



## THE IMPACT OF PROMOTIONAL TOOLS ON CONSUMER BUYING BEHAVIOR: A STUDY FROM PAKISTAN

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### ABSTRACT

*The main objective of this research was to investigate the influence of sales promotion and physical surroundings that is situational factor on consumer buying behavior. The research found that there was no significant relationship between free samples, coupons and buying behavior. On the other hand price discount, buy-one-get-one-free, physical surrounding has a significant relationship with buying behavior. The results of regression analysis show that price discount, buy-one-get-one-free and physical surroundings explained 45.7% variance in buying behavior of the respondents. The results of this research would assist marketers to understand the best kind of promotion tool that significantly affect buying behavior of the consumers. The marketers can develop their business plan more effectively through the result of this study and these plans help businessmen and*

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*marketers to gain competitive advantage over their competitors and enable the businesses to earn maximum profit.*

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**Key Words:** Buy-One-Get-One-Free, Coupons, Free Sample, Physical Surroundings and Price Discount.

## INTRODUCTION

Marketing activities are related to sales promotion that increase consumer purchases and improve intermediaries or retailer's efficiency and co-operation. Direct purchase and consumer product trial are those specific objectives, which can be achieved through short-term efforts of sales promotion, introduction of consumers to stores, getting retail point of purchase display, encouraging stores to stock the product, and supporting the personal sales efforts. According to Wathieu & Murre (2007) many purchase situations are so typical that shoppers conduct a very slight cognitive activity. Actually, it is hard to motivate behavior such as brand switching or increases in the number of units purchased.

According to Srinivasan and Anderson (1998) in these days businesses are constantly looking for marketing tactics to increase effectiveness and efficiency of their tasks of business. For a business to advertise their brand and make it a dominant brand, marketing and sale promotion looks to be extremely effective (De Chernatony and McDonald, 2003). According to Peattie and Peattie (1995); Keon and Bayer (1986) and Shultz (1987), in the past marketing look to be great operational method for advertising businesses, but in these days' businesses are getting far away from the advertising and moving their focus on the promotional techniques. There are certain reasons of getting away from the advertising (Dickson and Sawyer, 1990 and Quelch, 1983). The first one is rising cost of advertising, Second one is intangibility of advertising message and the third one is the reliability of advertisement message are the core factors. Sales promotion has direct effect on the consumers purchase buying behavior, which is an action focus-marketing event (Blattberg and Neslin, 1990). Totten and Block (1994) that stated the term sales promotion refers to several types of selling incentives and methods which aim to yield the immediate sales effects. Three kinds of methods could be used by marketers to increase sales, first one is the promotion which is used to target consumers is called consumer's sales promotion (Price Deals, Price Pack Deals, Coupons, Samples, Sent of Deals and Loyalty reward programs). The sales promotion which is directed at the customer, distribution channel or sales staff members is called retail promotion (Three for two, Buy-one-get-one-free, free goods, displays and features advertising). The sales promotion that targets to retailers and wholesalers are called trade sales promotion (Trade contest, point of purchase, trade allowance, displays and trade discount and training programs).

Sales promotions consist of a large variety of temporary strategic promotion tools which aim is generating a desired response from the consumer (Gilbert and Jackaria, 2002). One of sales

promotion tools advantage is that can stimulate the consumers to think and assess brand and purchase opportunities when otherwise they may not have. Therefore, various types of promotion tools and promotion strategies are utilized by the marketers so that they can know consumer preference and increase their sales. This fact indicates that many consumers are easily tempted when they understand the term Sale Promotion. According to Gilbert (1999), other than price reduction, coupons or rebate given by the retailers as well as other marketing tools such as free sample and buy-one-get-one-free were found to be inducing consumer buy more than they expect. Different kinds of promotion tactics are used by the sellers to attract the customers and increase their sales. The earlier studies has shows that framing of advertising messages and presentation of price information influence the consumer's views about prices and their willingness to purchase (Das, 1992; Sinha and Smith, 2000 and Sinha et al., 1999). ). However, previous research generally has not distinguished between consumers who have prior goals to buy the product relative to those who do not have such purchase goals. Moreover, there has been no research which is investigating consumer's reactions to various advertising message framing and price presentation differ when people do or don't have pre-purchase aims. Since the similar promotion information may lead to different perceptions as customer's goals vary, understanding how customers with different purchase goals react to different promotion messages can help sellers design effective promotion programs (Shavitt et al., 1994).

The main purpose of this work is to examine the impact of different sales promotion tools on consumer buying behavior. Therefore, the Research on promotional tools is indeed important to understand the most influencing tools to compete with its competitors. The purpose of this research is to study closely the liking of customers on various promotion tools. Through this information, the marketer and retailers could well plan of their resources to gain the maximum profit. This study aims to investigate the preference of consumer on different promotional tools, marketers and retailers will able to aware of the consumer buying behavior, so that they can utilize the right and the most effective promotion techniques to attract the customer. The typical promotion tools includes samples, price discounts, buy-one-get-one-free, Coupons, in-pack premiums, price offs and so on. But In this study, we will discuss the impact of free sample; buy one get one free, price discounts, coupons and physical surroundings on the consumer buying behavior. The physical surrounding is a situational factor, which effect consumers buying behavior. These promotional techniques affect the consumer buying behavior during the shopping. Previous research has shown that these factors have significant relationship with consumer's buying behavior. The impacts of these tools vary from country to country. So our study can generate different results from the previous study.

This paper is organized in the following way. Section 2 presents the relative literature review of marketing techniques like, free sample, buy one get one free, price discounts, coupons and physical surroundings along with the hypotheses. Section 3 of the study describes methodology that contains

quantitative analysis, sample and data gathering techniques and experiential outcomes. In discussion segment outcomes are debated and sanctions are offered with study limitations. As a final point, next and last section draws conclusions of research by the planned impending.

## **LITERATURE REVIEW**

### **Promotion Effects on Consumer Buying Behavior**

Promotion is a tool that used by the retailers or manufacturer to invite consumers and purchase more or tries a service or product. The result of the sales promotion is the used of high quantity stock, inviting many new customers and more increase in sales. Chandon, Wansink, and Laurent (2000) indicated that sales promotion may be attractive for highly promotion prone consumers for reasons beyond price savings. Many consumers switch brands so that they could receive greater deals that imitate and strengthen their smart buyer self-perception, and these consumers are favorably promotion prone, these consumers make an attempt to try a new product or service that have been promoted. For an instance, decrease in price for a limited period to attract more a new consumer is refers to as price promotion. Sales promotion means any activity that is utilize by the producer to encourage the trade (retailer, wholesaler, or network associates) as well as make customers to purchase a brand and boost sales force to aggressively sell it. The term sale promotion refers to several types of selling incentives and methods indented to yield immediate sales effects (Totten & Block, 1994).

### **Attitude towards Free Samples**

Sampling is a process in which a real or trial-sized product is send to customers. Free sample of product are given to consumers so that consumers have an opportunity to try and utilize the products. Sampling is the process of presenting less numbers of products to the consumers without any cost, so that they can check it and purchase the product in near future (Pramataris et al., 2001). Free samples are sent to the consumer through mail so that they can use their products, rather than just hear about the products (Kardes, 1999). The effects of the use of free sample have written by Parmataris et al., (2001); Fill (2002) and Shimp (2003). According to Shimp (2003), free sample of product effect the consumers buying behavior but Jackaria and Gilbert (2002) have not agree with this statement. Lammers (1991) stated that a free sample had positive relation to immediate sales of that product. Free sample had a considerable relationship with product trial behavior of consumer (Ndubisi and chiew, 2006). So we can hypothesize as:

**H1.** There is a positive relationship between attitude towards free sample and consumer buying behavior during sale Promotion.

### **Attitude towards Buy-One-Get-One-Free**

“Buy one get one free” is one of promotion technique of sales promotion in which an additional product is offered to the customers at normal price but with greater enhance in package. The

customers could easily persuade to purchase the produce because there is no requirement of any additional price and it should be more valued by the customer to perceived (Sinha & Smith, 2000). Gardener and Trivedi (1998) have written that larger size of package and proper advertising of the product help to make the promotion more attractive. When the extra produce is contain without any additional price, the customer could persuaded to purchase the produce if the consumers has sense that their money can be kept with this transaction. The bonus packages inspire the consumers to purchase the produce (Percy, Rossiter, and Elliott, 2001). The bonus packs liked by producers or manufacturers because it should increase the product trial, switching a product and forcing stores to stock product. According to Li, Sun & Wang (2007), this technique of promotion would be very useful to manufacturer because it should help the retailers to clear the stock more quickly as compare price promotion. Therefore, we can say that:

**H2.** “Buy-One-Get-One-Free” has a positive impact on consumer buying behavior during sale promotion.

### **Attitude towards Price Discount**

Price promotion refers to reduction in price for a limited time, which offered to customers. Price discount is famous tool for offering a good reduction in buying price, which is openly mentioned on the product or point of purchase display (Fill, 2002). The customers are more attracted to price-off promotions (Percy et al., 2001). Ndubisi and Chiew (2006) stated that product trial can be increased through offering great price discount. According to Ehrenberg et al. (1994), the short-term rises in sales were due primarily to purchases made by occasional users of a brand, although they further warned that these occasional users, after taking advantage of the price reduction, would most likely return to their favorite brands in their portfolio rather than buy the promoted brand at full price. Earlier researches showed that an unusual rise in sales would exercise by sellers because of consumer’s price-consciousness (Kopalle & Mela, 1999; Banks & Moorthy, 1999; Gilbert & Jackaria, 2002 and Smith & Sinha, 2000). The reduction in product prices play major parts in persuading customer’s product trial behavior and through this new customer can be attracted (Blackwell, Miniard and Engel, 2001). Therefore, we postulate that:

**H3.** Price discount has a positive impact on consumer buying behavior during sales promotions.

### **Attitude towards Coupons**

The word of coupon advertisings is related to those customers who gained vouchers are eligible to get concession on the products at its usual price (Ndubisi & Chew, 2006). Coupons are defined as vouchers or certificates, which facilitate consumers to a price reduction on a specific product (Fill, 2002). The value of discount or price cut is set and the coupon must be presented when customer purchases product. According to Cook (2003), coupons are easily understood by the customer and can be extremely useful for trial purchase. Coupon is a confirmed method by which producers can communicate with customers and it can be used as a strong brand-switching tool. Gardener and Trivedi (1998) reported that for many years as a means of presenting the customer a one-time

reduction in price and constructing brand consciousness and loyalty, for this purpose coupons have been used as key advertising tools. Actually, coupons have increased brand switching and persuade purchases, indicating that consumers are influenced by the discount declared in the coupon. In the previous study it was found that six months after getting one of these coupon proposals, customers were between two and five times more likely to buy and use the promoted brand in the past than were a control group of a like customers who had not acquired coupon. Customers who got the coupon deal were also double as possible to show that they would purchase the promoted brand in the future. Wayne (2002) in a new consumer research on three recent coupon programs showed that the promoted brands gained incremental sales through enlarged trial and succeeding non-coupon purchases. They also wrote that coupon advertising was between the least used and not accepted marketing tools by customers. So we can hypothesize as:

**H5.** Coupons have a positive relationship with Consumer buying behavior during sales promotions.

### **Physical Surroundings**

Now a day's Shopping centers had various kinds of store and most of countries grasp similar sales advertisings yearly. Throughout the sales advertising, retail shops frequently changes in physical surrounding with various kinds of music, décor and sales discount ranging from 25 to 75 per cent. This friendly environment transform would motivate and influence consumers purchasing behavior. It is frequent to monitor that shopping malls lean to put up remarkable physical surrounding as extrinsic value to draw customers to the mall and stores. In addition, the picture of the shopping Centre encourages consumer store condescending (Sit et al., 2003). This "front line" picture attraction is useful to retail stores. The elements that are include in physical surrounding such as arrangement, interior design and decoration, lighting, music, smell and cleanliness (Baker, 1987). It would be observed that during festive period like Christmas, individual footwear stores' sales persons decent in festive clothing adds glamour its environment. Other researches also shows optimistic relations by purchasers to the physical surroundings, which lean to encourage their useful requirements (Kim, 2002 and Keng et al., 2007). In the next purchase, consumers frequently try to form an assessment of their past mall and store experiences on the physical surroundings and services provide. These factors jointly persuade customer quality hopes (Baker, 1987) of a shopping mall and we hypothesized as:

**H5.** There is a positive relationship between physical surroundings and consumers buying behavior during sales promotions.

## **RESEARCH METHODOLOGY**

The research, which we were using in this study, was descriptive in its nature. Descriptive research can be explained by specific situation, describing some kind of things or some kind of observable facts. Research that explains the current situation instead of interpreting and making judgments is descriptive research (Creswell, 1994). The core purpose of descriptive research is to establishing

the accuracy of developed hypothesis that reflect the current position. This kind of research gives knowledge about the current scenario and concentrate on past or present for an instance in a community quality of life or customer attitude toward any marketing activity (Kumar, 2005).

Before conduct the actual research the pilot study has been done. The main objective of pilot research was to measure the reliability of the questionnaire items that were utilized in this research. A total 200 students were selected to ensure that items of the questionnaire were easily understandable by the person who answers that questionnaire. Through this study the researcher self-confidence has developed and he ensure that questionnaire that was used fit for this research.

### **Sample and Data Analysis**

In this research, about 200 respondents were asked to participate in self-administrative survey in order to collect the data for understanding the situation about the consumer buying behavior. The population for the current research is general people or any consumers who have some kind of buying products.

The non-probability sampling technique utilizes in the current research. The non-probability sampling is very convenience because in this sampling technique information can be collecting from the relevant sample or the unit of the study that are conveniently available (Zikmund, 1997). The convenience sampling is used for collecting a large number of completed surveys quickly and within limited cost.

It has also ensured that the sample members possess the two main qualifications for participating in self-administrative surveys. First, is that all respondents were well educated and secondly they were purchasing different goods and services and we have observed their experiences.

These sample members selected from different metropolitan groups. The three main clusters were targeted to collect the sample data like university students, working professionals and businesspersons. According to the Brown (2007), buying behavior means that decision making process that we had observed.

### **Questionnaire and Scales**

In this current research the questionnaire used as tool of research. There are two major portions of this questionnaire. The first part shows the background of a person who answers the questionnaire; the second part shows the awareness with respects to various marketing tools and purchasing behavior of persons who answer the questionnaire. In the first portion every person who answer the questionnaire were told to provide the information about gender, age monthly income, education and his or her status. In the second portion of survey questionnaire thirty three items were selected. To measure the each variable five items were used and eight items were used to measure the

consumer buying behavior. Price discount, buy-one get-one-free, coupon, free samples and one situational factor that physical surrounding has tested. In this study likert scales five point were used, 1 for (strongly agree), and 5 for (strongly disagree). This scale is adopted from the Bakewell and Mitchell (2003), David Yoon Kin tong, Kim Piew Lai, Xue La Tong (2012) study. To analyze the data the Statistical Package for Social Science (SPSS) version 17.0 was used.

### Procedure

The questionnaire was distributed among 200 respondents at different areas in Bahawalpur. The respondents were selected based on above mentioned criteria. Before providing the questionnaire, the objective of the research and questions were detailed explained to the respondents so that they can fill the questionnaire very easily with relevant responses. A total of 150 questionnaires were selected and rest of the questionnaires was not included in the further analysis due to incomplete and invalid responses from the respondents. After collecting the complete questionnaires, these questionnaires were coded and then entered into SPSS for regression analysis.

### Reliability Analysis

Overall Cronbach's alpha of questionnaire items that is more than acceptable and recommended value 0.50 by Nunnally (1970) and 0.60 by Moss et al., (1998). The Table 2 shows that all 33 items were reliable and valid to measure the opinion of consumers towards Buying Behavior.

**Table-1** Reliability of Questionnaire and Scales

Scales	Items	Cronbach's Alpha
Attitude towards Free Sample	5	0.709
Attitude towards Buy-One-Get-One-free	5	0.593
Attitude towards price discount	5	0.659
Attitude towards coupons	5	0.698
Physical surroundings	5	0.633
Buying Behavior	8	0.733

## RESULT AND ANALYSIS

### Profile of the Respondents

Out of 200 questionnaires, the usable questionnaires that are returned by respondent were 150. The answer provides by the male respondents were 50.7% and female were 49.3%. The 65.3% of the respondent's monthly income was below to Rs.15000. The 83.3% of persons fall between the ages of 18-25years, and 59.3% of respondents were university students. Their Personal and demographic information such as gender, age, income, education level and status are presented in the following table.



**Table-2** Profile of the Respondents

No.	Variable	Category	Frequency	Percentage
1	Gender	Male	76	50.7
		Female	74	49.3
2	Age	18-25 Years	125	83.3
		26-35 Years	11	7.3
		36-45 Years	10	6.7
		46-55 Years	3	2.0
		More than 56	1	0.7
3	Monthly Income	Below 15000	98	65.3
		15000-25000	18	12.0
		25000-35000	15	10.0
		35000-45000	5	3.4
		45000-55000	8	5.3
4	Education	Above 55000	6	4.0
		Intermediate	3	2.0
		Bachelor	47	31.3
		Master	89	59.3
		MS/M. Phil	11	7.4
5	Status	PHD	-	-
		Student	130	86.6
		Employed	13	8.7
		Businessmen	7	4.7
		Unemployed	-	-
		Housewife	-	-

### Hypothesis Testing

To measure or construct the relationship between the promotional variable, the regression analysis techniques were applied. The results of the regression analysis shows in Table 4 that were used to measure the relations between the promotional tools their named as, buy-one-get-one-free, price discount, free sample, coupons, and physical surroundings and buying behavior.

### Attitude towards Free Sample and Buying Behavior

According to the results of this research the variable attitude towards free sample have not a significant relationship with buying behavior ( $\beta = 0.068$ ,  $p = 0.328$ ). It has positive but not very significant relationship with buying behavior. Based on this result we can reject the H1 and conclude that research did not find any significant relationship with the buying behavior.

### Attitude towards Buy-One-Get-One-Free and Buying Behavior

The regression analysis of the study shows that the variable buy-one-get-one-free have significant positive relationship with buying behavior ( $\beta = 0.205$ ,  $p = 0.018$ ) and shows that buy-one-get-one-free has strong positive impact on the consumer buying behavior.

### Attitude towards Price Discount and Buying Behavior

The outcome of regression has approved that variable price discount having strong significant positive relationship with Buying behavior ( $\beta = 0.29$ ,  $p = 0.002$ ). Its significance value is less than

0.05, so we can conclude that it is highly significant and having a strong positive impact on buying behavior.

### Attitude towards Coupons and Buying Behavior

Regression estimates results shows that attitude towards coupons has no significance relationship between these two variables ( $\beta = 0.075$ ,  $p = 0.417$ ). Based on these results, we reject H4 and conclude that research did not show any significant relationship with buying behavior.

### Physical Surroundings and Buying Behavior

According to the results physical surroundings also has significant strong positive impact on the buying behavior of consumer ( $\beta = 0.247$ ,  $p = 0.003$ ). So the result of this study shows that the environment of the retail shop also important factor which can affect the consumers purchase intention and has strong significant relationship with buying behavior of consumers.

### Promotion Effects and Buying Behavior

This research results shows that buy-one-get-one-free, price discount and physical surroundings have a significant positive relationship with buying behavior of consumer but free samples and coupons have not significant relationship with buying behavior of consumer. The five variables results in structural model show significant  $R^2 = 0.457$  and adjusted  $R^2 = 0.415$  for forecasting purchase among the respondents.

The Price discount is strongest predictor shows the significant regression ( $\beta = 0.292$ ,  $t=3.218$ ,  $p = 0.002$ ) where as the coupons is weakest predictor has non-significant regression coefficient ( $\beta = 0.075$ ,  $t = 0.814$ ,  $p = 0.417$ ). So we can say that, H2, H3, and H5 are supported, but H1 and H4 are not supported it. Table 3 summarizes the regression results of the study and Figure 1 shows the graphical Presentation of the structural model,

**Table-3.** Regression Results

Hypothesis	Model variables	Estimate ( $\beta$ )	S.E.	C.R.	Significance (P)	Results
H1	Att. FS $\longrightarrow$ BB	0.068	0.071	0.980	0.329	Not Supported
H2	Att. B1G1F $\longrightarrow$ BB	0.205	0.129	2.389	0.018	Supported
H3	Att. PD $\longrightarrow$ BB	0.29	0.087	3.218	0.002	Supported
H4	Att. CO $\longrightarrow$ BB	0.075	0.079	0.814	0.417	Not Supported
H5	Phy Surr $\longrightarrow$ BB	0.247	0.07	3.060	0.003	Supported

**Note:** Att. FS = Attitude towards free sample

BB = Buying behavior

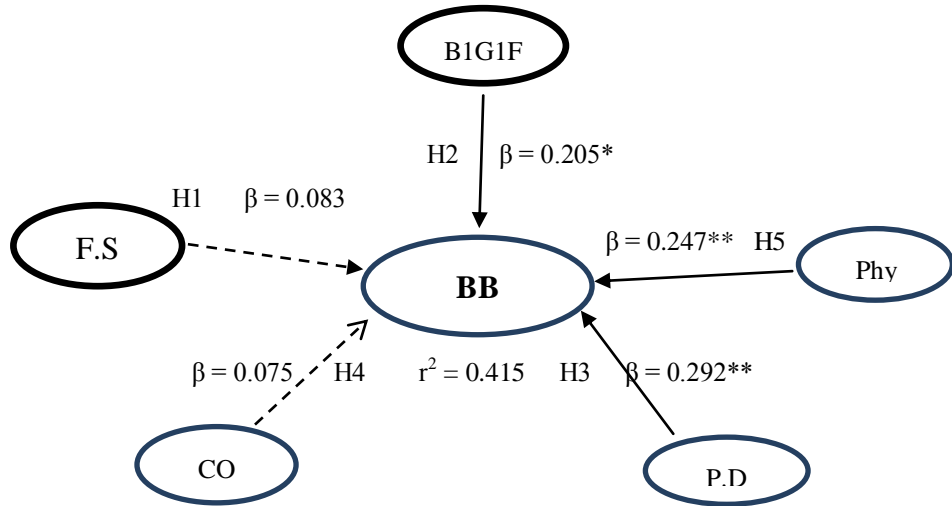
Att. B1G1F = Attitude towards buy-one-get-one-free

Att. PD = Attitude towards price discount

Att. CO = Attitude towards coupons

Phy Surr = Physical Surroundings

Figure-1. Structural Model Result



Note: \* $p < 0.05$ ; \*\* $p < 0.0$       - - - - - Insignificant  
 ——— Significant

BB = Buying behavior      BIG1F = Buy-One-Get-One-free      F.S = Free sample  
 P.D = Price Discount      Phy Sur = Physical Surroundings      CO = Coupons

**DISCUSSION**

The major objective of this research was to examine the impact of various promotion techniques, which can affect the consumer buying behavior, and it can also be used by the businessmen to increase their sales and boost up their business. For this purpose, we have taken four promotional tools and one situational factor, which can affect the consumer buying behavior. These tools are free sample, buy-one- get-one-free, price discount and coupons. Physical Surroundings is a situational factor that can be used to measure the buying behavior of the consumer.

The result of this study gave some important knowledge about impact of promotion tools on consumer buying behavior. With respect to customer proneness to sale promotion, research found that Price Discount, Physical Surroundings and Buy-One-Get-One-Free played the greatest significant role in developing consumer-buying behavior. The above results show that, buy-one-get-one-free has significant relationship with the buying behavior ( $t = 2.389, p = 0.018$ ), Price discount has strong significant positive relationship with the buying behavior ( $t= 3.218, p = 0.002$ ) and Physical Surroundings also has an important situational factor which has a strong positive impact on buying behavior ( $t = 3.060, p = 0.003$ ), but free sample and coupons have not significant relationship with the buying behavior ( $t= 0.980, p= 0.329$ ) and ( $t=0.814, p= 0.417$ ) respectively.

The results show that free sample has no significant relationship with the buying behavior. This is because the practices of free samples are not much implemented in the Pakistan and the view of the

people is not good about the free samples. People think that the product, which offers as a free sample, is good but when they are buying, the products are not good quality. The result of this study also explained that buy-one-get-one-free is significantly linked with consumer buying behavior, therefore the more the product has included at no extra cost, than it can influence customers to purchase products for test. It revealed that advertising instrument such as buy-one-get-one-free can appeal and persuade customer's favorable attitude on buying behavior. Therefore, it can be explained that buy-one-get-one-free is one of the essential element persuading buying behavior of customers, particularly in the repurchase of new product.

At 5% significance level, price discount plays major part in manipulating consumer-buying behavior to purchase the product. This finding is consistent with the views of Blackwell and colleagues (2001) that price discount is strategically used in various industries to encourage the consumer buying behavior to buy a product because price discount may reduce consumers' perceived risk associated with trying a new, less-familiar product for the first time. The results of this study reaffirmed that findings of previous study by, Blackwell, Miniard and Engel (2001) that price discounts play significant roles in influencing consumers' purchase trial behavior, and Smith and Sinha (2000), price promotions can induced consumers' buying behavior and result in a short term increases in sales.

The results of this research showed that there is no major association at 5% significance level among coupons and consumer buying behavior. Therefore, it is conclusive that coupon is not a strong determinant of product trial among the respondents. This may be because people living in Pakistan are not much familiar with the coupons and the usage of coupons by businesses are also not so common in Pakistan. The result of this study was consistent with previous study in Kota Kinabalu, Malaysia which found that coupons have no significant relationship on product trial purchase (Ndubisi & Chew, 2006). Contrary to some earlier findings (e.g. Banks 2003; Blackwell et al. 2001), coupon in this result does not have significant effect on consumer buying behavior. This outcome may have been caused by the fact that in Pakistan, the usage of coupons as a marketing tactic is not as common or general as it is in the West. According to Huff and Alden's (1998) results, awareness with coupons has significant positive effects on customer attitudes toward coupons.

Another main important factor, which is shown in this research, is physical surroundings. The results of this study estimate that the physical surrounding also significant relationship with buying behavior of consumer. In this research, shoppers were inquired about shops likings that contain interior decoration of shops, music, brightness, shopping in large retail shops and when the shopping mall is nicely in odour. The result of this study shows that buyers enjoy shopping in an environment with music and in large retail store as well as when the shopping mall is bright lightening. According to Alpert and Alpert, (2006); Keng et al., (2007) and Baker, (1987), the

previous research have exposed that music has significant effect on listener's moods and buying behavior. It was found that neat and spacious atmosphere affect utilitarian shoppers' level of intention to patronize, time and money spent (Jin and Kim, 2003). The interior décor has significant impact on consumer buying behavior. Therefore, we can say that physical surroundings are very important during shopping by the consumers.

### **Implications**

This study has great worthy effects on theory. The structure gives new visions to understanding sales promotions tools and their influence on consumer buying behavior. Personal characteristic of the consumer are involved particularly in selecting and making purchase decision. From the findings, it was found that consumers pay great attentions on promotion and react clearly to the different marketing techniques that are promoted through the sales persons. The outcomes of this research have numerous effects that could be valuable for marketers, customers and future researchers. Since marketer's point of view, they can get best knowledge about the buying behavior of the consumer so that businesses can understand the need and wants of the prospective customers. Marketers can obtain data from this study that will facilitate them to get awareness about the buying behavior of the customers and it can also facilitate the marketers to use the most effective promotional techniques to attract customers. This research is very important for the organizations, because every organization wants to minimize their costs and maximize their profits. The concrete implications of this research lie initially in management's acknowledgment of sales promotion tactics that are pertinent to Pakistani customers. By offering the right promotional incentives, marketing strategies and their firms can increase sales by creating repeat buying behavior to their offering. So, the organizations should begin with and place large amount of money on those tools that are more attractive.

### **LIMITATIONS AND FUTURE RECOMMENDATIONS**

Although this research has taken vital steps to identify the factors that influence buying behavior, it also has certain limitations. Firstly, the limitation of the data prevents further exploration of the study. There was limit on age and only 150 respondents have contributed in this research. These respondents were practically similar in age varieties since they were between 18 to 25 years old and represent early adulthood only. By the difference in the ages of the respondents, different results could be generated.

Secondly, upcoming researchers have more opportunity to do their research in improved situation and at various physical localities. Diverse environment always play a positive role that helps to affect respondent's behavior especially at place of work, shopping complexes or malls and supermarkets. Related to this sample, functioning persons could act in an altered way. Besides, the individuals who do not have occupation such as housewife and retired person may also behave

differently because the understanding and experience of respondents towards the questions might influence their answers. Since this study was conducted in Islamic university of Bahawalpur and different area of Bahawalpur Pakistan, it could not represent other people living in urban or rural areas where the quality of life is totally different. Finally, it recommended for the future researchers that they include interview method in doing study specifically at the place where business transactions are happening. It will assist scholars to attain accurate info established on the respondents' fresh memory.

## CONCLUSION

Sale promotion plays a vital role for the dealers and retailers in the marketing programs. Sales Promotion generates large revenues and by using promotional tools sales can be increased. Various promotional techniques are used by the marketers in order to offer customers an additional incentive to purchase their products and then promotion in typical means. This research supported by the research from Cuizon (2009) who stated that sales promotions are not only effective in attaining short-term sales as they are also more cost-effective compared to other integrated marketing communications tools such as advertising. The overall conclusion of this research is we found positive customers attitude towards diverse promotion tools on buying behavior. The study confirmed that consumers buying behavior can be motivated through various kinds of elements, including promotion techniques such as free samples, price discounts, coupons, buy-one-get-one-free and physical surrounding. Furthermore, the structure offers new visions to understand that how different consumers respond to numerous promotion tools offered by marketers and their impacts on consumers buying behavior, which may be vital for marketers in order to use perfect promoting strategies and promotional tools to promote products.

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