

## UNVEILING THE POWER OF SALES PROMOTIONS IN INFLUENCING WOMEN'S BUYING CHOICES

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### ABSTRACT

*Sales promotion strategies play a crucial role in helping businesses boost their sales and maintain a competitive edge in the market. Given the significant presence of women consumers and their diverse preferences, it is imperative to understand how these strategies influence their purchasing decisions. Women represent a key demographic group with distinct buying behaviors, making it essential for businesses to tailor their marketing efforts accordingly. This study seeks to explore the effectiveness of various sales promotion techniques and their impact on female consumers. By examining consumer behavior patterns, businesses can refine their marketing strategies to better target women, ultimately driving higher sales and ensuring long-term sustainability in an ever-evolving marketplace. To achieve this objective, the study collects primary data from 50 participants, focusing on how different sales promotion tools affect the purchasing decisions of female consumers. Adopting a mixed-method research approach that combines causal and exploratory research design, the study employs regression analysis to assess the relationship between sales promotion techniques and female consumer behavior. The research findings offer valuable insights into the effectiveness of diverse promotional strategies in attracting women consumers. These insights have significant practical implications for marketers, enabling them to develop more tailored and impactful promotional campaigns. Furthermore, this study contributes to the broader field of consumer behavior research by identifying cause-and-effect relationships, thereby offering both theoretical advancements and actionable recommendations for designing sales promotion strategies that align with the specific preferences and expectations of female consumers.*

**Keywords:** Women Consumers, Consumer Behaviour, Market Tactics, Sales Promotion Strategies, Competitive Advantage

### INTRODUCTION

In the dynamic and fiercely competitive landscape of modern business, where consumer preferences are constantly evolving, the implementation of well-planned sales promotion strategies has become a crucial tool

for companies striving to boost their sales and establish a competitive edge. Among the diverse consumer segments, women have emerged as a significant driving force in purchasing decisions, playing a pivotal role in shaping household expenditures and influencing brand perceptions. Given their substantial impact on market trends, businesses must develop a deep understanding of women's distinct preferences, shopping behaviors, and decision-making patterns. Recognizing the importance of catering to this influential demographic, companies must assess how various sales promotion strategies affect female consumers. This study delves into the effectiveness of such promotional techniques, with a particular focus on women as target consumers. By analyzing the intricate relationship between sales promotions and women's purchasing behavior, the research seeks to generate valuable insights that can guide marketers in refining their promotional approaches. The findings of this study aim to offer practical recommendations for businesses looking to tailor their marketing strategies in ways that resonate more effectively with women. Through a comprehensive evaluation of different sales promotion methods and their diverse effects on female shoppers, this research aspires to help businesses optimize their marketing efforts and foster stronger engagement with this crucial consumer group. Sales promotion schemes consist of a range of marketing methods that aim to drive consumer purchasing behavior and boost sales in the short term. These programs frequently provide incentives or rewards to customers, motivating them to make instant purchases or conduct certain actions. Several prevalent forms of sales marketing strategies include:

1. **Loyalty programs:** Loyalty programs are designed to incentivize and acknowledge loyal consumers by offering them discounts, exclusive deals, or points that can be used to make future purchases. These programs aim to encourage repeat business and cultivate lasting customer connections.
2. **Bundling and Combo Deals:** Bundling and Combo Deals refer to the practice of providing clients with the option to purchase various products or services together as a package, at a reduced price compared to buying them separately.
3. **Limited Time-Offers:** Time-limited offers involve the implementation of promotions that are only available for a short period, such as flash sales or limited-time discounts. These promotions are designed to generate a sense of urgency and encourage customers to make immediate purchases.
4. **Rebates:** Rebates are a form of consumer incentive that involves giving cash refunds or discounts to customers after they have made a purchase. This encourages people to buy the goods and provides the opportunity for possible savings.
5. **Discounts and Coupons:** Providing price reductions or coupons that offer a specific percentage or fixed amount off the standard price of a product or service. These incentives foster a feeling of immediacy and motivate consumers to engage in buying activities.
6. **Buy One Get One (BOGO) Offers:** Buy One Get One (BOGO) Offers refer to promotions where buyers receive an extra product for no cost or at a reduced price when they buy a specific number of the same or a related item.

7. **Free Delivery:** It is a sales promotion schemes that enable the product delivered to their doorstep without any charges.
8. **Free Samples:** The act of distributing complimentary samples of a product to consumers, enabling them to directly experience the quality and benefits of the product, which might potentially result in higher future purchases.
9. **Contests and Sweepstakes:** Arranging promotional events where consumers can partake in contests or sweepstakes to have an opportunity to win rewards, like as money, goods, or experiences, motivating interaction with the brand.

Businesses systematically implement these sales promotion methods to accomplish many marketing goals, such as boosting sales, eliminating surplus inventory, introducing new items, enticing new customers, and maintaining existing ones. To successfully implement these schemes, it is crucial to engage in meticulous planning, take into account the preferences of the target audience, and evaluate the competitive environment to get the most impact and return on investment.

## LITERATURE REVIEW

**Familmaleki et al. (2015)** It was found that an attractive sales promotional strategy will not only influence consumers to buy a particular product but also induce repurchase intentions among the consumers.

**Shamout (2016)** analyses the impact of sales promotion schemes like discounts, coupons, and buy-one-get-one offers on consumers. Discounts and buy-one-get offers were found to have a significant effect and coupons were found to have an insignificant influence on consumer behavior.

**Kotler and Armstrong (2023)** characterized sales promotion as the key component of the promotion mix. It comprises several toolkits, most of which are designed to be temporary and intended to stimulate consumer demand.

**Sinha and Verma (2018)** Female consumers are more drawn to hedonic benefits and believe that financial sales promotions are a significant source of these benefits. However, men are more drawn to the advantageous benefits.

**Das (2023)** Most consumers have a positive response towards promotional schemes and assume that such offers provide them with a quality product at lower prices. Women consumers are more influenced by sales promotional schemes because it offers them a means to save their money.

## RATIONALE OF THE STUDY

The need to conduct a study on the effectiveness of sales promotion techniques specifically targeting female consumers stems from several compelling factors. In today's intensely competitive business landscape, sales promotion strategies play a crucial role in helping companies drive sales and gain a strategic market edge. Women represent a significant and influential consumer segment, possessing distinct preferences and purchasing behaviors that shape market trends. Understanding how sales promotions influence this demographic is essential for businesses aiming to create effective marketing strategies. However, much of

the existing research overlooks gender-specific responses to sales promotions, leading to an incomplete understanding of their impact. Additionally, as socio-cultural dynamics shift and consumer preferences continue to evolve, there is a growing need for empirical research to provide businesses with data-driven insights that can refine their marketing approaches and adapt to emerging trends. This study aims to assess the effectiveness of sales promotion strategies designed for female consumers, filling a gap in the current literature while offering practical recommendations for businesses looking to optimize their marketing efforts and achieve sustainable growth in a rapidly changing marketplace.

## OBJECTIVE OF THE STUDY

- To assess the influence of sales promotion strategies on the purchasing decisions of female consumers.

## HYPOTHESES

**H1:** Discounts have a significant impact on the buying behavior of women consumers.

**H2:** Coupons have a significant impact on the buying behavior of women consumers.

**H3:** Buy One Get One has a significant impact on the buying behavior of women consumers.

**H4:** Free delivery has a significant impact on the buying behavior of women consumers.

## RESEARCH METHODOLOGY

This research relies on primary data gathered from a diverse sample of 50 female respondents representing various demographic backgrounds. Data collection was conducted using a structured questionnaire designed on a five-point Likert scale. To ensure reliability, Cronbach's Alpha was calculated, yielding a value of 0.94, which exceeds the standard threshold of 0.70, indicating high internal consistency. The formulated hypotheses were tested through regression analysis, which was performed using SPSS version 25.

## ANALYSIS AND INTERPRETATION

### ➤ REGRESSION ANALYSIS

It is used to evaluate the extent of association that exists between that exist between sales promotion schemes (independent variable) on the buying behavior of women consumers. The result of the modal summary (Table.1) shows that the value of (R) is 0.84, which means that there is a high degree of positive correlation between both variables. The value of  $R^2$  is 0.719 indicating that 71.9 % of the variation is explained by the factor considered under the study. Hence, the model is deemed to be a good fit model. From the ANOVA results (Table.2) the F test shows the significance value was 0.000. Since the significance value is  $< 0.05$ , it indicates that all the independent variables have a significant effect simultaneously on the dependent variable.

From the coefficient value it was found that the beta coefficient of coupons, discounts, and free delivery is positive, which indicates that they have a positive impact on the buying behavior of women consumers whereas buy-one-get- one offers have a negative coefficient value. Table .3 shows that the significance value of coupons and discounts is less than 0.05 and buy one get one offers and free delivery is  $>0.05$ . Since the p- p-values of coupons and discounts are found to be significant it implies that both independent variables have a significant impact on the dependent variable and this results in the acceptance of H1 and H2. However, buy one get one and free delivery were found to have an insignificant impact on the buying

behaviour of women consumers resulting in the rejection of H3 and H4.

**Table. 1 Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics |          |     |     |               |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|
|       |                   |          |                   |                            | R Square Change   | F Change | df1 | df2 | Sig. F Change |
| 1     | .848 <sup>a</sup> | .719     | .693              | .37732                     | .719              | 28.100   | 4   | 44  | .000          |

a. Predictors: (Constant): COUPONS, DISCOUNTS, BUY ONE GET ONE, FREE DELIVERY

b. Dependent Variable: Buying Behaviour

**Table.2 ANOVA**

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 16.003         | 4  | 4.001       | 28.100 | .000 <sup>b</sup> |
|       | Residual   | 6.264          | 44 | .142        |        |                   |
|       | Total      | 22.267         | 48 |             |        |                   |

a. Dependent Variable: BD

b. Predictors: (Constant): COUPONS, DISCOUNTS, BUY ONE GET ONE, FREE DELIVERY

**Table.3 Coefficients<sup>a</sup>**

| Model |                 | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|-------|-----------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|       |                 | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1     | (Constant)      | -.112                       | .212       |                           | -.528 | .600 |                         |       |
|       | COUPONS         | .071                        | .024       | .393                      | 2.979 | .004 | .368                    | 2.717 |
|       | DISCOUNTS       | .564                        | .193       | .435                      | 2.923 | .004 | .289                    | 3.457 |
|       | BUY ONE GET ONE | -.039                       | .110       | -.039                     | -.358 | .722 | .527                    | 1.899 |
|       | FREE DELIVERY   | .170                        | .140       | .132                      | 1.211 | .232 | .539                    | 1.855 |

a. Dependent Variable: BD

## CONCLUSION

The study aimed to assess the impact of sales promotions on the purchasing behavior of female consumers. The findings revealed that women are highly influenced by promotional schemes and special offers. Additionally, it was observed that sales promotions contribute to increased demand and higher sales for marketers. The analysis showed a positive correlation between coupons, discounts, and free delivery with women's purchasing decisions. However, while coupons and discounts were found to have a statistically significant impact, the effects of buy-one-get-one (BOGO) offers and free delivery were deemed insignificant in influencing women's buying behavior. These results highlight the importance of strategically planning and

executing sales promotion campaigns that align with consumer preferences. When tailored effectively, such promotions can significantly enhance consumer engagement and drive purchasing decisions.

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