**Analysing the Effects of Sales Promotions Influencing the Consumer Purchasing Behaviour in the Retail Store**

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***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 study the analysing the effects of sales promotions influencing the consumer purchasing behaviour in the retail store. To attain the objectives, the primary data collected from one hundred and sixty three retailers by adopting convenient sampling method with the help of structured questionnaire. The investigative scope of consumer sales promotion techniques, its objectives and reasons are proved by Garret Ranking Techniques. The result revealedthe sales promotion techniques are positively influence the consumers in retail store and it attracting the new consumers.

**KEY WORDS:** Sales Promotion Techniques, Retailers, Consumer.

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

**INTRODUCTION**

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

Marketing is a managerial process of providing the right product, in the right place, at the right time and it the right price. Kotler defines marketing as a “social and managerial process by which individuals and groups obtain what they need and what by creating and exchanging products and value with others. This definition is built on the main concepts of wants, needs, demand and satisfaction through exchange Process.1  The American Marketing Association has defined consumer behaviour as, “The dynamic interaction of affect and cognition, behaviour, and the environment by which human beings conduct the exchange aspects of their lives.”Consumer behaviour has two aspects; firstly, the decision process involving complex variables, and secondly, the final purchase activity of the consumers. The marketers base their research around the central question, which is how a consumer response to the marketing efforts is carried out by any company? 8.

A retail mix is devised for the purpose of coordinating day-to-day tactical decisions. The **retail marketing** mix typically consists of six broad decision layers including product decisions, place decisions, promotion, price, personnel and presentation.7 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.

**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.

1. **Khushbu Sharma and Dr. Mahesh Uday Mangaonkar (2021)** they are analysing promotional strategies of the retail sector. This paper is based on a descriptive study focuses on secondary data, the majority of information comes from journal articles, news, opinions from retail market experts. The study revealed the Indian retail industry is becoming one of the high successful businesses due to a large population with good disposable income and tremendous spending power and the world has considered India as a potential market for retailing. The growth of the retail trade in India is associated with the growth in the Indian economy. There is very huge potential for the growth of organized retailing in India. By adopting the related strategies, by establishing open communication between functional departments and maintaining balance between brand building and promotion it can rise enormously and can hold its customers.
2. **Mahsa Familmaleki1, Alireza Aghighi and Kambiz Hamidi (2015)** they are study the sales promotion is influence the customer purchasing behaviour. The study revealed promotion tools are affect consumer behaviour and the decision-making process. Sales promotion has direct impact on the consumers buying behaviour.
3. **Dr. D.P. Misra (2017)** a major objective of the research is to identify the key variables that influence customer purchasing decisions about colour television. In Cuttack and Bhubaneswar, approximately 440 respondents were selected from various electronic product retail shops. Questions related to chosen factors influencing respondents' purchasing behaviour are asked in the second section of the questionnaire. Analysis of the data obtained has been carried out using SPSS software. Consumer happiness is mostly unaffected by demographic variables, but is directly affected by the advantages customers get from sales promotions.
4. **Karan Saxena, Prof. Dr. Vivek Sharma, Prof. Dr. Mukesh Chansoriya, Jyoti Tiwari (2018)** examine thesales promotions impact on the consumer behaviour. Exploratory and descriptive research is combined in this study. Total of 396 questionnaires were filled out in their entirety. The software programs were used to analyze data. A result from this study is good sales promotion is a powerful instrument for changing customer behaviour. To better impact customer purchasing behaviour, businesses may cultivate sales promotion's main drivers. Finally, consumers' attitudes about various promotional techniques and their impact on purchasing behaviour are positive and encouraging. This research shows that sales promotion is a successful tool for marketers and cost-efficient. It demonstrates that the sales promotion tools are an extra marketing approach to the current company. As a result of this research, it is suggested that sales promotion be used to boost sales in a cost-effective way and to outperform rivals.
5. **Mukaram Ali Khan, AmnaTanveer and Syed SohaibZubair (2019)** they are identify the impact of various types of sales promotion on consumer buying behaviour in MT super markets of Pakistan. The structured questionnaires were used for the requirement of collecting primary data. The researcher aims to find out the sales promotion technique influences the customers in a positive way and not all the promotional tools influence the customers equally. Some consumers consider sales promotion as an opportunity that they should avail while others may think it as a low-quality product that is being sold by offering promotions. One thing should be kept in mind that these findings are applicable on Modern Trade stores only and has nothing to do with other retailers.

***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.

**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.

**RESEARCH METHODOLOGY**

The researchers described research design with the following five **“S”**:

**Source**

The data was collected from both primary and secondary sources. Primary data has been used in this study; primary data was collected in administering a detailed questionnaire. For this study, secondary data was collected through various sources such as magazines, internet and business journals.

**Study Period**

Thestudy was conducted between May 2023 and July 2023.

**Study Area**

The geographical coverage of research denotes Tenkasi District.

**Sampling Technique**

* **Sampling Method**

A total number of 163 respondents were selected by adopting convenient sampling method.

* **Sample Size**

A total number of 163 respondents were selected randomly who are living in Tenkasi District.

**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.

**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.

**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 1.7 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.

**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 phenomenon 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 | **VI** |
| 2 | Coupons | 8764 | 53.77 | **III** |
| 3 | Demonstration | 6932 | 42.53 | **VIII** |
| 4 | Contests | 8706 | 53.41 | **IV** |
| 5 | Cash Refund Offer | 7165 | 43.96 | **VII** |
| 6 | Premium | 9167 | 56.24 | **I** |
| 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.

**FINDINGS**

**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.

**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.

**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.

**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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