



# Impact of Sales Promotion Techniques on Consumer Buying Behaviour in the Grooming and Wellness Sector: A study of Ranchi District.

Varun Singh

Dr. Narendra Singh

Dr. Ajay Kumar

Department of Commerce

St. Xavier's College, Ranchi

## Abstract:

This study examines the impact of sales promotion tools on consumer buying behaviour, specifically in the grooming and wellness sector. The research is being conducted in the Ranchi district. Businesses use these tools to provide incentives to consumers, which motivate them to purchase the products. Based on existing literature, there have been limited studies conducted specifically within this sector. The emergence of digitalisation, adoption of artificial intelligence, augmented reality and cultural integration, such as the rise in demand for Korean grooming and wellness products, highlights the change in consumers' tastes and preferences. The preferences and purchasing patterns in this industry are constantly changing due to increased customer awareness, lifestyle changes, and growing competition among brands. The research examines the influence of promotional tools like price discounts, premiums, free samples, etc., on consumer buying behaviour in today's time. The sample size of this study is 236 respondents, and the researcher has used a convenience sampling technique. The primary data is collected through a structured questionnaire with a 5-point Likert scale. The secondary data is collected through online sources. The analysis of the collected data was done with the help of SPSS software, and Microsoft Excel was used for graphical representation. The research found that there is a strong relationship between sales promotional tools and consumer buying behaviour. Customers are looking to form a long-term relationship with brands within this sector. In an intense competitive market like grooming and wellness, brands should use loyalty programs to retain and encourage customers to repurchase. Integration of artificial technology and augmented reality enhances consumer experiences. Brands should use balanced monetary offers that do not make consumers question the quality of products or brand equity. Free samples/trials reduce financial and psychological risk borne by consumers.

Keywords: Sales Promotion, Consumer Buying Behaviour, Sales Promotional Strategies, Grooming Industry, Wellness Products, Purchase Intentions.

## I. INTRODUCTION:

### **Background of the study:**

During the late 19<sup>th</sup> and early 20<sup>th</sup> centuries, companies were focused on a production-oriented approach. They believed that the more they produced, the more they would be able to sell. But as competition intensified and the market got crowded, businesses found it difficult to differentiate their product from their competitors. Businesses realised that they have to move past the belief that a higher volume of production, which ultimately lowers the cost of the product, making it more affordable, is just enough to attract customers. This led to the rise of the consumer-oriented marketing paradigm. It was distinct from a production-oriented approach. In the production-oriented approach, companies expect consumers to purchase from what is available in the market, while the consumer-oriented approach focuses on how well a business can understand and satisfy the needs and wants of its target audience. The role of sales promotional offers transformed from just being a stock clearance tool to an incentive that is offered by companies to customers, retailers and salesmen. This study focuses on consumer-oriented promotional tools.

### **Evolution of Grooming & Wellness sector:**

The Indian grooming and wellness market has experienced a major shift in consumers' taste and preference over the decades. During the pre-liberalisation era, consumers used grooming and wellness products for their functionality and benefits. But after the post-liberalisation era, which led to the entrance of multinational corporations in the Indian market, these MNCs changed consumers' perspective towards these products. They linked these grooming products as a way towards a modern lifestyle and enhancement of appearance, personality and confidence. They brought the concept of brand value, which was directly associated with quality, trust and status among consumers. The premiumization of the middle class was a massive change in the brand's target audience preference as they started preferring the quality of the product over its price. The emergence of digitalisation increases consumers' awareness about the products offered by brands. Consumers these days just do not blindly trust brands and their claims about the products. They do proper research before purchasing a product. These days, consumers demand personalised products and provide them satisfaction. This shows the evolution of consumer buying behaviour in the grooming and wellness sector from preferring generalised to personalised products.

### **Statement of Problem:**

In modern times, consumers' preference towards personalised and research-based brand trust is undeniable. Despite this, several businesses within this sector rely on sales promotional tools as a primary mechanism to influence consumers' purchasing behaviour. Companies rely on these strategies to attract customers and increase their sales volume. There is a significant research gap that exists in whether these traditional promotional tools are effective in the modern-day complex consumer decision-making process or not. As consumers grow sceptical and value-driven, companies' sole reliance on generic-based promotional tools fails to resonate with their target customers. This study evaluates the influence of these promotional offers on the buying behaviour of modern value-driven and sceptical consumers.

### **Significance of the study:**

Grooming has transformed into an integral part of people's living standards in modern times. The sector has seen a rapid growth and shift in consumers' needs, wants and desires over the decades. The emergence of digitalisation has not only increased awareness among consumers but also made companies develop marketing strategies more effectively. The impact of these incentive-based tools depends on how well the strategies are designed and resonate with their respective customer base. The study contributes to the existing body of work related to consumer perspectives and effective short-term tools used by marketers

to gain customers in tier-II cities. In this changing landscape, it is crucial to understand the influence of short-term traditional promotion tools and how these influence consumer behaviour in modern times. This study will help marketers understand the response of consumers towards these promotional tools, and it will help them plan more effective strategies. The findings of this study will be beneficial for marketers, researchers and businesses by providing insight regarding consumers' perspectives towards promotional offers.

### Scope of the study:

The study focuses on the impact of short-term promotional tools on consumer buying behaviour regarding the grooming and wellness sector. It examines the perception of tier-II city consumers towards these tools, which companies rely on to stimulate quick responses. The primary focus will be on analysing the influence of these tools on the consumer decision-making process and purchasing behaviour. The study covers grooming products linked with the hygiene and wellness of consumers. The findings are based on the primary data collected during the study period.

## II. LITERATURE REVIEW:

- 1.) Kotler, P., & Keller, K. L. (2016)<sup>1</sup> refer to these short-term promotional tools as incentives that generate quicker response among consumers. They suggest that these tools stimulate impulse buying behaviour among consumers. It reduces the psychological and financial barriers experienced by consumers. They warn that excessive reliance on these tools may damage the brand reputation.
- 2.) Blattberg, R. C., & Neslin, S. A. (1990)<sup>2</sup> state that sales promotional tools are crucial incentive-based tools which organisations rely on for immediate sales. They suggested that these tools may trigger stockpiling behaviour among consumers, especially in a highly competitive market. Yet they state that these tools come with limitations; for example, consumers may take a discounted price as the actual price of the product, and when the discount period is over, consumers may feel they are being overcharged.
- 3.) Gupta, S. (1988)<sup>3</sup> found that attractive promotional offers will influence consumers to switch brands. These promotional tools are highly impactful in markets where the differentiation between the offered products by brands is almost negligible. These attractive offers may act as a differentiating factor. It may trigger the behaviour of stockpiling and purchase acceleration among consumers.
- 4.) Shrimp, T. A. (2010)<sup>4</sup> state that companies use these promotional tools to get a competitive advantage over their rivals in an intense competitive market. He suggested that by integrating sales promotion tools along with other promotional tools within the Integrated Market Communication (IMC). A multiple-channel promotion was found to be highly effective compared to a single-channel promotion.
- 5.) Ailawadi, K. L., Nelsin, S. A., & Gendenk, K. (2001)<sup>5</sup> conducted research in which they classified consumers into two categories: the deal-prone consumers and brand-committed consumers. They found out that promotion offers attract more consumers and may tempt consumers to switch brands.
- 6.) Bawa, K., & Shoemaker, R. W. (2004)<sup>6</sup> Research focused specifically on free samples and how it encourages product trial among consumers. Their work discusses how free samples led to the acceleration, cannibalisation, and expansion effect among consumers and influence their purchasing behaviour.
- 7.) DelVecchio, D., Henard, D. H., & Freling, T. H. (2006)<sup>7</sup> did a meta-analysis on fifty-one prior studies and found that though short-term promotional offers create immediate sales, post-purchase consumers may not prefer the brand in the absence of these incentives. This was found to be a crucial reason why promotional offers had become more frequent.
- 8.) Peattie, K., & Peattie, S. (1994)<sup>8</sup> made a differentiation between value adding and value increasing promotions. The value increase promotion is the reduction of the original price of the product. While value-added promotions do not affect the price, but offers an additional product which acts as an incentive.

- 9.) Neslin, S. A. (2002)<sup>9</sup> conducted a study involving the influence of several sales promotional offers on consumers' purchase intentions. The research covered the aspect of brand-switching and behaviour of stockpiling, which arise due to these incentive-based tools. The study found that these promotional offers may have short-term as well as long-term impacts.
- 10.) Laroche, M., Pons, F., Zgolli, N., Cervellon, M., & Kim, C. (2003)<sup>10</sup> explain how these promotional offers increase the perceived value for consumers. They examined how different sales promotion tools do not have the same effect on consumer buying behaviour. The perceived value is the mediating variable between consumer purchase intention and limited-time period promotional offers.
- 11.) Montaner, T., & Pina, J. M. (2008)<sup>11</sup> discussed the linkage between promotional offers and brand image. A well-designed strategic sales promotional tool will not only increase the sales of the organisation but also enhance brand perception. The research was focused on a long-term perspective where it was noticed that monetary promotion offers damage brand perception of the consumers while non-monetary offers enhances them without harming the price point of view.
- 12.) Teck Weng, J., & Cyril de Run, E. (2013)<sup>12</sup> conducted research in the context of consumer buying behaviour in Malaysia and the influence of sales promotional offers on their purchasing pattern. It examines the different perspectives among consumers with collectivist value profiles and individualistic orientations.
- 13.) Khare, A., Ahtani, D., & Khattar, M. (2014)<sup>13</sup> analyse Indian consumers' perceptions towards retailer promotion applied in malls. It was found that consumers with a hedonic perspective are more inclined towards experimentation. While consumers with a utilitarian perspective are inclined towards monetary offers and less likely to experiment.
- 14.) Fam, K. S., Brito, P. Q., Gadekar, M., Richard, J. E., Jargal, U., & Liu, W. (2019)<sup>14</sup> conducted a multinational study to analyse consumer perception towards these limited-time promotional offers. They found out that the perspectives of consumers vary across markets of different nations. A promotional offer which yield high results within one market may fail to have the same impact in a different market. The study suggested that though a globalised promotional offer like a price discount may have a significant impact across various markets, promotional offers integrated with the cultural values of the respective countries will resonate deeply with the target audience. Such offers would have a high impact on the consumer decision-making process.
- 15.) McNeill, L. (2013)<sup>15</sup> examines the impact of promotional offers on the purchasing behaviour of consumers residing in Singapore and Malaysia. It was discovered that consumers operating within these markets react more towards promotional offers that are regionally specific. The survey highlighted that consumers are inclined towards promotional tools like loyalty programs, which indicates they want to frequently engage with them and have a lasting relationship rather than a one-time purchase.
- 16.) Dawes, J. G. (2018)<sup>16</sup> analyses the impact of promotional offers and the post-purchase experience of consumers across several fast-moving consumer goods. It discussed how monetary offers attract price-conscious and non-loyal brand customers. But it was also pointed out that these consumers are extremely unlikely to repurchase. The frequency of these promotional offers may increase the volume of sales for the brands, but it does not create a customer base.
- 17.) Gorji, M., & Siami, S. (2020)<sup>17</sup> conducted a study which was focused on the importance of the strategic placement and displays of promotional offers in the retail environment, which influence the purchase intention of the target audience. It was found that non-monetary displays have more influence compared to price-promotion displays.
- 18.) Gilbert, D. C., & Jackaria, N. (2002)<sup>18</sup> examined the impact of several promotional offers to understand consumer preference across the UK supermarket. Consumers have a higher preference towards price discounts and free samples. Due to the inconvenience of redeeming coupons, it has the lowest preference. They also discussed how consumers have a positive point of view towards those offers, yet they may not generate brand loyalty.

- 19.) Mendez, M., Bendixen, M., Abratt, R., Yurova, Y., & O'Leary, B. (2015)<sup>19</sup> studied the impact of promotional offers on customers' brand loyalty. Value-added promotions were found to have a stronger influence compared to price-based promotions. It was found that monetary offers do not make customers loyal towards a brand. They concluded that by integrating loyalty programs with promotions and offers, experiential rewards. This would enhance customer experience and grow their emotional attachment towards brands.
- 20.) Palazon, M., & Delgado, E. (2009)<sup>20</sup> conducted their study, which focused on the influence of price discounts and premiums on the behavioural pattern of price-sensitive customers. It was found that consumers who are sensitive towards price are more likely to prefer price discount offers. While consumers who are less sensitive towards price prefer premiums.

### III. RESEARCH GAP:

Based on the review of previous literature, it is observed that several studies have examined the impact of sales promotion on consumer buying behaviour in general product categories. However, limited research has been conducted specifically on grooming and wellness products. Furthermore, consumer preferences and purchasing patterns in this industry are constantly changing due to increased awareness, lifestyle changes, and growing competition among brands. Therefore, there is a need to conduct a study that specifically analyses the impact of sales promotion techniques on consumer buying behaviour in the grooming and wellness sector.

### IV. RESEARCH OBJECTIVE:

- 1) To examine the impact of sales promotion techniques on consumer buying behaviour.
- 2) To identify the most effective sales promotion strategies used in grooming and wellness products.
- 3) To analyse consumer perception towards promotional offers in grooming and wellness products.

### V. RESEARCH QUESTION:

- 1) Do sales promotion techniques influence consumer buying behaviour for grooming and wellness products?
- 2) Which sales promotion techniques are most effective in influencing consumer purchase decisions?
- 3) Does sales promotion encourage consumers to switch brands in the grooming and wellness product market?

### VI. HYPOTHESIS:

- **H0 (Null Hypothesis):** Sales promotion techniques do not have a significant impact on consumer buying behaviour for grooming and wellness products.
- **H1 (Alternative Hypothesis):** Sales promotion techniques have a significant impact on consumer buying behaviour for grooming and wellness products.

### VII. RESEARCH METHODOLOGY:

#### Sampling & Data Collection:

This portion of the study focused on the methods that were used to gather and collect data, along with the tools used to analyse them. The study takes a descriptive and quantitative approach. The primary data was collected from 236 participants. The survey was conducted with the help of a structured questionnaire. The participants had to respond based on the five-point Likert scale. A convenience sampling technique, which is a non-probability sampling technique, was used to collect primary data. The participants were mainly residing within the urban areas of the Ranchi district. The source of secondary data was the

Household Consumption Expenditure Survey, which was conducted by the National Sample Survey Office under the Ministry of Statistics and Programme Implementation. This was used to understand the increase in purchasing power of consumers. The Indian Cosmetic Rules, 2020, were referred to aid in understanding the consumers' perspective and growing awareness among them. The reports from the India Brand Equity Foundation highlight the growing size of the market.

### Independent Variable:

The independent variable of the study is the sales promotion tools. The study focused on frequently used monetary and non-monetary promotional tools by marketers within the grooming and wellness market. The study focused on price discounts, premiums, free samples, cash back offers, loyalty programmes and coupons.

### Dependent Variable:

Consumer Buying behaviour is the dependent variable of the study. It covers the purchasing patterns of consumers and their decision-making process. Consumer behaviour is dynamic and changes with time.

### Statistical tools:

The statistical tools which were used to analyse the data are descriptive statistics, percentage analysis, reliability test (Cronbach's alpha), correlation and regression. The software which was used is Statistical Package for the Social Sciences (SPSS) by IBM. Apart from this, Microsoft Excel was used for graphical expression in the demographic portion of the study. Pie charts, clustered column charts, and doughnut charts were used to showcase the distribution of responses by the participants.

## VIII. DATA ANALYSIS:

### A) Demographic Profile:

The demographic profile in this study describes the sample size and the responses of the respondents.

- **Gender Distribution:**

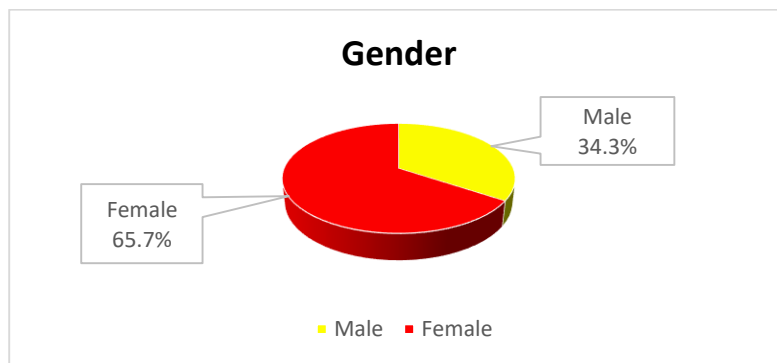
**Table 8.1 Gender Distribution of Respondents**

		Gender		
		Frequency	Percent	Cumulative Percent
Valid	Male	81	34.3	34.3
	Female	155	65.7	100
	Total	236	100	

Source: Computed by the researcher using SPSS software.

Table 8.1 highlights the distribution of respondents based on gender. The above table highlights that the majority of respondents were female, which comprises around 65.7% of the total participants who filled the structured questionnaire. Below is a pie chart that highlights the graphical classification of gender distribution.

**Figure 8.1 Gender wise classification of Respondents.**



Source: Computed by the researcher using Microsoft Excel.

**• Age Distribution:**

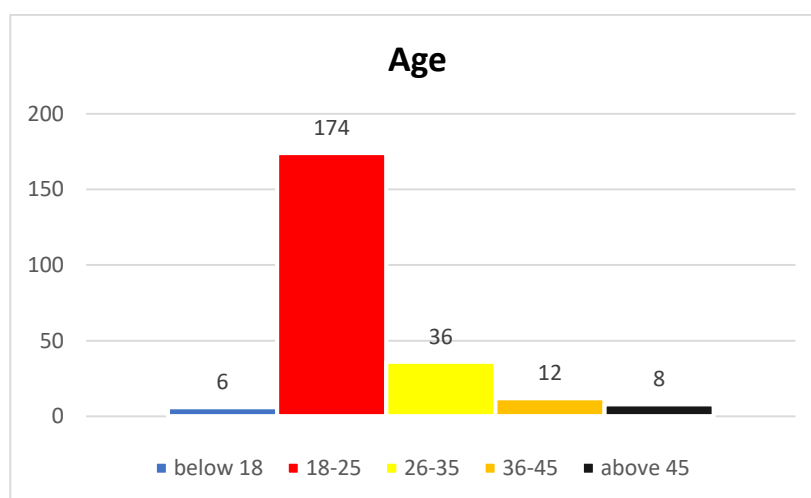
Table 8.2 highlights the age profile of respondents who filled out the questionnaire. It showcases that the majority of the participants fall within the age bracket of 18-25. It highlights the response of generally younger consumers, which accounts for around 73.7% of the total sample size. These respondents are highly exposed to the social media applications and have been participants in how digitalisation has transformed the consumer buying behaviour within the grooming and wellness sector.

**Table 8.2 Age Distribution of Respondents**

		Age		
		Frequency	Percent	Cumulative Percent
Valid	below 18	6	2.5	2.5
	18-25	174	73.7	76.3
	26-35	36	15.3	91.5
	36-45	12	5.1	96.6
	above 45	8	3.4	100
	Total	236	100	

Source: Computed by the researcher using SPSS software.

**Figure 8.2 Age-wise classification of respondents.**



Source: Computed by the researcher using Microsoft Excel.

• **Occupation Profile:**

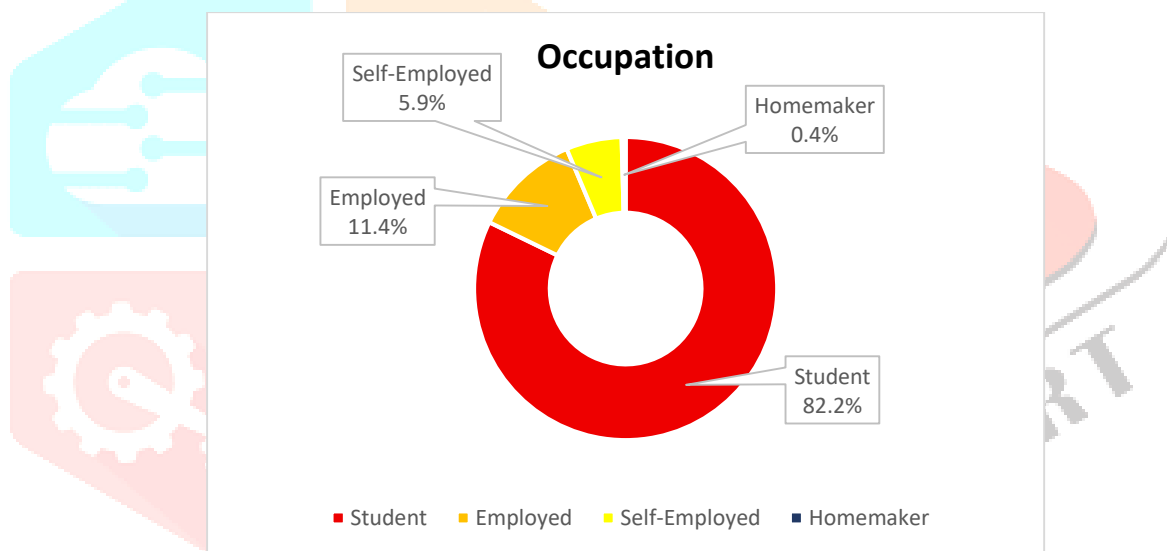
**Table 8.3 Occupational distribution of respondents:**

Occupation				
		Frequency	Percent	Cumulative Percent
Valid	Student	194	82.2	82.2
	Employed	27	11.4	93.6
	Self-Employed	14	5.9	99.6
	Homemaker	1	0.4	100
	Total	236	100	

Source: Computed by the researcher using SPSS software.

Table 8.3 highlights the occupational distribution of the participants. The major portion of participants are students, which is around 82.2% of the total sample size. The sample size shows that only one out of two hundred thirty-six respondents is a homemaker. The students are most used to keeping up with trends and are more invested in the new shift within the sector. The high number of participants being students highlights how promotional tools like free samples and price discounts have lowered the hurdle of entry.

**Figure 8.3 Occupation-wise classification of respondents.**



Source: Computed by the researcher using Microsoft Excel.

• **Income Profile:**

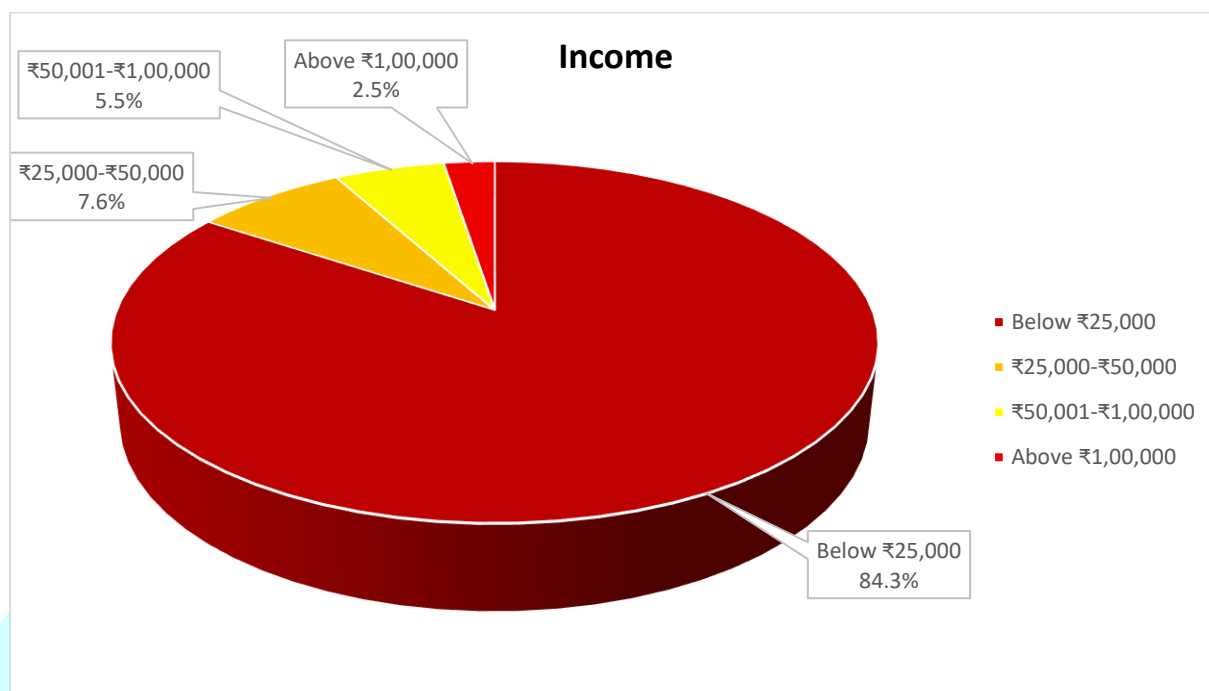
**Table 8.4 Income Distribution of Respondents:**

Income				
		Frequency	Percent	Cumulative Percent
Valid	Below ₹25,000	199	84.3	84.3
	₹25,000-₹50,000	18	7.6	91.9
	₹50,001-₹1,00,000	13	5.5	97.5
	Above ₹1,00,000	6	2.5	100
	Total	236	100	

Source: Computed by the researcher using SPSS software.

Table 8.4 highlights 84.3% respondents have a monthly income below ₹25,000. The study would highlight whether these respondents are price-sensitive or value-conscious, covering this portion of the market. It would highlight the buying behaviour of Generation Z and young millennials within a lower-income bracket.

**Figure 8.4 Income-wise classification of Respondents:**



Source: Computed by the researcher using Microsoft Excel.

**• Frequency of Purchase:**

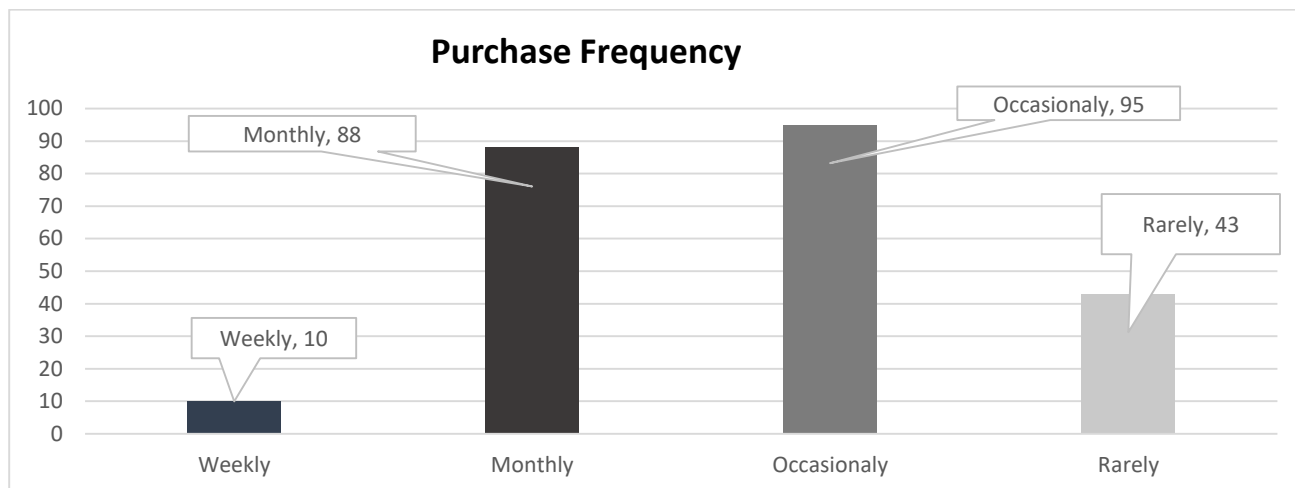
The sample size of 236 participants showcases that most respondents are more inclined to purchase the grooming and wellness products occasionally, which is around 40.3% and monthly, which is around 37.3%. The purchasing pattern helps brands determine and design strategic tools that they would use to attract consumers. Consumers' purchasing patterns help brands even identify how frequently they would use the promotional tools and for what duration.

**Table 8.5 Frequency Distribution of Respondents:**

Frequency				
		Frequency	Percent	Cumulative Percent
Valid	Weekly	10	4.2	4.2
	Monthly	88	37.3	41.5
	Occasionally	95	40.3	81.8
	Rarely	43	18.2	100
	Total	236	100	

Source: Computed by the researcher using SPSS software.

**Figure 8.5 Frequency of purchase-wise classification:**



Source: Computed by the researcher using Microsoft Excel.

**B) Reliability Analysis:**

The test was conducted to discover the consistency of the data that was acquired through the survey. Table 8.6 shows that the reliability test for 20 items within the questionnaire is around .922. The number of items is the questions which was asked of the participants based on the independent and dependent variables. The reliability analysis, Cronbach’s alpha score of .922, highlights the excellent consistency between the data. It determines the trustworthiness of the collected data.

**Table 8.6 Reliability Statistics Cronbach’s Alpha: (20 items)**

Reliability Statistics	
Cronbach's Alpha	N of Items
.922	20

Source: Computed by the researcher using SPSS software.

**C) Hypothesis Testing:**

• **Correlation:**

The correlation tool was used to identify whether there is a strong relationship between the independent and dependent variables or not. The value of Pearson Correlation within the table is .712. This highlights a strong positive linear relation between sales promotional tools and consumer buying behaviour. The value of Sig. (2-tailed) is <.001, which is also denoted as p. Since the value of p is less than 0.05. It means the results will be the same no matter how many times the test is conducted.

**Table 8.7 Pearson’s Correlation: Promotional Stimuli and Consumer Buying Behaviour:**

Correlations			
		Buying_behaviour	Promotional Stimuli
Buying_behaviour	Pearson Correlation	1	.712***
	Sig. (2-tailed)		<.001
	N	236	236
Promotional Stimuli	Pearson Correlation	.712***	1
	Sig. (2-tailed)	<.001	
	N	236	236

\*\*\*. Correlation is significant at the 0.001 level (2-tailed).

Source: Computed by the researcher using SPSS software.

Hence,  $H_0$  is rejected. This means the relationship does exist, and sales promotion offers influence consumer behaviour.

- **Linear Regression:**

**Table 8.8 Simple Linear Regression:**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.712 <sup>a</sup>	.508	.505	.46371

a. Predictors: (Constant), Promotional Stimuli

Source: Computed by the researcher using SPSS software.

Table 8.8 shows that the value of R indicates a strong positive correlation between the sales promotion tools and consumer buying behaviour. The value of  $R^2$  is .508 indicates that 50.8% variation in the dependent variable. The standard error of the estimate is .46371 which shows how far model predictions are from actual survey responses.

**Table 8.9 ANOVA Table- Overall Model Significance:**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.868	1	51.868	241.216	<.001 <sup>b</sup>
	Residual	50.317	234	.215		
	Total	102.185	235			

a. Dependent Variable: Buying\_behaviour

b. Predictors: (Constant), Promotional Stimuli

Source: Computed by the researcher using SPSS software.

Table 8.9 displays the value of the Regression Sum of Squares (SSR) as 51.868. This numeric value shows an explanation of variation in buying behaviour in the context of promotional stimuli. The Residual Sum of Squares values at 50.317, which shows the variation unexplained within this model. The Total Sum of Squares (SST) represents the total variation in buying behaviour valued at 102.185. The df (regression) highlights that one independent variable is used, and df (residual) is the degrees of freedom for error. The model is statistically significant with an F-value of 241.216, which measures the regression model's overall significance. A p-value of less than 0.001 shows the null hypothesis is rejected. Therefore, these short-term offers have a significant effect on the buying behaviour of consumers.

**Table 8.10 Regression Coefficient:**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.011	.153		6.609	<.001
	Promotional Stimuli	.686	.044	.712	15.531	<.001

a. Dependent Variable: Buying\_behaviour

Source: Computed by the researcher using SPSS software.

Table 8.10 shows the influence of promotional offers on consumer buying behaviour. The constant value of 1.011 indicates the consumer's buying behaviour in the absence of promotional stimuli. The unstandardized coefficient indicates that a one-unit increase in promotional stimuli would drive a 0.686-unit change in target audiences' buying behaviour. The standardised coefficient shows a value of 0.712, displaying a strong positive relation between the variables. The t-value of 15.531 is high, indicating the strong impact of the short span incentive-based offers. The statistically significant p-value confirms that  $H_1$  is accepted, which means sales promotional offers have a significant influence on consumer buying behaviour.

### Objective-wise Interpretation:

#### 1) To examine the impact of sales promotion techniques on consumer buying behaviour.

The primary objective of the study is to examine whether the influence of these short-term promotional tools used by marketers has any effect on consumer buying behaviour or not. The statistical tool correlation, as per Table 8.7, highlights a significant relationship between these two variables. The value of Pearson's Correlation is 0.712, while p is less than 0.001, fulfilling the primary objective of the study. The linear regression tool was used to understand the cause and effect between the two variables. Table 8.8 model summary shows a higher value of R, which is .712 and  $R^2$  is .508. These values indicate a better model fit. Table 8.9 ANOVA table shows p-value is less than 0.001, meaning the regression model is statistically significant. Table 8.10 shows that a single unit increase in promotional stimuli (independent variable) results in .686 increase in consumer buying behaviour (dependent variable). Hence, objective one is achieved.

#### 2) To identify the most effective sales promotion strategies used in grooming and wellness products.

**Table 8. 11 Descriptive Statistics:**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Price-discounts	236	1	5	3.45	.886
Premiums	236	1	5	3.45	.924
Free Sample	236	1	5	3.44	.998
Coupons & Cashback offers	236	1	5	3.44	.990
Loyalty Programs	236	1	5	3.52	.897
Limited-time offers	236	1	5	3.05	.971
Valid N (listwise)	236				

Source: Computed by the researcher using SPSS software.

Table 8.11 Descriptive Statistics was used in the study to identify the most effective sales promotion strategies used in the grooming and wellness sector. Loyalty programs with a mean score of 3.52 received the highest rating, making it the most effective promotional tool. Price discounts and Premiums both have received an equal mean score, which is 3.45, making it the second most preferred tool.

Free Sample, Coupons & Cashback offers with a score of 3.44 show moderate consumer preference towards these tools. The limited span of these offers has the lowest rating. All these promotional offers have received a rating above 3. These ratings highlight a positive perception among consumers towards these promotional tools.

### 3) To analyse consumer perception towards promotional offers in grooming and wellness products.

#### 8.12 Descriptive Analysis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
CBB4	236	1	5	3.20	.895
CB5	236	1	5	3.84	.888
Valid N (listwise)	236				

Source: Computed by the researcher using SPSS software.

To analyse consumer perception towards promotional offers, the statistical tool used is descriptive analysis. The variable CBB4 represents the statement 'Sale promotion influences my choice of brand'. The rating received is 3.20, which indicates a moderate agreement among the participants. This means that consumers acknowledge promotional offers, but their purchase decisions are not solely based on them. Whereas, variable CB5 represents the statement 'I prefer sticking to brands I trust despite promotional offers.' The mean score of 3.80 shows that, despite consumers being exposed to promotional offers, they prefer sticking to brands they trust. They are willing to engage in a long span of relationship with brands. Though sales promotion tools are effective in this sector, respondents prioritised brand loyalty.

#### IX. Findings, Conclusion & Suggestions:

##### Key Findings of the Study:

The main results of the research are mentioned below:

- The study found that within the grooming & wellness sector, consumers look forward to engaging with a long-term relationship with brands operating in this sector. The mean score of 3.52 justifies the above statement, making the loyalty program the most preferred promotional tool by consumers.
- Consumers are inclined towards monetary and non-monetary promotional offers. Both price discounts and premiums have received the same mean value of 3.45. Price discount offers reduce the financial risks borne by consumers. It caters to price-conscious consumers while premiums attract consumers who seek non-monetary benefits. The identical mean score between two variables shows that they can be used as per the market conditions.
- Promotional offers like cash back, coupons, and free samples share a similar mean value of 3.44. These tools encourage product and service trials and reduce hesitation among consumers. The moderate agreement shows consumers found these offers effective, but these incentive-based tools are not solely capable of driving them to switch among brands.

##### Conclusion:

Within this study, the primary data, which were collected through structured questionnaires, were filled out by more female participants than males. The sample size of 236 shows that most participants were young consumers who fall within the income bracket of below Rs 25000. The participants' purchasing frequency varies mostly between monthly and occasionally. A significant number of participants were inclined to plan their purchase around attractive promotional offers. The concept of stockpiling was not

witnessed, which can be due to most participants who fall under the lower income bracket. The young consumers mostly plan their purchases during festive seasons and tend to compare multiple promotional offers before making a choice. The primary reason for this work was to examine the influence of sales promotion techniques on consumer purchasing psychology in the grooming and wellness sector. The correlation value of  $r$  is 0.712, and the  $p$ -value is less than 0.001. It defines a strong connection between sales promotion techniques and consumer buying behaviour. The linear regression test was made to figure out the cause and effect of this relationship by variations in the independent and dependent variables. It was found that with an increase of one unit of sales promotion technique, lead to increase of 0.686 in consumer buying behaviour. While these promotional tools are effective, they can provide incentives. Yet, the consumer in the grooming and wellness sector prioritises brand, and these promotional tools are secondary. Brand matters in the grooming and wellness products for consumers.

### **Suggestions & Recommendations:**

- In a highly competitive market like the grooming and wellness sector, brands should prioritise engaging with consumers for a long time period by promotional tools like loyalty programs, which reward consumers. These rewards make consumers feel valued and help build a positive perspective of the brand.
- Companies should be dealing with making lifetime relationships with their purchasers while using other promotional offers as a way to reward customers. Since in this sector consumers are inclined towards branded products, as they have in mind that branded products will be superior in quality.
- Brands should offer monetary incentives in such a way that does not affect the thoughts of purchasers towards the quality of the product or brand equity. Non-monetary incentives like free samples should be offered to collect feedback on new products that are launched by the brand. These tools reduce the financial risks and encourage experimentation among consumers.
- Companies should plan the frequency of their promotional offers. If they offer price discounts regularly, the consumer may think that the product is overpriced and the discounted price is the original cost of the product.
- Companies should integrate promotional strategies to increase their effectiveness. Planning and executing effective and attractive promotional offers during the festival period will appeal to a wider audience and increase the volume of sales.
- Companies should use digital channels like social media applications to maintain connectivity with consumers. A two-way communication would help the brand understand the necessities of customers.
- Technology implementation, such as artificial intelligence and augmented reality, to enhance consumer experience. Integrating technology and the use of phygital marketing will increase engagement of consumers towards products.

### **Future Scope of the Study:**

This study was conducted within a limited geographical area, with prime focus on urban consumers of the Ranchi district. In the future, a wider area can be covered along with an increase in the sample size. This would help in understanding the taste and preferences of consumers within this sector on a larger scale. As consumer behaviour is dynamic in nature, the effectiveness of these promotional offers may vary with time. The future study could extensively cover all the short-term promotional tools like contests and sweepstakes, and their influence on consumer purchasing patterns. The aspect of covering traditional promotional tools integration with digitalisation will increase the relevance of the work. The growing presence of augmented reality and artificial intelligence is undeniable, and their role in enhancing customers' experience, along with these incentives, is an interesting aspect to cover.

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