

An influence of Sales Promotion on Customers in Suncity Mall, Hisar

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Abstract: Sales promotion is a marketing approach which is a critical component of modern marketing. The goal of promotion is persuade your audience to make them a purchase. Sales promotion is a component of promotion mix. The Goal of this research paper is how sales strategies and tool are at influencing client purchasing behaviour of Suncity Mall of Hisar city. To investigate a sample of 100 customers were designated by means of suitable and critical selection methods Sample free, price discount, Loyalty program and buy one get one free was used as a sales promotion strategies to know its influence in purchasing behaviour questionnaire was used to gather primary data so outcome recommended that buy one get one free, price discount and loyalty program is tactics to create the market through sales promotion

Keywords: sales promotion, purchasing decisions', customer purchasing behaviour, Suncity Mall.

Introduction

In present scenario consumers' are king of the market and marketers taking advantage to understand behavior of consumers' though they can capture market in terms of market share or number of buyer's. Promotional activities are playing major role to make huge change in sales figures. Promotional mix carrying 5 different tools to attract consumer but researcher believe sales promotional activities are directly make impact on consumer's planned purchase behaviour. Sales Promotion- it's a one of the important element of marketing-mix. Sales promotion activities are to be used for very short period of time like activities for few hours and/or few days. The advantage of this tool is it's directly influence the customers' for product trial. It is unable to built long term customer loyalty. Sales promotion is a marketing activity for manufacturers as well as for retailers. Sales promotion includes several communications activities that attempt to provide added value to customers, retailers or wholesalers.

Suncity Mall is a shopping destination located in the heart of Hisar, Haryana. It offers a unique shopping experience to customers by providing wide varieties of product and services under one roof. To attract the consumer and increase the sales, the mall uses various sales promotion strategies. Sales promotion strategies used by Suncity Mall

1. **Discounts and deals:** the mall offers discounts and deals on various products and services frequently. Customers can often find discounts ranging from 10% to 50% and sometimes even more.

2. **Gift Vouchers and coupons:** Mall also offers gift vouchers and coupons to customers. These vouchers and coupons can be used to get discount on the next purchase made from mall.
3. **Lucky Draws and contests:** Suncity Mall conducts lucky draws and contests. This help to create buzz around the mall and encourages customers to visit. Lucky draws and contests can offer attractive rewards such as free products or discounts.
4. **Loyalty Programs:** Suncity Mall has a loyalty program for its customers can earn points for every purchase the make at mall. These points can be redeemed for discounts on future purchases.
5. **Social media promotion:** the mall regularly posts update on its social media to promote its sales and offers. The mall regularly posts updates on its social media pages, informing customers about the ongoing offers and deals.
6. **Season End Sale:** Season End Sale is additional business advancement procedures embraced by numerous outlets. They are offering that you purchase two any things of articles or products and you will receive three more with your decision totally free.
7. **Festive Offer:** Retailers have happy proposal during Diwali and Christmas by giving a way presents for buys that are made at the store for less expensive cost.

Review of literature

Khan and Ghorpode (2016) conducted a study on promotional tools i.e. price discount, coupons, free sample, free gifts, lucky draw, special discount, seasonal discount, display of product, buy one get one free & warranty used by hypermarkets. Among them price discount, gift, buy one get one free and seasonal discount is most popular among the consumer.

B Sunder & Babu (2017) depicts that there is a major change in buying behaviour of consumers in terms of their information collection decisions. The findings shows that tools of sales promotion like loyalty discount, coupons and displays had a significant impact on consumer buying behaviour.

Kumari Pallavi (2020) investigate the perception of customer towards sales promotion strategies of V-Mart. Sales promotion in retail marketing can take place the forms of price discounts, percentages off deals and rebates. To improves the company sales, sales promotion is important is boast the sales

Mishra et al. (2021) reveled that sales promotion are a key element for many businessw. Coustomers perfereed sales promotion tool buy one get one free ,more as compared to other tools like price off, coupan discount, free sample.

Geethanjali (2022) revealed that retail industry changes in past few years from unorganized sector to organized sector. To influence the customers retail marketing used many sales promotion methods like POS, gift, sample coupons contests, loyalty program etc..

Objectives of study

- To know the different sale promotion factors in Suncity Mall , Hisar.
- To understand the sale promotion tools that influence on customer’s perception

Data Collection

In total 100 questionnaires have been scheduled for survey.

Table 1: KMO and Bartlett's Test on Sales Promotion

	Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.950
Bartlett's Test of Sphericity	Approx. Chi-Square	401.311
	df	20
	Sig.	0.000

Table 1 shows Bartlett's test of sphericity assesses the correlation matrix, which displays those variables are connected and fit for structure detection as the value is 0.950. So, factor analysis may be beneficial with input variables of perception on “Sales Promotion.

Table 2: Communalities on Sales Promotion

		Extraction
P1	Cash Discount	0.745
P2	Festive offers	0.668
P3	Free sample	0.537
P4	Buy one get one free	0.503
P5	I believe Banners ads, pop-ups ad and e-mail ads influence my purchasing.	0.526
P6	Loyalty Program	0.592
P7	Gifts/ coupons,	0.523

Sources: Complied Data

Table 2 specifies the factors responses on “Sales Promotion” the abstraction values shows more than 0.5, which resources all the factors are best fit to the information and can be discovered in measuring the variance to find out the maximum substantial reason. So, all the seven factors of “Sales Promotion” are finest fitting for extra measurement.

Table 3: Component Matrix on Sales Promotion

		Component	
		1	2
P1	Cash Discount	.657	0-.077
P2	Festive offers	.582	-0.033
P3	Free sample	.162	0.714
P4	Buy one get one free	-.125	0.698
P5	I believe Banners ads, pop-ups ad and e-mail ads influence my purchasing.	-.723	0.053
P6	Loyalty Program	-.595	-0.192
P7	Gifts/ coupons,	.715	-0.104

Sources: Complied Data

Table 3 shows that out of seven factors, just two variables have been separated those have huger positive qualities in the sections of parts. Here, it is reasoned that the two critical variables have been estimated as: I believe cash discount is influence my purchase (P1) and Gifts coupons (P7) attract consumers for purchasing the product.

Findings

In respect to Sales promotion, it is concluded that the two significant factors are i.e. I believe cash discount is influence my purchase (P1) and Gifts coupons (P7) are most significant to influence consumers and increasing footfalls.

Suggestions

Sales promotions are indeed beneficial for driving revenue and often considered to be the most important function of any company. Sales promotions in retails outlets can take the form of discounts, percentage-off deals and rebates. We may conclude by saying that Sales are the lifeblood of a business—without sales there would be no successful business and hence if businessmen want to survive, they must

follow different sales promotion strategies. An effective sales promotion not only increase the sales figure but also improve a company's sales by predicting and modifying the target customers purchasing behaviour. Sales promotion is important to boost up the sales and also attract new customers.

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