

An Investigation of the Impact of Sales Promotion Techniques on Consumer Buying Behavior in the Chittagong Metropolitan Area

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Abstract

Sales promotion is widely recognized as a highly effective marketing tool for communicating with potential customers and influencing their purchase behavior. The utilization of sales promotions has experienced a surge in popularity over the past few decades. Marketing firms, regardless of their size, depend on sales promotion not only to boost sales volume but also to enhance their market share. In a highly competitive environment, sales promotion is widely recognized as an effective strategy for attracting clients. The primary aim of this study is to investigate the impact of promotional tools on consumer purchase decisions. This study examines the impact of several promotional strategies, namely price discounts, coupons, free samples, and the buy one, get one free offer, on consumer buying behavior. The study participants were individuals residing in the Chittagong region and were chosen as representative samples. The study used a quantitative research methodology and collected data using a survey research technique employing a standardized questionnaire. A total of 206 participants were chosen for the study and standardized questionnaires were developed. The partial least squares (PLS) approach, a statistical technique used in structural equation modeling (SEM), was applied to analyze the collected data. These findings indicate that the instrument exhibits high reliability when assessing structural aspects. The findings of this study further corroborate the postulated associations outlined in the theoretical framework. This study holds great significance as its main conclusions have the potential to aid marketers in selecting optimal promotional strategies to effectively influence consumer behavior, drive sales, reduce expenses, enhance market presence, and optimize financial gains. In addition, this could enhance marketers' competitiveness.

Keywords

Sales promotion, price discount, coupons, free sample, buy one get one, consumer purchase decision

1. Introduction

To draw in and retain customers, marketers must now provide distinctive, high-quality items due to the growing power of consumers in the marketplace (Kotler, 2003). Moreover, the requirements and preferences of customers are affected by social, economic, and environmental factors, which vary depending on the context (Solomon, 2020). Consequently, instead of relying solely on advertising to influence consumer behavior, marketers must utilize sales promotion strategies to provide customers with tangible advantages in the immediate term (Shimp & Andrews, 2013). Consequently, marketing strategies have necessitated a shift in emphasis from advertising to sales awareness (Belch & Belch, 2015). In addition, present-day marketers face significant challenges and pressures while attempting to persuade clients of their marketing objectives, particularly due to constraints imposed by restricted financial resources (Baker, 2014).



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Academic literature frequently characterizes sales promotions as a set of acts meant to incite the target audience to perform particular behaviors by lowering the perceived value of advertised goods. Achieving short-term goals is usually the primary goal of sales promotions. Broderick and Pickton (2005) and Fill (2005) support this definition. According to the Institute of Sales Promotion (as cited in Yeshin, 2012), a well-thought-out and executed marketing campaign aims to increase the attractiveness of products and services and influence consumer behavior by providing extra benefits in exchange for purchase or participation.

Companies strive to engage with customers efficiently by implementing diverse and innovative marketing tactics (Powrani & Kennedy, 2018). Owing to escalating worldwide market competition, numerous firms are engaged in a struggle for existence, thereby gaining a significant advantage in present market prospects. According to Fill (2002), promotional activities have a more significant influence on customers in situations characterized by high levels of competition.

Sales promotions are significantly effective when executed on products that may be evaluated within the moment of purchase, in contrast to complex and expensive items that may require a hands-on demonstration. Kotler (2003) claims that the primary objective of promotional offers is to stimulate customers to engage in more frequent or substantial purchasing behavior. According to Kotler (2003), promotional offers serve as a means for merchants to promote new products and off-season sales, thus enabling them to develop a competitive edge. In addition, sales promotion is a crucial component of the promotional mix that has been broadly utilized to sustain a competitive advantage, boost sales, and encourage consumer purchasing behavior. It is increasingly acknowledged as a powerful tool for sellers to influence customer purchase decisions. The study's findings have led to the conclusion that purchasers employ the main decision-making processes when making a purchase. According to Gilbert and Jackaria (2002). What items should be acquired? What would be the appropriate budget allocation for my situation? Which brands should I consider when purchasing? Presentation of a sales offer has the potential to influence purchasing decisions. The acquisition of new clients from competitors to induce them to transfer brands, as well as the encouragement of existing consumers to increase their purchases, are appealing advantages of sales promotions (Mittal & Sethi, 2011).

As Shamout (2016) finds, sales promotion is a marketing strategy that typically operates within a shorter period than other elements of the marketing mix, such as advertising, publicity, and personal selling. Sales promotion is a crucial factor in augmenting a firm's overall profitability to increase its successful capacity to stimulate immediate sales. The primary aim of sales promotion is to expedite the growth in the sales of a product within a designated promotional timeframe (Koirala, 2019). In today's world, marketers have been allocating a larger amount of their promotional budget towards sales promotion because of their immediate impact, thus facilitating the attainment of short-term objectives (Das & Kumar, 2009).

The objective of this study is to examine the influence of several independent factors, specifically sales promotion methods such as price discounts, coupons, and free sample, and buy one get one free, on the dependent variable of the customer purchase decision. According to prior research, among the different aspects of the promotional mix, sales promotion is the most influential factor in facilitating rapid sales. Marketers employ a range of sales promotion tactics, although determining which tactics effectively motivate purchases remains a challenge.

Based on a review of the existing literature, it is observed that there is a dearth of prior studies investigating the influence of sales promotion tools on customer purchase decisions, specifically within the context of Chittagong City. 'Sales promotion tools' play a crucial role in marketing endeavors, as they serve to effectively engage with clients. The attainment of favorable outcomes in some situations is contingent on the judicious utilization of

appropriate sales promotion tools. The utilization of 'sales promotion tools' assumes heightened significance in light of the amplified scale and intensity of competition. Consequently, it is imperative to carefully select tools that can captivate prospective consumers and effectively persuade them to make purchase decisions. Increasing a product's sales quickly during promotional time is the primary goal of a sales promotion (Koirala, 2019). Sales promotion is a marketing approach used to temporarily boost sales, attract new customers, and retain existing ones. A collection of quick-win incentive strategies, known as sales promotion, is considered an essential part of marketing campaigns aimed at promoting customer purchase (Kotler, 2003). Sales promotions may foster brand loyalty by increasing brand value and enthusiasm (Aaker, 2009). According to Adeniran and Egwuonwu (2016), winning clients is the aim of sales promotion. Numerous studies have shown that, compared to brands without sales promotions, those with sales promotions have a higher chance of changing customers' preferences and purchase habits (Schultz & Block, 2014). Accordingly, sales promotions have a positive impact on customers' propensity to transfer brands (Chandon et al. 2000; Omotayo et al. 2011). According to study conducted in Broderick and Pickton (2005), sales promotion might lead to higher sales volume but lower profit.

The findings of this study yield numerous implications that have potential value for traders, customers, and researchers in subsequent endeavors. From a marketing perspective, acquiring a deeper understanding of consumer purchasing behavior enables organizations to gain insight into the preferences and aspirations of prospective customers.

2 . Literature Review

2.1 Conceptualizing Sales Promotion

Sales promotion is widely regarded as one of the most efficacious marketing tactics to influence consumers' purchasing decisions. It is a facet of marketing communication systems that seek to transmit the message of the business to consumers in order to increase their propensity to buy services and products (Kotler, 2003). A common strategy employed by marketers is sales promotion, which aims to influence and encourage customers to buy products at a certain moment, such as during periodic sales or the introduction of an innovative product line. They play a significant role in influencing client purchasing decisions (Hanaysha, 2018; Agbi et al., 2019; Akbar et al., 2020). Sales promotion could be a valuable component of the marketing mix; nevertheless, to develop enduring relationships with customers, it must be combined with other strategies (Pokhrel 2023). Sales promotion has reverted to a strategy used by businesses or shops to support sales representatives who actively promote items and persuade customers to buy them (Shimp 2000). The effectiveness of sales promotion tactics has not received much academic attention despite evidence of their increase and relevance in comparison to other marketing strategies such as advertising (Peattie, 1998). The term 'sales promotion, ' as defined by Totten and Block (1994), encompasses various strategies and incentives aimed at generating immediate or short-term increases in sales. There are multiple definitions of sales promotions, but they all share a common characteristic: they involve a short and tangible alteration in the availability of products or services, with the primary objective of directly impacting the behavior of consumers, stores, or sales teams (Shi, Cheung, & Prendergast, 2005).

2.2 Relationship between Price Discounts and Consumers' Purchase Decisions

Price reductions may be a helpful tactic for drawing clients and boosting sales, despite the potential drawbacks of profitability and brand image (Pokhrel, 2023). According to Palazon and Delgado-Ballester (2009), offering a substantial price reduction might encourage product testing. The main tactical objective of a price drop is to differentiate between knowledgeable and ignorant clients or between dedicated customers and defectors. Discounts are highly

effective in accelerating purchases, spending, and encouraging product trials (Mittal & Sethi, 2011; Ndubisi, 2005; Farrag, 2010; Gilbert & Jackaria, 2002). Discounts on items are crucial for encouraging consumers to try new things and drawing in new clients (Oyedapo, Akinlabi, & Sufian, 2012, Behe, Bae, Huddleston, & Sage, 2015) state that a discount is one of the promotional tools that might boost consumers to test a product (Schultz, & Block, 2014). The research work done of Isabella, Pozzani, Chen & Gomes, (2012) also claim that consumers will be more interested in stores that provide large price discounts rather than minor price discounts. Pricing positively influences the shop's image and hence positively affects the consumer's purchase discovered by Faryabi, Sadeghzadeh, and Saed (2012). Furthermore, previous research (Novansa & Ali, 2017) shows that the price discount variable has a major influence on purchase decisions.

2.3 Relationship between Coupon Discounts and Consumers' Purchase Decisions.

Coupons are documents, records, or digital vouchers that provide consumers with a rebate for a product when they buy it. This may take the form of a 25 percent discount from the ideal price, or a fixed discount of \$5 per item. This approach is widely favored by marketers as a means of attracting customers (Harmon & Hill, 2003; Ndubisi & Chew, 2006; Fill, 2002).

It is a pre-valued certificate given to the buyer in exchange for an instant price cut on a specified item at the point of sale (Lamb, 2009). For instance, if a customer is unsure whether a new tea taste appeals to him, a coupon might convince him to try it by making the purchase less expensive (Ndubisi, 2005). According to Ghifari and Saefulloh (2018), coupons are one of the finest sales promotion strategies that marketers may employ to meet their objectives, particularly when it comes to business-to-consumer (B C) relationships (Iranmanesh, Jayaraman, Zailani, & Ghadiri, 2017). Coupons are readily comprehensible to buyers offer significant advantages for test purchases. Therefore, various discount schemes tend to influence customers, resulting in incremental sales.

2.4 Relationship between Free Samples and Consumers' Purchase Decisions

Free samples of a product are provided to potential customers to help them become familiar with the product. They can also be distributed by mailing them, giving them out in front of buildings, or affixing them to other objects. Marketing managers are aware of how consumer behavior toward a product relates to product trials (Kardes et al., 2011). Offering free, small samples of products to customers allows them to try them. We refer to this as complementary sampling. Free samples influence people's decisions to buy (Shimp, 2000). Instant sales of a particular product showed a positive correlation with free samples (Lammers, 1991). Free samples in the product launch phase serve as an incentive to encourage the trial of a new product (Clow & Baack, 2010). Offering a small amount of complimentary goods to customers is a great way to get them to buy the product (Vrechopoulos, Siomkos, & Doukidis, 2000). While Nilsson et al. (2015) agreed that free samples considerably affected consumer product testing behavior (Schultz & Block, 2014), they also greatly boosted product sales in the near run (Al-Ali et al., 2015). Prior study has also shown, free samples had a beneficial influence on customer purchase decisions (Ashraf, Rizwan, Iqbal & Khan, 2014). Although free samples tend to be the most effective instruments for stimulating customer purchase decisions (Ahmad, Mehmood, Ahmed, Mustafa, Khan & Yasmeen, 2015).

2.5 Relationship Between Buy One, Get One Free Offer, and Consumers' Purchase Decisions.

One bonus pack kind, the "buy one, get one free" marketing approach permits shoppers to purchase an additional piece at a discounted price and obtain it in a more appealing packaging. Customers are more inclined to purchase products because of the absence of any need for extra expenditure and their perception of the products as being more beneficial (Sinha & Smith, 2000). If the extra product is packed and sold without requiring payment,

consumers could be convinced to buy it if they trust that they would save money by doing so. Furthermore, this marketing approach would assist merchants in expediting stock clearance compared to price reductions (Li, Sun, & Wang, 2007). Gardener and Trivedi (1998) assert that these types of marketing also encourage consumers to switch brands and test new products. Previous research has also shown that the "buy one get one free" promotional tool has a statistically significant impact on customer buying choices. (Gilbert, & Jackaria, 2002, Heydari, Heidarpoor, & Sabbaghnia, 2020)

Consumer behavior refers to how people behave to fulfil their needs and desires (Khaniwale, 2015). According to Kotler (2003), consumer behavior is a specialized area of research that focuses on consumer behavior. According to recent research, customers are impartial as they are likely to make purchases and to be swayed by environments, sentiments, and attitudes as they are by friends, family, and endorsers (Olsen et al., 2008). This includes a customer's choice of products or services, as well as their considerations and choices before making a purchase (Wai & Osman, 2017). Sales promotions drive purchases, which increases product sales and may lead to brand switching, which is why they have such a big impact on customer purchasing behavior (Nagadeepa, Selvi, & Pushpa, 2015).

Based on a review of the literature, figure1 and the following hypotheses are developed to investigate the applicability and impact of sales advertising strategies on customer purchase decisions:

- H1: Price Discounts have a positive influence on consumers' purchase decisions.
- H2: Coupons have a positive influence on consumers' purchase decisions.
- H3: Free samples positively influence consumers' purchase decisions.
- H4: B1G1F has a positive influence on consumers' purchase decisions.

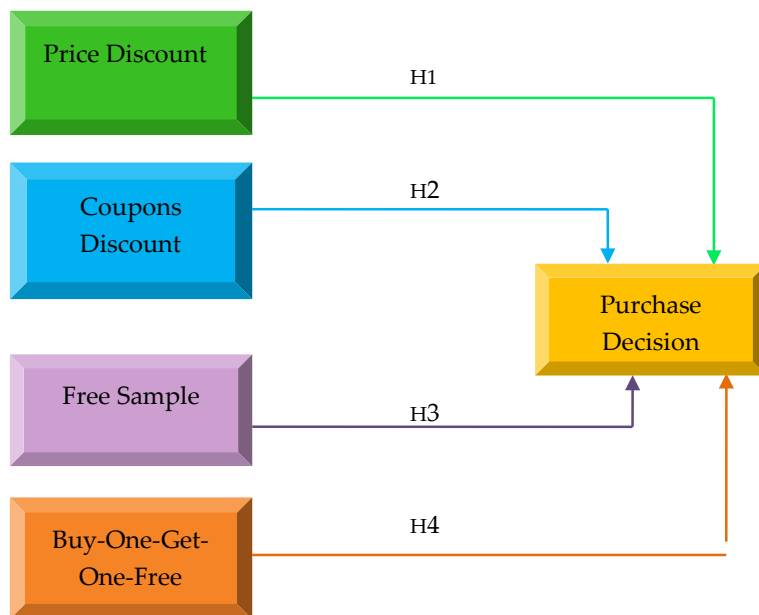


Figure1 Conceptual Framework

3 . Research Methodology

To measure the impact of sales promotion tools on consumer purchase decisions, we gathered data on the four specific tools of sales promotion and their effects on purchase decisions. To investigate the influence of specific consumer sales promotion techniques— price discounts, coupons, free samples, and buy-one-get-one-free offers—on consumer purchase decisions. Other types of sales promotion are outside the scope of this study. The research was confined to the Chattogram region; therefore, the findings should not be generalized to other regions. In this study, a questionnaire was used as the primary tool for data collection. Survey data were gathered, and primary data were collected from 206 participants across different professional fields (Neha & Manoj, 2013; Suresh, Anandanatarajan, & Sritharan, 2015; Liao, Shen, & Chu, 2009; Osman, Fah, & Foon, 2011). Nevertheless, convenience sampling was employed as a non-probability sampling approach for data gathering. The nonprobability sampling strategy is most appropriate in situations in which randomization is not feasible, such as when dealing with a very large population (Etikan et al., 2016).The process of collecting data from a single respondent required approximately five to ten minutes, and data were collected through an online survey (Google Forms) and physical survey. During the data collection process, respondents were given the freedom to articulate their thoughts on the variables in the questionnaire.

The questionnaire used in this study was derived from previous research and incorporated items from a previously validated measuring instrument (Neha & Manoj, 2013). The items were evaluated to ascertain respondents' inclination towards various promotional tools. It is divided into two pieces consisting of thirty-two (37). Seven (7) are related to respondents' demographics, eight (8) to price discount, eight (8) to coupon discount, eight (8) to buy one, get one free, and eight (8) to free sample events that influence the consumer purchase decision, which consist of five (5) items. The initial phase aimed to gather personal details of the participants by employing a nominal scale. The second section comprises the independent variables, with a specific focus on the "Buy one, get one free" and coupon discount component (Soni & Verghese, 2019; Osman, Fah, & Foon, 2011), and price discounts and free samples were assessed (Khan, Tanveer, & Zubair, 2019). The dependent variable, Purchase Decision (Soni & Verghese, 2019), was assessed using a set of five items (Pur_Decision:1 Once I find a product I like, Pur_Decision:2 I buy it regularly, Pur_Decision:3 I prefer to buy bestselling brands, Pur_Decision:4 I look very carefully to find the best value for money, Pur_Decision:4 To get variety, Pur_Decision:5 I shop in different stores and buy different brands; sales promotions encourage me to buy the products). All variables, including both the dependent and independent variables, were evaluated using a five-point Likert-type scale ranging from 1 (strongly disagree) to 5 (strongly agree). A Partial Least Squares Structural Equation Modelling (PLS-SEM) study was conducted to evaluate the influence of latent variables on purchasing choices. This analysis involved applying appropriate statistical techniques to the data and testing the hypotheses. The subsequent section covers these approaches in detail.

4 . Research Finding

4.1 Respondents' Socio-Demographic Background

A comprehensive demographic profile of the sample population was analyzed through key variables, including gender, age, qualification, and income. The data collected from 206 respondents revealed a balanced representation of male (44.2%) and female (55.8%) participants. The age distribution indicated a predominant age group of 25-30 years (62.1%), followed by other age brackets ranging from 18 to over 40 years. Educational qualifications varied, with the highest proportion having completed undergraduate studies (45.1%), followed by higher secondary education (26.2%), graduate (25.7%), and postgraduate qualifications (2.9%). Income levels show a significant concentration in the lower to middle-income range, with 45.1% earning between Taka 20,000 to 50,000, and a smaller proportion (5.8%) earning above Taka 1, 10,000. This demographic analysis provides valuable insights into the socioeconomic background of the respondents, contributing to a deeper understanding of the sample population.

4.2 Measurement Model

The study models were analyzed using a structural equation modeling methodology that depended on the partial least squares (PLS) technique. The validity and reliability were assessed by evaluating individual items reliability, the reliability of internal consistency, the validity of convergence, and the discrimination validity (Henseler et al., 2009; Hair et al., 2014). The lowest acceptable value for Cronbach's alpha coefficient was 0.5, as determined by Bagozzi and Yi (1988) and Hair et al. (2013). The internal consistency of the measuring scale's structures is reinforced by the fact that the Cronbach's alpha value for each latent component exceeded 0.7 (Nunnally & Bernstein, 1994). More details can be seen in Table 1.

Table 1: Reliability and Validity Statistics

	Cronbach's alpha	Composite reliability	Composite reliability	Average variance extracted (AVE)
B1G1F	0.914	0.955	0.938	0.671
CD	0.778	0.805	0.853	0.592
FS	0.835	0.928	0.864	0.521
PD	0.878	0.948	0.901	0.556
Pur_D	0.872	0.973	0.925	0.743

Based on studies conducted by Bagozzi and Yi (1988), Fornell and Larcker (1981), and Hair et al. (2013), 0.5 is the optimal value for acceptable loadings. The results indicated that convergent validity was strongly supported, as all values—0.556 for the price discount, 0.592 for the discount on coupons, 0.521 for the free sample, 0.671 for the buy one gets one free, and 0.743 for the purchase decision—exceeded the minimum threshold for acceptance.

The criteria developed by Fornell-Larcker was used to assess the study's discriminant validity. According to Fornell and Larcker (1981), a latent construct's discriminant validity is established when its correlation with any other construct is less than the square root of the average variance extracted (AVE) for that construct. The discriminant validity of the research scales was validated by proving that the square root of the Average Variance Extracted (AVEs) (values that are bolded) surpassed the correlations with other components for each group, as shown in Table 2(a).

In addition, we employed the Hierarchical Trait Model Testing (HTMT) method to assess the extent to which variables are distinct from one another. Henseler et al. (2015) conducted a comparison using two thresholds: 0.85 and 0.9. On the other hand, Franke and Sarstedt (2019) employed an inference statistic to test the hypothesis that HTMT=1. Adhering to the suggested thresholds, the HTMT value should be below 0.85 or 0.9.

Table 2 displays the HTMT ratio values, which indicate the correlations between the model components. Discriminating validity is indicated by an HTMT value below 0.85.

Table 2 . Discriminant validity of latent constructs

Construct	B1G1F	CD	FS	PD	Pur_D
B1G1F	0.819				
CD	0.247	0.769			
FS	0.274	0.335	0.722		
PD	0.258	0.283	0.313	0.745	
Pur_D	0.155	0.133	0.18	0.806	0.862

Table 3 . Discriminant validity of constructs

Construct	B1G1F	CD	FS	PD	Pur_D
B1G1F					
CD	0.33				
FS	0.369	0.451			
PD	0.315	0.399	0.42		
Pur_D	0.193	0.167	0.178	0.788	

The coefficient of determination (R²) represents the responsiveness of the variance in an endogenous variable that can be accounted for by the independent variables. Henseler, Ringle, and Sinkovics (2009) stated that the acceptable range for R² is from 0 to 1. The R-square value of the purchase decision is 0.663, indicating that 66.3% of the variability in purchase choice can be explained by factors such as price discounts, coupons, buy-one-get-one-free offers, and free samples.

Table 4 : R-square

	R-square	R-square adjusted
Pur_D	0.663	0.656

4.3 Structural Model

Several fitness metrics have previously been employed to determine whether the PLS-SEM structural model is adequate. The accuracy of fit measures is evaluated by the researcher using certain criteria, such as "d_ULS," "d_G," "Chi-Square," "NFI," and "RMS_theta," in addition to "Standardised Root Mean Squared Residual" (SRMR) (Rubio, 2023). Table 4 lists the fitting metrics for the structural model. A model was deemed to have an acceptable fit when the Standardized Root Mean Squared Residual (SRMR) was less than or equal to 0.08. The Standardized Root Mean Squared Residual (SRMR) of the research model was 0.08, as shown in Table 4, suggesting a satisfactory match with the data. The squared Euclidean distance (d ULS) and geodesic distance (d G) are the two primary metrics that assess how well the model fits the data. The difference between d ULS and d G must not be statistically significant (p -value > 0.05) within a 95% to 99% confidence range to yield a reasonable model fit (Hair et al. 2014). The p -value for number 3.347 in the model under consideration was 0.902 at the 99% confidence interval and 0.824 at the 95% confidence interval. Considering a value of 1.724, the p -value for the computed model was 0.421 at the 99% confidence interval and 0.399 at the 95% confidence interval. Table 4 demonstrates that the disparity among "d_ULS" and "d_G" in the valued and saturated models is rather small.

Table 5 : Goodness of Model Fit

	Saturated model	Estimated model
SRMR	0.082	0.082
d_ULS	3.347	3.347
d_G	1.724	1.724
Chi-square	1585.385	1585.385
NFI	0.737	0.737

Therefore, the model was established. Chi-square values were used to evaluate the model fitness in reference to the Normed Fit Index (NFI) (Kumar & Kumar, 2015). The text of the user is empty. A smaller NFI value indicated a better match. Conversely, if limited samples are used, the NFI value could indicate a lack of suitability, even if other data indicate strong correspondence (Bentler, 1990; Kline, 2023; Tabachnick & Fidell, 2007). While others have recommended a threshold as low as 0.80, Hu and Bentler (1999) suggested that a criterion of $NFI \geq 0.95$ is more appropriate. Furthermore, the value of NFI calculated for the saturated model in this study was 0.737, indicating a significant deviation from 1. A model fit was considered adequate when the threshold value was 0.90. Hu and Bentler (1999) recommended a threshold of > 0.95 based on their research findings. However, the sample size once again exerts a substantial influence, rendering it insufficient to be considered in isolation.

Given that the estimated p -values for each hypothesis (H1: p -value PD \rightarrow Pur_D = 0.009, H2: p -value FS \rightarrow Pur_D = 0.048, H3: p -value CD \rightarrow Pur_D = 0.05, and H4: p -value B1G1F \rightarrow Pur_D = 0) are below the significance level of 0.05, all hypotheses may be validated. Overall, the present data indicate that sales promotion tools

have a significant influence on customers' purchase decisions.

Table 6: Test of Hypotheses

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	Tstatistics (O/STDEV)	P values
B1G1F -> Pur_D	0.307	0.351	0.079	3.906	0
CD -> Pur_D	0.251	0.295	0.128	1.963	0.05
FS -> Pur_D	0.254	0.295	0.129	1.976	0.048
PD -> Pur_D	0.247	0.318	0.094	2.622	0.009

When all other variables remain unchanged, a Price Discount (PD) has a substantial 39% influence on customer purchase decisions, making it the most effective and ideal independent variable. Similarly, the Coupon discount (CD) has a 19% impact on the customer's purchasing decision, assuming that all other factors remain unchanged. When all other factors remain unchanged, the customer's purchasing choice is influenced by 19% of the free sample (FS). Finally, 26% impact on customer purchase decisions by the Buy-One-Get-One-Free (B1G1F), assuming that all other factors remain unchanged.

5 . Discussion and Conclusion

The main objective of this study was to evaluate the degree to which sales promotion tools influence consumers' purchasing decisions. Ahmad et al. (2015) found that sales promotions have a favorable effect on the purchase decisions of customers in Pakistan. This study affirms the notion that sales promotions influence customer purchase decisions within the specific setting of Pakistan. Familmaleki et al. (2015) asserted that sales promotion comprises short-term incentives that effectively motivate clients to expedite their purchases. In a study by Sham-out (2016), the objective was to evaluate the effect of promotional methods on consumer purchasing decisions in the retail industry. This study indicates that sales promotions have an impact on parameters such as time of purchase, choice of product brand, quantity purchased, and moving between brands.

The survey outcomes also indicated that a reduction in price significantly influences customers' purchase decisions. This finding was supported by Smith and Sinha (2000), who demonstrated that price promotions can affect consumers' purchasing choices and lead to a temporary increase in sales. Similarly, Blackwell, Miniard, and Engel (2001) find that price discounts have a significant influence on consumers' decisions to try a product.

Statistical investigation further revealed that coupons have a substantial impact on individuals' purchasing decisions. Previous research conducted by Chen et al. (1998, p. 365), Gilbert and Jackaria (2002), and Rizwan et al. (2013) has consistently demonstrated that coupon promotions are more favorable and successful in influencing

individuals' purchase intentions compared to discount promotions, thereby confirming these findings.

This study also finds a notable impact of free samples on purchasing choices. The findings of Heilman, Lakishyk, and Radas (2011), Blattberg and Neslin (1993) and Fill (2002) align with this conclusion. The outcomes of the present study align with the research carried out by Li, Sun, and Wang (2007) who found that additional product marketing accelerates clearance sales more rapidly than price promotions. Moreover, promotional propositions such as "buy one, get one free" has a substantial influence on customers' purchasing choices. Several scholars (Tanveer, Khan, & Zubair, 2019; Li et al., 2007; Gardener & Trivedi, 1998) have supported these findings and affirmed that the "buy one, get one free" promotion significantly influenced customers' buying choices.

This indicates that sales promotion tools linked to additional values support customers' choices to buy and enhance organizational sales volume, both of which increase organizational profitability. Marketers should concentrate on informing customers about the value of their products and tracking how these values affect consumers' decisions to buy. There are multiple constraints in this work that have the potential to provide guidance for follow-up research. Primarily, the study's emphasis was limited to participants who were Chittagong metropolitan area customers.

Consequently, to gain a deeper understanding of the outside world, subsequent investigations could expand their scope by collecting data from diverse regions across the country. Second, since structured questions were used in a quantitative survey to collect data, various research methodologies can be employed in future studies to validate the findings. Moreover, it is possible that the sample size in this study was inadequate to accurately represent the population. Thus, it is recommended that larger sample numbers and diverse industrial settings be used in future research. To learn more about how cultural aspects and reference groups impact customers' purchasing decisions in the retail industry, future research may examine additional marketing elements. Finally, because this study only looked at four independent variables, future research can consider additional variables such as contests, lifetime patronage programs, priority customer programs, and demographic-based comparative studies that may have an impact on consumers' decisions concerning purchases in the Bangladeshi market.

6 . Managerial Implications

The analysis illustrates that, by strategically choosing promotional techniques, a marketer might boost a company's sales, thereby contributing to the existing theoretical understanding in this field. Before initiating any sales promotion, retailers in the retail business should possess knowledge of their consumers' preferences and purchasing behaviors by conducting research in the relevant domain. As a result, customers develop more loyalty, leading to enhanced short- and long-term earnings for firms. Therefore, retailers should prioritize promotional tactics that have a more pronounced positive impact on consumers. Furthermore, the investigations suggest that price reduction and buy-one and get-one-free offers exert the greatest influence on customers' purchasing decisions in comparison to other promotional strategies. Consequently, businesses should prioritize strategies that have a greater beneficial influence on the public. These results have theoretical significance because they provide empirical evidence for the hypothesized connections between the mentioned factors and purchase decisions. Moreover, retail shop business specialists can experience advantageous real-world consequences. The results of this study can aid managers in acquiring a more prominent and enduring competitive advantage.

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