

Impact of Sales Promotion on Customer Purchase Intention With Respect to Organized Retail Industry

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ABSTRACT - The present study is based on different tools of sales promotional as adopted by supermarket chain of Aditya Birla Retail Limited -“More”. This paper studies the impact of sales promotions on the customer’ satisfaction level as well as on their purchase intention with respect to various sales promotional tools applied by the organized retail industry. The sampling was done through Nonprobability Convenience Sampling method with a sample size of 200 respondents. Data on the various promotional tools was collected through primary method specifically through personal interview of the customers visiting the retail store - More. The study was based on descriptive research design with a structured questionnaire furnishing information regarding behavioral characteristic and demographic variables.

KEYWORDS - More, Organized retailing, Customer satisfaction level, Sales promotion, Customer purchase intention.

I. INTRODUCTION

The retailing industry is driven by the revenue generated through transaction happened with the customers which are driven by the intention of the purchase of customers. Sales promotion plays an important part in influencing the customer’s psychology and emotions. This persuades the customer for carrying out not only frequent purchases, but also in enhancing the number of goods purchased. Implementation of different strategies of sales promotion, including discounts, contests, schemes, prizes, free gifts plays an important role in increasing the sales of the organized sales industry, market share and tapping new customers. Sales promotion also helps in building customer loyalty and motivating them for carrying out repurchase. The attractive schemes help in elevating customer satisfaction and thus further increase the word of mouth publicity.

The present study is carried out in “More”, the retail store brand of Aditya Birla Retail Limited (ABRL). Its products include groceries, vegetable and fruits, personal care, general merchandise, and home care. More believes in providing Extra- quality, rewards, savings, care and choice. The four different cornerstones of More are more-convenience, variety, quality, and value. With more than 640 supermarket outlets in all over India, the retail store provides a good shopping experience to customers across

India. In order to increase sales, to build the trust of customers and to emphasize the need to repurchase, different sales promotional tools are applied.

II. REVIEW OF LITERATURE

The literature and previous studies show that there is a positive relationship between sales promotion and the effect on consumer buying decisions. Specifically, the coupons and price reduction are amongst the most extensively used offers (Bawa and Shoemaker, (1987)[1]; Blattberg and Nelsin, (1991)[2]; Leone and Srinivasan, (1996) [3]; Huff and Alden, (1998) [4]; Krishna and Zhang, (1999) [5].

De Pelsmacker and Maggie-Van den Bergh (2001) [6] studied sales promotion as a technique which is aimed at increasing sales in a short period of time. It is lower in cost as compared to advertising and offers good control. The important characteristics of sales promotions are that it provides better value for money and thus aids in getting instant responses.

Sales promotion doesn’t include advertising, personal selling, and publicity. The distinctiveness lies in that it provides an extra incentive for the action (Palmer, 2004) [7].

Ndubisi and Oly (2006) [8] studied sales promotion and revealed that the technique helps in attracting new customers and sustaining loyal customers and helps in

persuading them to build stronger relations with the organization and also involves working on all the motifs used by the producer to successful trade with the members of the sales channel.

Sales promotion helps in communicating with the intended target market and comprises of the promotional activities that originate and stimulates the sense of purchase (trial) as well as the interest of the customers for the products (Bagavathi Pillai, 2007) [9].

In this competitive era, it is important to study and understand consumer's buying behavior so as to develop a retail business. Studies have revealed that there was a change in consumers' buying behavior towards the retail sector due to varied reasons (Sharma et al., 2012; [10] Kumari, 2012) [11].

Shamout (2016) [12] in the research, studied to find out the effect of the frequently used tools of sales promotion in the retail sector like buy one get one free, coupons, price discount, sample and on consumer buying behaviour with respect to two aspects; brand switching and customer loyalty. This study was mostly based on the conceptual framework, literature review and testing hypothesis which help in increased opportunity for future researchers to study furthermore in this field.

Shyam Sundar B & K Nagendra Babu (2016) [13] in the research study of modern retail shops in Karnataka, found that retail consumers' buying behaviour is positively related to service quality and sales promotion. Also, it was revealed that customers prefer shopping in different retail formats for entertainment and pleasure.

Sehgal & Khanna (2017) [14] in a research carried out at various retail brands like Lifestyle, Big Bazaar, Vishal Mega Mart, Westside and Globus in Ludhiana found that in these organized retail stores, different factors including Store (convenience, pricing policy, ambience, attractiveness, promotion) and sales assistance play a vital role in affecting consumer preferences and behaviour.

III. RESEARCH METHODOLOGY

The study is primarily based on the descriptive research design and emphasizes on the fact finding studies. In the present study, data was collected both through primary and secondary data collection methods. Secondary data was collected through websites, journals, magazines and books - research and relevant variables are identified. Primary data was collected through personal interviews of the customers in "More". These customers were the target population and were the ones who walk out through the More mall. A detailed and structured questionnaire with closed-ended questions was developed for carrying out the study. For measurement, different scales like nominal and ordinal along with five points Likert scale was used in framing the questions. Sample of 200 respondents was collected through Non Probability- Convenience sampling. A variety

of analytical tools were used which include percentage analysis bar graphs and Kolmogorov-Smirnov One sample test. Percentage analysis was used for finding the demographic characteristics of respondents and behavioral characteristics of respondents. To find out the degree of agreement and satisfaction of the respondents, Kolmogorov-Smirnov One sample test was used. Bar graphs were used to represent the data.

Objectives of the study

1. To study different sales promotional tools adopted by More.
2. To study the demographic variables of customers visiting More.
3. To analyze the impact of sales promotions on the purchasing intention of customers.
4. To study the level of customer satisfaction with respect to sales promotional tools adopted by the organized retail industry.

Research hypothesis

- Hypothesis 1:
 - Null Hypothesis Ho: There is no significant influence of sales promotional tools on the purchase intention of the customer in More.
 - Alternate hypothesis H1: There is a significant influence of sales promotional tools on the purchase intention of the customer in More.
- Hypothesis 2:
 - Null Hypothesis Ho: Customers are not satisfied with sales promotional tools adopted by the organized retail industry
 - Alternate hypothesis H1: Customers are satisfied with sales promotional tools adopted by the organized retail industry

Limitation of the study

- The study was restricted to only 'More' It used only a few customers and study was limited to Pune city.

IV. RESULTS AND DISCUSSION

The descriptive data has been analyzed with the help of percentage analysis, bar chart representation, and Kolmogorov-Smirnov One sample test

4.1 Different Sales Promotions Schemes Used By 'More'

Table 1.1 provides the summary of different sales promotional tools which are applied by 'More'. The data was collected through customers from More.

It was found that in order to develop customer loyalty, More has come up with a scheme of 'club more'

membership in which many facilities are provided like cardless convenience, additional discounts on purchases, spend based gifts for members, tailor-made offers based on the shopping needs, free membership for a lifetime, etc. Attractive scheme for monthly shopping persuades customers to buy more than planned in a particular month which can provide them free gifts. For stimulating sales, limited offers scheme is employed by the retail store by offering a discount on merchandise for a specific period of time. Schemes like best buys of the month help in tapping new customers for the company's own brand by providing extra discounts. Schemes like "Buy and Get Free" helps in increasing the sale of specific products which are having

lower sales. Schemes like giving discounts while buying bulk purchase are provided to attract the customers to motivate them to buy extra. In order to increase the sales of some specific items, Combo pack scheme is used. Some schemes are exclusively provided to 'club more' members to entice the customers to be a member of 'More'. Own labeled- free samples are distributed to test whether customers like the products or not. More provides free gifts on specific products and also gives gift hampers on some special occasions to their loyal customers. Apart from conducting attractive contests like lucky draw, "More" also provides SMS alerts for timely intimation about different attractive schemes and provides free home delivery.

Table 1.1: Different Sales Promotional Tools adopted by 'More'

Sr. No.	Sales Promotional Tools	
1)	Schemes	a) Limited Offers Scheme
		b) Best Buys of the Month Scheme
		c) Clubmore membership Scheme
		d) Monthly Shopping Scheme
		e) Discount on Bulk Purchase Scheme
		f) Buy & Get Free Scheme
		g) Exclusive Schemes for Clubmore members
		h) Discount Scheme on Combo pack
2)	Free Samples	a) Yes, but only of the few more's owned brand
3)	Gifts	a) Free gift on purchase of specific items
		b) Gift hampers on special occasions like festivals
		c) Shop for Rs. 8000/- in a particular period and get a free gift
4)	Rebates	a) Combo pack discount
		b) Discount on Bulk Purchase
		c) Discounts on the purchase of specific items
5)	Prizes	a) Get extra points on the purchase of specific items
		b) Save rupees and earned point
6)	Contest	a) Lucky Draw
7)	Additional Tools	a) SMS alerts to members about discounts & schemes
		b) Free home delivery

4.2 Demographic Variables of Respondents

The demographic variables of respondents which have been measured on nominal as well as ordinal scales have been shown in Table 2.1 shows that among all the 200 respondents, 51.5% were male and rest 48.5% respondents were female. It can be seen that 82% of respondents were married. 48% of respondents were of the age group of 31–50 years and 62% of respondents were educated (Graduate and Post Graduate). 63% of respondents were working and out of which, 43.5% belonged to salaried class whereas 19.5% were from business class. 85.5% of respondents belonged to income group bracket of more than one lakh per

annum. Only 25.5% were staying as joint family rest 74.5% belonged to the nuclear family. Majority i.e. 68.5% of the respondents had family size comprising of 2-5 members.

Table 2.1: Descriptive Statistics of Demographic Variables of Respondents

Sr. No.	Variable	Sub-Variable	Frequency	(Percentage %)
1)	Gender	Male	103	51.5
		Female	97	48.5
2)	Age (Years)	< 21	23	11.5
		21- 30	36	18.0
		31-40	55	27.5
		41-50	41	20.5
		51-60	27	13.5
		> 60	18	9.0
3)	Marital Status	Single	36	18.0
		Married	164	82.0
4)	Education Status	Illiterate	5	2.5
		Below 10th	18	9.0
		10th to 12th	53	26.5
		Graduation	64	32.0
		Post Graduation	60	30.0
5)	Working Nature	Yes	126	63.0
		No	74	37
6)	Occupation Status	Student	18	9.0
		Salaried	87	43.5
		Own Business	39	19.5
		House Wife	42	21.0
		Other	14	7.0
7)	Family Income (Yearly)	< 1 Lakh	29	14.5
		1 - 2 Lakhs	86	43.5
		2 - 5 Lakhs	62	31.0
		> 5 Lakhs	23	11.5
8)	Nature of Family	Nuclear	149	74.5
		Joint	51	25.5
9)	Family Size	2 -3 Members	46	23.0
		4-5 Members	91	45.5
		6-7 Members	49	24.5
		> 7 Members	14	7.0
Total			200	100%

Source: Primary data collection

4.3 Behavioral Characteristics of Respondents

Behavioral characteristics of respondents can be studied through response questions based on the questionnaire through a personal interview. The questions were based on multiple choice. Table 3.1 and Table 3.2 reveals that the majority (60%) of the respondents took their own decision for purchase making, (40%) had to rely on additional information while making purchase decisions. 43% of respondents took the required information from advertising, 41% took from their friends/neighbors/ relatives, and the other 34% of respondents took the information from their family members. 83.7% of respondents looked for the information from Television, 70.9% from Newspaper, and 37.2% took the information from pamphlets. Majority of the respondents behaved in the following manner: in a month, majority i.e. 79% of respondents visited the retail outlet for more than 3 times, 44% spent Rs. 2000-5000 per month and 51% bought the quantity for the duration of one week. Majority of respondents' i.e. 68.5% buying decisions was influenced by their family members, majority 60% by their own self, 48% took it from neighbors/friends/relatives, and 44% because of sales promotion. Majority of respondents i.e. 53.5% bought all types of merchandise like grocery, frozen foods, fruits, staples, vegetables, beverages, personal care, and home care. Apart from these, more also provides products related to home furnishing, sports and fitness, toys and stationery, luggage and bags, entertainment and IT and small appliances.

Table 3.1: Descriptive Statistics of Behavioral Characteristics of Respondents

Sr. No.	Characteristics	Sub-Characteristics	Frequency	(Percentage %)
1)	Purchase Making Decision	Self	120	60.0
		Other	80	40.0
2)	Information Collection Decision	Yes	102	51.0
		No	98	49.0
3)	Frequency to visit outlet (Monthly)	1 Time	7	3.5
		2 Times	18	9.0
		3 Times	17	8.5
		4 Times	59	29.5
		> 4 times	99	49.5
4)	Money Spend (Monthly)	< Rs. 1000	32	16.0
		Rs. 1000-2000	54	27.0
		Rs. 2001-5000	88	44.0
		> Rs. 5000	26	13.0
5)	Quantity Purchased for a Duration	1 week	102	51.0
		2 week	52	26.0
		3 week	27	13.5
		> 3 week	19	9.5
Total			200	100%

Source: Primary data collection

Table 3.2: Descriptive Statistics of other Behavioral Characteristics of Respondents

Sr. No.	Characteristics	Sub-Characteristics	Frequency	(Percentage %)
1)	Sources of Information Collection	Advertising	86	43.0
		Family Members	68	34.0
		Neighbors/Friends/Relatives	82	41.0
		Others	25	12.5
2)	Source of Information from Advertising	Television	61	70.9
		Newspapers	72	83.7
		Magazines	14	16.3
		Hoardings	18	20.9
		Pamphlets	32	37.2
		Others	12	14.0
	Sources of Influencing Buying	Self	121	60.5

3)	Decision	Family Members	137	68.5
		Neighbors/Friends/Relatives	97	48.5
		Advertising	73	36.5
		Sales Promotion	88	44.0
4)	Types of Products Purchased	Fruits	29	14.5
		Vegetables	36	18.0
		Grocery	62	31.0
		Frozen Foods	14	7.0
		Beverages	27	13.5
		Home Care	51	25.5
		Personal Care	47	23.5
		All	103	51.5

Source: Primary data collection

From table 3.3, it can be seen that majority of the respondents i.e. 62 considered brands as their first preference, 53 considered quality as the second, 48 considered discounts as the third, 43 considered quantity as a fourth preference, the scheme as fifth and again 59 considered quantity as sixth preference.

Table 3.3: Cross Tabulation of Preference of Respondents

Preference	Brand	Quality	Price	Discount	Scheme	Quantity	Total
1 st	62	49	31	23	19	16	200
2 nd	50	53	39	31	17	10	200
3 rd	35	39	43	48	21	14	200
4 th	29	22	33	34	39	43	200
5 th	11	17	25	28	61	58	200
6 th	13	20	29	36	43	59	200
Total	200	200	200	200	200	200	

Source: Primary data collection

4.4 The Influences of Sales Promotions on Customer Purchase Intention

Respondents were asked about the specific questions based on the Likert scale (ranging from strongly disagree to strongly agree) and these statements were studied to analyze the impact of sales promotions on the intention of customer's purchase. Kolmogorov-Smirnov One-Sample Test has been applied to find out the degree of agreement between a set of the different values observed and values specified by the null hypothesis. Table 4.1 shows the calculated Kolmogorov-Smirnov D Value for all of the statements. At the alpha level of 5%, the critical value of D is 0.096. As the calculated value of D is more than the critical value of 0.096, the null hypothesis is rejected. Thus, there is a significant influence on sales promotions on

customer purchase. The statement Sales Promotions influence customer purchase intention has D value (0.20), Sales Promotions increase customer satisfaction level D level(0.18) Sales Promotions affect the frequency to visit an outlet D level(0.17), Sales Promotions play a vital role to spend more D level(0.17), Sales Promotions entice to repurchase D level(0.16), Customers purchase more quantity due to sales promotions D level(0.19), 'More' does adequate sales promotion activities D level(0.13), 'More' justifies its punch line: "Hamesha Extra" D level(0.10) i.e. more than .096. Thus all these variables have an impact of sales promotion on them.

expressed that other retailers' sales promotion attracted them to visit their outlet.

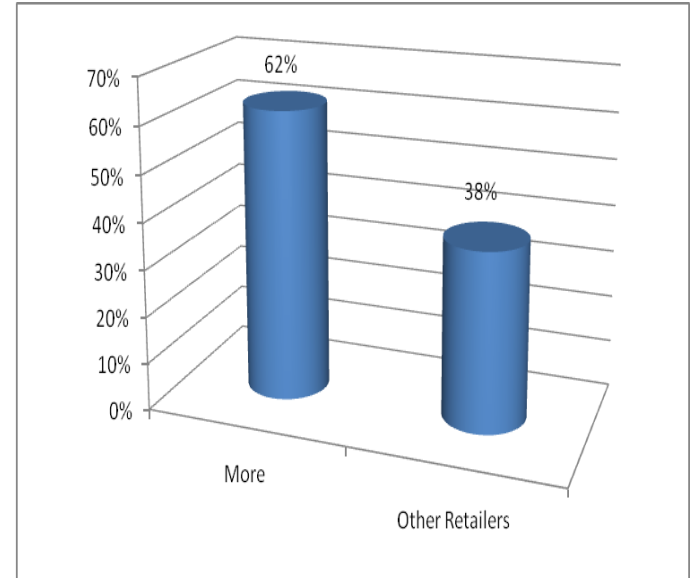


Chart 4.3 Customers' visiting retail outlets due to sales promotion

4.5 Satisfaction Level of Customers With Regards To Sales Promotional Tools Adopted By 'More'

In order to analyze customer's satisfaction level, customers were enquired about the sales promotional tools of 'More' on the Likert five-point scale (highly dissatisfied to highly satisfied). To find out the degree of satisfaction between a set of the value observed and values specified by the null hypothesis, the Kolmogorov-Smirnov One-Sample Test has been applied. Table 5.1 shows the calculated values of Kolmogorov-Smirnov D for all the variables. At the 5% alpha level, the critical value of D is 0.096. As the calculated value of D is more than the critical value of 0.096, the null hypothesis is rejected. It implies that the customers are satisfied with sales promotional tools adopted by the organized retail industry.

Sr. No.	Variable	Kolmogorov-Smirnov D Value
1	Overall Schemes	0.20
2	Clubmore membership Scheme	0.17
3	Monthly Shopping Scheme	0.16
4	Limited Offers Scheme	0.15
5	Best Buys of the Month Scheme	0.17
6	Buy & Get Free Scheme	0.13
7	Discount on Bulk Purchase Scheme	0.16

Sr. No.	Statements	D Value
1	Sales Promotions influence customer purchase intention	0.20
2	Sales Promotions increase customer satisfaction level	0.18
3	Sales Promotions affect the frequency to visit an outlet	0.17
4	Sales Promotions play a vital role to spend more	0.17
5	Sales Promotions entice to repurchase	0.16
6	Customers purchase more quantity due to sales promotions	0.19
7	'More' does adequate sales promotion activities	0.13
8	'More' justifies its punch line: "Hamesha Extra"	0.10

Fig 4.2 shows Percentage of customers visiting More's outlet due to Sales Promotion and it can be inferred that majority of respondents i.e. 83% accepted that the sales promotions persuade the customers to visit 'More' supermarket whereas rest 17%. Don't find sales promotion as indifferent.

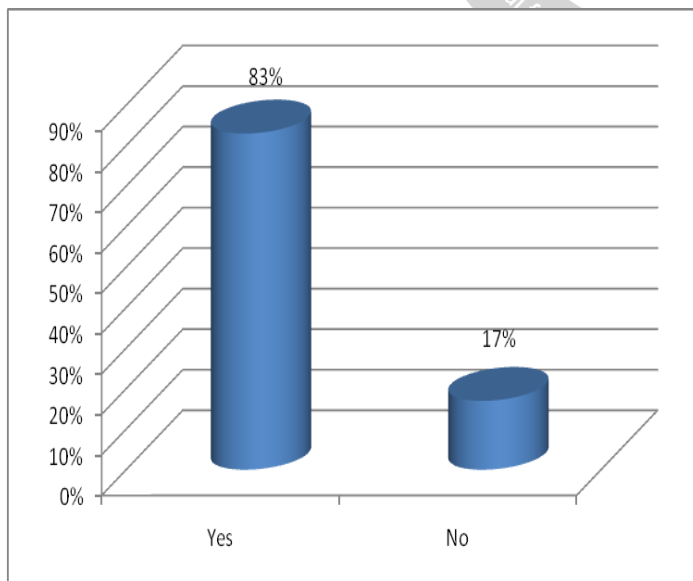


Fig 4.2 Percentage of customers visiting More's outlet due to Sales Promotion

Fig 4.3 shows that the majority of respondents i.e. 62% visited 'More' because of its sales promotion, but 38%

8	Combo pack Discount Scheme	0.14
9	Exclusive Schemes for Clubmore members	0.18
10	Free samples	0.10
11	Gifts	0.14
12	Rebates	0.18
13	Prizes	0.16
14	Contest	0.12
15	Additional promotional tools	0.12
16	Overall sales promotion activities	0.21

V. CONCLUSION

More store tries to provide the experience of complete shopping to customers and has come up with quality products that are best in class, superior store experience with high-quality customer service. More has rolled out Mission Happiness Project for enabling their customer to experience customer delight. Highly efficient store staff is employed and wide aisles are made to enable free access/movement. It also believes in being environment-friendly by switching the lighting from CFL to LED. More is the first grocery and food retailer in India to get the Food Safety Management System (FSMS) certification. It has many of its own brands like Kitchen's promise, Feasters, Selecta, more Life, Bluearth, Kruff Jeans Company, more Choice, Karinee, ChatterKids, Yo!, Incheels, Prarthana and Vow. The study reveals that sales promotions attract customers and results in increased buying and furthermore in increased customer satisfaction. It plays an important role in persuading customers to spend more money with their increased frequency to visit More and thus encourages buying increased quantity along with repurchase. Moreover, it can be seen that sales promotions have a significant impact on customer buying intention. Attractive sales promotional tools namely monthly schemes and limited offers scheme, membership scheme, best buys of the month scheme, discount on bulk purchase scheme, Buy & Get Free scheme, combo pack discount scheme has a positive effect on customer's buying behavior with increased sales of the organized retail sector. Many exclusive schemes for loyal/member customers are arranged like prizes, contests, rebates and free gifts. Additional facilities like timely SMS alerts to members about discounts and schemes along with free home delivery entice customers to go for increased buying from retail shops. Through the survey, Customers also suggested to include additional promotional tools namely, coupons that can be redeemed on the next purchase, various deposit

schemes along with guaranteed rebates, more free samples, exchange offers scheme and internet billing facility.

In the customer-oriented market, customers' satisfaction (meeting aspirations and expectations) is an important criterion for the retail sector. This helps in tapping new customers as well as in retaining the existing ones. The retail sector is trying to fulfill the customer's expectation with strategies which are innovative and attractive. Digital marketing acts as an aggressive and smart marketing tool to reach customers in less time. Competitive sales promotion helps in targeting customers, meeting the demand for effective delivery and meets consumer expectations in the organized retail industry.

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