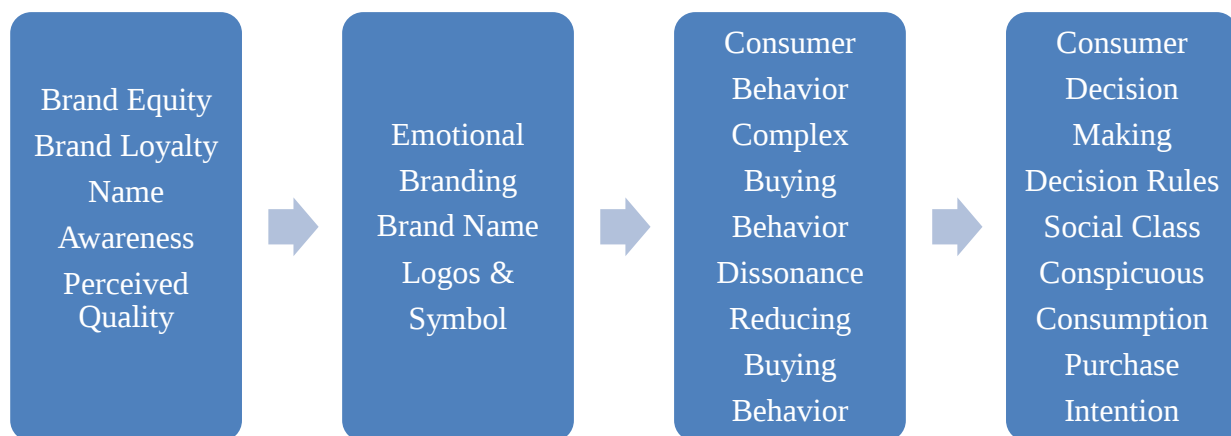


Figure: 3-Consumer Decision Model

“Brand fairness is a hard and fast of brand property and liabilities connected to a brand, its call and image that upload to or subtract from the cost supplied by way of a product or service to a firm and/or to that company’s clients”- (Hoeffler and Keller,2002). If the manufactures call or symbol ought to alternate, a few or all of the assessor liabilities may be affected and even misplaced, even though a few is probably shifted to a brand new call and symbol. The property and liabilities on which logo euity is based will fluctuate from context to context. But, they can be usefully grouped into five categories, (Aaker, 1991).Such as:-

- a. Brand Credibility
- b. Name consciousness
- c. Perceived Condition
- d. Brand association
- e. Propriety brand assets

Brand equity is a very critical thing for the company. An effective brand enjoys more awareness and credibility. Organization could have a competitive gain through excessive brand fairness. Company can have a competitive advantage through high brand equity.

2. Brand Loyalty

Brand loyalty suggests consumer options to buy a particular logo of different brands of laptop; customers consider that the brand offers the fun capabilities, images, or standard of nice on the proper charge. This notion and religion of the patron turns into a base for brand spanking new shopping for habits. Initially customers will buy a logo for trial, after being satisfied, clients can preserve on buying the product from the sure logo.(Keller, 2006)

3. Name awareness

Brand call awareness roles essential factor in customer selection developing device. Consumer typically does now not like to buy a no longer recognized brand, especially if it an high-priced product like Laptop, TV, Cell-phone, Camera and so on. On the other hand, they do not purchase any unknown brand. Because maximum of the clients are depended on some recognized Laptop brand such as- Sony, Dell, Hp etc.(Kotler & Keller, 2010)

4. Perceived Quality

It is crucial standards for each and every product of laptop brands. It is identifies a customer's wondering and the product's situation. That is also results emblem integration and exclusion to consideration set before final selection. It offers gives most useful benefits of creating excessive charge. Perceived quality can be used as a supporting tool even as organizations intends to utilize a pricing approach with excessive charge and in addition increase a brand in severs markets, (Aaker, 1991).

5. Emotional Branding

Usually marketing starts while association outlines an object with extremely good detail and capacities superior to what their warring parties are placing forth. The business enterprise at that factor has a "Characteristic" in an item precise magnificence closer to contenders. The issue increments while neither of the gatherings has endeavored to make enthusiastic bond between the clients and the enterprise and its item. Enthusiastic marketing is the exceptional approach that illuminates the estimations of the company to the clients (Marken, 2003). It's miles crucial for organizations to evaluate with the resource in their item by using identifying with their customers inwardly; normally item can be an item and grow to be a different laptop brand picture within the customer's brains.

6. Brand Name

The Product of Laptop “Brand name” is very large preference due to sometime it captures the central theme or key association of a product in a very condensed and reasonable fashion. Brand names can be enormously a success means of conservations. Some companies assign their product with a brand name that in reality has nothing to do with the emotional experience but human beings can effortlessly memorize (Blattberg Robert C, 1990).

7. Logos and symbols

Logos and symbols have a protracted record which indicates logo identification of the corporation. Logo is a pictograph intended to symbolize a certain company, organization or even an individual. But, a symbol is a pictograph mean to show certain information. The information could mean the nearest pictorial representation of the message being conveyed. There are one of a kind styles of logo, which might be precise from company names or logos. Logos and image are smooth manner to recognize a product of Laptop. It is a extra success if symbol and logos have become connected in memory to corresponding brand name and product to growth emblem bear in mind. (Keller, 2008).

8. Social Class

Social class is an invisible stratification of the inhabitants of the society into exceptional corporations based totally on some tendencies of the human beings. Inhabitants in a society can be divided into special training according to their income stage, occupation, training and so on. Social class of someone is decided by way of a extensive form of set of variables together with profits, family heritage and occupation (Solomon, 2008). This elegance of consumer will in all likelihood in no way buy a product on an experimental foundation (Stephens and Townsend, 2007).

9. Conspicuous Consumption

Conspicuous consumption can be described because the manner of intake by way of the humans who have the financial capability to have enough money pricey higher brands of laptop no longer best just to devour the goods however additionally to show off with the view to encourage envy among others. People of better elegance normally move for a big selection of reputed symbols for eating conspicuously (Bettman, J.R., 1998). Conspicuous consumption is related to the character's social elegance, normally the upper class consumer might buy a high cost of laptop brands such as: Sony Vaio, Dell, Hp etc and display different gadgets to expose-off their wealth and strength. They buy costly branded merchandise like cars, contemporary electronics products like as laptop, computer, dslr camera despite the fact that it is not important for them to purchase (Solomon, 2006).

10. Purchase Intention

The purchase intention shows customers preference to purchase the product of laptop whose photograph is very near customer. Furthermore customers are properly privy to certain brand call through advertising, from their past revel in or records from their buddies and spouse and children (Keller, 2008). The goal of a consumer to purchase a particular logo may be defined as his willingness to buy that the product of Laptop brands.

4.4 DATA INTERPRETATION AND ANALYSIS:

Description of Demographic Variables-

After reviewing all the journals, I have taken this data of the following sample on the product of laptop from this (Sales promotion and consumers purchase decision in the Beverage Industry in Nigeria) article. And the tools below which we have selected from the journal articles such as: price promotions and free samples are insignificant; coupon, bonus packs and premiums are the most significant when purchasing different brands of laptop products using this method.

A total of 300 questionnaires were administered. However, 273 copies of the questionnaire were found usable for data analysis. The responses to demographic characteristics of the respondents are analyzed and presented in Table-1:

Table-1: Demographic attributes of respondents

Variable	Category	Frequency	Percent	Cumulative Percent
Gender	Male	111	40.7	40.7
	Female	162	59.3	100.0
	Total	273	100.0	
Marital	Single	171	62.6	62.6
	Married	102	37.4	100.0
	Total	273	100.0	
Age	20 years & below	28	10.3	10.3
	21-30 years	84	30.8	41.0
	31-40 years	64	23.4	64.5
	41-50 years	65	23.8	88.3
	Above 50 years	32	11.7	100.0
	Total	273	100.0	
Education	SSCE/GCE	60	22.0	22.0
	NCE/Diploma/OND	62	22.7	44.7
	HND/B.Sc	82	30.0	74.7
	Postgraduate	69	25.3	100.0
	Total	273	100.0	

111 (40.7%) of the respondents were male while 162 (59.3%) were female. 171 (62.6%) of the respondents were single while 102 (37.4%) were married. The age distribution showed that majority of the respondents (59%) were 31 years old and above while 84 (30.8%) were between 21-30 years old. Only 10.3% of the respondents were between 20 years and below. 22% of the respondents have SSCE/GCE qualification. 62 (22.7%) of the respondents have NCE/Diploma/OND while 82 (30%) of the respondents have first degree (HND/B.Sc Degree). Only 25.3% of the respondents have postgraduate qualifications.

Table-2: Co-efficient of Variation Technique

The following is a discussion of how sales promotion tools effects different brands of Laptop when using the co-efficient of variation technique:

Variables	Models					Mean	Standard Deviation	Coefficient of Variation
	SONY	DELL	HP	LENOVO	ASUS			
Price Promotions	63	59	54	49	48	54.6	6.426508	8.496061
Free Samples	60	57	51	46	52	53.2	5.449771	9.761879
Coupon	43	48	56	66	47	47.6	6.542171	7.275872
Bonus Packs	53	39	44	47	55	52	9.137833	5.590627
Premium	41	39	45	51	36	42.4	5.813777	7.293022

Table-3: Hypothesis Testing

Hypothesis	Statement	Status
H1	Price Promotions has significant impact on consumer purchase decision towards Laptop.	Rejected
H2	Free Samples has significant impact on consumer purchase decision towards Laptop.	Rejected
H3	Coupon has significant impact on consumer purchase decision towards Laptop.	Accepted
H4	Bonus Packs has significant impact on consumer purchase decision towards Laptop.	Accepted
H5	Premium has significant impact on consumer purchase decision towards Laptop.	Accepted

SECTION-5:

FUTURE FORWARD

5.1 FUTURE FORWARD

This paper tries to throw light on effect of some specific tools of sales promotion on consumer purchase decision of laptop. This research can help the business precisions, entrepreneur and other related marketing personnel in framing strategies related to decision for selling products. While doing this project I am selling specific products of laptop, I get the related articles on promotional tools. Moreover, I had to do this project with many limitations. I even tried to understand a lot of things, I had trouble understanding some things, which I was able to finish later with the help of my supervisor. It would be nice to be able to write discussion part and related topics. Further, remaining of the tools of sales promotion can be considered together for further research to have wider scope in marketing. The research is restricted to (Laptop) which can be expands other also. Future study can be performed at other regions of the country with different demographic and at various other segments. Sales promotion variables can be clubbed with variables of other promotional tools also.

CONCLUSION:

On the basis of above findings it can be concluded that sales promotion tools plays significant role in consumer purchase decision of Laptop. The respondents are most influenced by coupon further followed by premium and bonus packs while price promotions and free samples have been found to be insignificant. Most of the sales promotion tools are significant, because the respondents level of satisfaction regards to price, delivery, quality, style and after sale service is good they ready to recommend the product to others. The marketers should focus on reframing of the above tools for stimulating purchase decision.

REFERENCES:

- Shamsi, M.S., & Khan, M.A. (2018). Impact of sales promotion on consumer behavior: An analytical study of readymade garments & footwear segments. *Al-Barkaat Journal of Finance & Management*, 10(1), pp. 94-102.
- Chakraborty, R.K. et.al., Hossain, M.M., Azad, M.F.H, &Islam,M.J. (2013). Analysing the effects of sales promotion & advertising on consumer purchase behavior. *World Journal Of Social Sciences*, 3(4), Pp. 183 – 194.
- Suresh, C., Anandanatarajan, K., & Sritharan, R. (2015). Effects of sales promotion tools on consumer purchase decision with special reference to speciality product(Camera)AT Chennai, Tamilnadu. *Asia Pacific Journal of research*, I(XXI).
- Ali, M., Tanvir, A., & Syed, S.S. (2019). Impact of sales promotion on consumer buying behavior: A case of modern Trade,Pakistan. *Governance & management review*, 4(1).
- Ashraf, M.G., & Iqbal, A. (2014). The promotional tools & situational factors impact on consumer buying behavior & sales promotion. *Journal of Public Administration and Governance*, 4(2).
- Familmaleki, M., & Aghighi, A.R. (2015). Analyzing the influence of sales promotion on customer purchasing behavior. *International journal of economics & management sciences*, 4(4).
- Agbi, B.D.(Ph.D)., Lawal, K.A.A.(Ph.D)., & Ajibola, A.B. (2019). Sales promotion and consumers purchase decision in the Beverage Industry in Nigeria. *Humanities, Management, Arts, Education & the social sciences journal.*, 7(2).
- Weng, j.T., & Run, E.C.D. (2013). Consumers personal values and sales promotion preferences effect on behavioral intention and purchase satisfaction for consumer product. *Asia Pacific Journal of Marketing and Logistics*, 25(1), pp.70-101.
- Neha, S., & Manoj, V. (2013). Impact of sales promotion tools on consumers purchase decision towards White Good(Refrigerator) at Drug and Bhilai region of CG,India. *Research Journal of Management Sciences*, 2(7), pp. 10-14.
- Jallow, H. (2016). Effects of sales promotion schemes on purchase quantity: A study of Malaysian consumers. *Management & Marketing*, XIV(2)

APPENDICES:

Appendix I

Introducing Consulted Articles

SI	Article Title	Author(s)	Journal Name	Volume & Issue	Year	Publisher
1.	Impact of sales promotion on consumer behavior: An analytical study of readymade garments & footwear segments.	Mohd Salman Shamsi & Mohd Asif Khan	Al-Barkaat Journal of Finance & Management	Volume 10, Number 1, pp. 94-102	January 2018	https://www.researchgate.net/publication/326320629
2.	Analysing the effects of sales promotion & advertising on consumer purchase behavior.	Ripon Kumar Chakraborty, Md. Mosharraf Hossain, Md. Farhad Hasan Azad & Md. Jakirul Islam	World Journal Of Social Sciences	Vol. 3. No. 4. Issue. Pp. 183 – 194	July 2013	
3.	Effects of sales promotion tools on consumer purchase decision with special reference to speciality product(Camera)AT Chennai, Tamilnadu.	C.suresh, K.Ananda natarajan, R.sritharan.	Asia Pacific Journal of research	Vol: I. Issue XXI	January 2015	www.apjor.com
4.	Impact of sales promotion on consumer buying behavior: A case of modern Trade, Pakistan.	Mukaram ali, Amna tanvir, Syed Shohaib Zubair.	Governance & management review.	Vol.4, No. 1	Jan-June, 2019	
5.	The promotional tools & situational factors impact on consumer buying behavior & sales promotion.	M. Ghafran Ashraf, Aamir iqbal.	Journal of Public Administration and Governance	Vol. 4, No. 2	2014	www.macrotink.org/jpag
6.	Analyzing the influence of sales promotion on customer purchasing behavior.	Mahsa Familmaleki, Ali reza aghighi.	International journal of economics & management sciences.	Vol.4 Issue.4	2015	

7.	Sales promotion and consumers purchase decision in the Beverage Industry in Nigeria.	Agbi,B. D. (Ph.D), Lawal, K.A.A (Ph.D)& Ajibola, A.B.	Humanities, Management, Arts, Education & the social sciences journal	Vol 7, No. 2	June 2019	https://www.researchgate.net/publication/333802819
8.	Consumers personal values and sales promotion preferences effect on behavioral intention and purchase satisfaction for consumer product.	Jee Teck Weng,& Ernest Cyril de Run	Asia Pacific Journal of Marketing and Logistics	Vol. 25 No. 1, pp.70-101	January 2013	www.emeraldinsight.com/1355-5855.htm
9.	Impact of sales promotion tools on consumers purchase decision towards White Good (Refrigerator) at Drug and Bhilai region of CG, India.	Soni Neha and Verghese Manoj	Research Journal of Management Sciences	Vol. 2(7), pp.10-14	July 2013	www.isca.in
10.	Effects of sales promotion schemes on purchase quantity: A study of Malaysian consumers.	Hawa Jallow	Management & Marketing	Vol. XI V, issue. 2	2016	

Appendix II

Compilation of Objectives/Purposes/Questions/Hypotheses Addressed by the Articles

Article	Objectives/Purposes/Questions/Hypotheses
1. Impact of sales promotion on consumer behavior: An analytical study of readymade garments & footwear segments.	Objectives: 1. To analyze the impact of Sales Promotion techniques (discount & Buy-one Get-one) on consumer behavior variables (Product Trial, Brand Loyalty and Spending More). 2. To check if differences exist in results between readymadegarments and footwear.
2. Analysing the effects of sales promotion & advertising on consumer purchase behavior.	Objectives: 1.This study seeks to demonstrate the impact of sales promotion & advertising,simultaneously on consumer's purchasing behavior. 2.This study found out that sales promotion is most effective on the consumers who travel through the peripheral route & it can leads the consumer's mind to brand switching.
3. Effects of sales promotion tools on consumer purchase decision with special reference to speciality product(Camera)AT Chennai,Tamilnadu.	Objectives: 1.To identify various sales promotion tools influencing consumer purchase decision. 2.To find the impact of sales promotion tools on purchase decision towards specialty product (camera).
4. Impact of sales promotion on consumer buying behavior: A case of modern Trade,Pakistan.	Objectives: 1.To identify the impact of price reduction on consumer buying behavior in super markets of Pakistan. 2.To examine if "Buy One Get One Free" (BOGOF) offer has influence on consumer buying behavior in super markets of pakistan.
5. The promotional tools & situational factors impact on consumer buying behavior & sales promotion.	Objectives: 1.The main objective of the empirical research to measure the reliability of the questionnaires that were used in this research. 2.After collecting the questionnaires, forms we recoded and then entered in to SPSS for regression analysis.
6. Analyzing the influence of sales promotion on customer purchasing behavior.	Objectives: 1.The purpose of this study is to investigate the effects of sales promotion on buyer decision making process. In other words,the general objective of this study was to find out the effectiveness of some elements on the buying behaviors of customers.

7.Sales promotion and consumers purchase decision in the Beverage Industry in Nigeria.	Research Hypotheses: In line with the research objectives, this study tested the following null hypotheses: H01: Price discount has no significant impact on consumer purchase decision. H02: Coupon discount has no significant impact on consumer purchase decision. H03: Free samples have no significant impact on consumer purchase decision. H04: Buy-one-get-one-free has no significant impact on consumer purchase decision.
8.Consumers personal values and sales promotion preferences effect on behavioral intention and purchase satisfaction for consumer product.	Purpose: The purpose of this paper is to explore the effects of Malaysian consumers personal values and sales promotion preferences on their overall behavioral intention and purchase satisfaction.
9.Impact of sales promotion tools on consumers purchase decision towards White Good(Refrigerator) at Drug and Bhilai region of CG,India.	Research Hypothesis: H1:Price packs have significant impact on consumer purchase decision towards refrigerator. H2: Rebate has significant impact on consumer purchase decision towards refrigerator. H3: Offer has significant impact on consumer purchase decision towards refrigerator. H4: Premium has significant impact on consumer purchase decision towards refrigerator. H5: Contest has significant impact on consumer purchase decision towards refrigerator.
10.Effects of sales promotion schemes on purchase quantity:Astudy of Malaysian consumers.	Research Questions: Five research questions are drafted based on objectives: Does a coupon as promotional tools have an impact on purchase quantity?Does bonus packages as promotional tools have effect on purchase quantity?Does a premium as promotional tools have effect on purchase quantity?Does a free sample as promotional tools have effect on purchase quantity?Does price promotion as promotional have effect tools on purchase quantity?Does sales promotion have impact on purchase quantity?

Appendix III

Complication of Methods

Article	Methods
1.Impact of sales promotion on consumer behavior: An analytical study of readymade garments & footwear segments.	Method: The data has been collected using mall intercept method in Delhi NCR.A self administered close ended questionnaire was used to collect data from consumer.A total of 396 questionnaires were completely filled.For analyzing data,IBM SPSS & IBM SPSS AMOS software packages have been used.
2.Analysing the effects of sales promotion & advertising on consumer purchase behavior.	Method: The approach of this paper work was a deductive approach.Qualitative method in secondary data collection that provides a deeper understanding of the problem is used.The paper covers both secondary & primary data.Here secondary & primary data sources are used with an aim of strengthening the content of the entire work.All of the respondents of this study are consumers.Some well designed questionnaires were administered to 375 customers constituting the sample size.After collecting both secondary & primary data,some data are focused,selected,simplified.Some hypotheses were palced corresponding to each question area which was also justified with chi-square test.
3.Effects of sales promotion tools on consumer purchase decision with special reference to specialityproduct(Camera)AT Chennai,Tamilnadu.	Method: The research has been framed to be organized through Multiple Regression Analysis for which a sample of 109 respondents was collected through convenience sampling from consumers of specialty good (camera). 5-points Likert's rating used for measurement. The data has gone through Factor Analysis using Principal Component method in order to test the reliability of the instrument. As dependent variable Y and independent variable X2 were loaded on the same component thus the variable X2 has been deleted and rests were taken for further analysis.
4.Impact of sales promotion on consumer buying behavior: A case of modern Trade,Pakistan.	Method: This research is descriptive in nature & follows a quantitative research strategy in order to collect data & test the hypotheses developed on the basis on literature reviewed. The population of this study includes various international modern trade & local modern trade walk-in adult customers within Lahore zone.Out of this population a sample of 350 walk-in customers was selected.Out of 350 respondents the effective response rate was found to be 300 after omission of questionnaire that either had

	missing values or were not correctly filled. In order to analyze data & test the hypotheses, SPSS was used to apply the relevant statistical techniques that are discussed in the section of this article.
5. The promotional tools and situational factors' impact on consumer buying behaviour and sales promotion.	Method: The research, which we were using in this study, was descriptive in its nature. This can be explained as descriptive of a particular case, describing the kind of things or some sort of viewing the facts. Study that explains the current situation instead of interpreting and making judgments is descriptive research said by (Creswell, 1994). The main objective of the empirical research is to measure the reliability of the questionnaires that were used in this research. A total of 200 students was selected to make sure that the questionnaire items were easily understood by the person answering the questionnaire. Through this study, the researcher has developed a self-confidence and it ensures that the questionnaire that was used in the form for this search.
6. Analyzing the influence of sales promotion on customer purchasing behavior.	Method: This research is to study the effect of different tools to promote sales on the buying behavior of consumers. Therefore, research on the promotional tools is actually important to understand most of the tools that affect the competition with its competitors, so they can use the most effective techniques to promote the right and attract customers. Typical tools include free samples, price reduction, giving advertising gifts, and offering coupon, offering member card, able to pay by installments, extend warranty period, and so on.
7. Sales promotion and consumers purchase decision in the Beverage Industry in Nigeria.	Method: The study adopted a cross-sectional research survey. This kind of research design for data collection & also helps in measuring the relationship between one variable & another (Agbonifoh & Yomere, 1999). This approach was adopted because data collected were analyzed to determine the association between the variables of interest and customer purchase decision. The population of the study is made up of the consumers of products of Nigeria Bottling Company Plc, within Lagos Metropolis. A sample of three hundred consumers was taken. The research instrument used for this study in collecting data was a structured survey questionnaire which was divided into section A capturing respondent's bio-data while section B contains variables of interest to the study. The use of questionnaire as the research instrument is due to the fact that it is cheaper & less time consuming. All analyses were done by the means of Statistical Package for Social Sciences (SPSS Version 24) software at 5% level of significance.

8.Consumers personal values and sales promotion preferences effect on behavioral intention and purchase satisfaction for consumer product.	Method: A two-stage study was employed in this study.Initially exploratory tests were carried out to measure respondent preferences towards different sales promotion techniques for each product type.A factorial design was then created & a survey employed to obtain responses from purchasing enabled consumers in Malaysia.The decision concerning sample size was predetermined by the considerations of the factorial design used in the study.A minimum of 50 respondents per cell (De Run, 2004; Hair et al., Jr 1998) meant that therewas a requirement of 300 respondents per product type,per questionnaire.A total 1,300 questionnaires were distributed & collected by hand through hired enumerators in 13 different states in Malaysia.
9.Impact of sales promotion tools on consumers purchase decision towards White Good(Refrigerator) at Drug and Bhilai region of CG,India.	Method: The research has been framed to be organized through Multiple Regression Analysis for which a sample of 109 respondents was collected through convenience sampling from consumers of white good(refrigerator).5 points Likert's rating scale has been used for measurement.The data has gone through Factor Analysis using Principal Component method in order to test the reliability of the instrument.As dependent variable Y & independent variable X2 were loaded on the same component thus the variable X2 has been deleted & rests were taken further analysis.
10.Effects of sales promotion schemes on purchase quantity:Astudy of Malaysian consumers.	Method: A blend of descriptive & explanatory study is employed in this research.The research employs the characteristics of the positivist pattern.So,therefore a large sample of data is collected,the research is quantitative & can be generalized as the study intends to measure the casual relationship of sales promotion dimensions on sales volume.The questionnaire was designed in such a way that comprises of 5 questions in each part representing each variable on a 5 point Likert Scales.As stated in earlier in the procedures of data collection,a nonrandom sampling method of convenience sampling techniques will be utilized in this research whereby the sample size is targeted at 153 respondents,in order for the researcher to collect the data of customers of a famous shopping mall in Malaysia.To ensure the data reliability & validity of the study tries to include regular shoppers of the mall.

Appendix IV

Complication of Conclusion

Article	Conclusions
1.Impact of sales promotion on consumer behavior: An analytical study of readymade garments & footwear segments.	Conclusion: Sales promotion techniques are effective for influencing consumer purchase decision.Different promotional tools influence consumer decisions in varying trend.The managers of companies dealing with the select product categories can benefit with the results & implement the promotional strategies accordingly.The paper has demonstrated using some advanced questionnaires & hypotheses that the advertising has an ambiguous impact on consumer behavior.Since seven out of ten observations concluded with the positive results that sales volume is responsible for increasing market share along with profit maximization.
2.Analysing the effects of sales promotion & advertising on consumer purchase behavior.	Conclusion: The paper has demonstrated using some advanced questionnaires & hypotheses that the advertising has an ambiguous impact on consumer behavior.Since seven out of ten observations concluded with the positive results that sales volume is responsible for increasing market share along with profit maximization.The limitation of this paper is that this work mainly focused on the short term effects of sales promotion & advertising on the consumer's behavior.In case of further future research work,the potential research workers should concentrate on more samples data and also judged on contingency basis since marketing research philosophy as well as it relevant tools are dynamic in nature.
3.Effects of sales promotion tools on consumer purchase decision with special reference to speciality product(Camera)AT Chennai,Tamilnadu.	Conclusion: On the basis of above findings it can be concluded that sales promotion tools plays significant role in consumer purchase decision. The respondents are most influenced by offer further followed by premium and contest while price pack and rebate have been found to be insignificant. The marketers should focus on reframing of the above tools for stimulating purchase decision.

4.Impact of sales promotion on consumer buying behavior: A case of modern Trade,Pakistan.	Conclusion: In a nutshell,it has been concluded that it is not necessary that every sales promotion influences the customers in a positive way and not all the promotional tools influence the customers equally.As this research paper provides important understanding about sales promotional tools and its impact on consumer buying behavior in retail sector,however,it also has some limitations.
5.The promotional tools & situational factors impact on consumer buying behavior & sales promotion.	Conclusion: Sales promotion is necessary for dealers and retailers in marketing programs. Sales promotion generates significant revenue and the use of sales promotion tools can be increased. Various techniques are used by marketers' promotions to offer customers an additional incentive to buy their products and then promote traditional means. This research support by the research from Cuizon (2009) who assured that sales promotions are not just victorious in attaining short-term sales as they are also more gainful compared to other incorporated marketing communications equipment such as advertising.
6.Analyzing the influence of sales promotion on customer purchasing behavior.	Conclusion: Understanding the variables that affect consumer behavior & the decision-making process is not just the work of big corporations Shankar V (2009), but also of professionals seeking to find the key areas of marketing studies.According to Neslin SA,(1990) Sales promotion has direct impact on the consumers buying behavior,which is an action focus promoting occasion.According to Ghafran Ashraf Ghafran Ashraf M (2014), their study confirmed that consumers buying behavior & sales promotion can be motivated through various kinds of elements,including promotion techniques such as free samples,price discounts,social surroundings & physical surroundings.
7. Sales promotion and consumers purchase decision in the Beverage Industry in Nigeria.	Conclusion: The study concludes that sales promotion tools such as price discount,coupon discount,buy-one and get-one free and free sample which the beverage industry in Lagos state often deploy have significant relationship in consumer purchase decision.It is therefore important for the beverage firms to continue to deploy and reinforce the use of these tools.

8.Consumers personal values and sales promotion preferences effect on behavioral intention and purchase satisfaction for consumer product.	Conclusion: Consumers personal value & sales promotion techniques preferences were studied by noting their outcomes on consumer purchase satisfaction & behavioral intention.They were studied from the aspect of the Malaysian consumers perspectives for four different consumer products.This part details the conclusions & contributions of this research,the limitations incurred & guidelines for future research that could be carried out to improve & provide more insight into the issue of personal value & sales promotion techniques preferences.
9.Impact of sales promotion tools on consumers purchase decision towards White Good(Refrigerator) at Drug and Bhilai region of CG,India.	Conclusion: On the basis of above findings it can be concluded that sales promotion tools plays significant role in consumer purchase decision.The respondents are most influenced by offer further followed by premium & contest while price pack & rebate have been found to be insignificant.The marketers should focus on reframing of the above tools for stimulating purchase decision.
10.Effects of sales promotion schemes on purchase quantity:Astudy of Malaysian consumers.	Conclusion: The main reason for this finding is most possibly that consumers want to be capable of capitalizing on the reduced product price.Thus this connected to Samper & Schwartz, (2013); Alrjoub et al, 2012; Alexy,Criscuolo, and Salter (2012) who confirmed that a tool of low-prices increases purchase quantity.