



CONSUMER PREFERENCE AND BEHAVIOURAL RESPONSE TOWARDS SALES PROMOTIONAL TOOLS IN CHHATTISGARH RETAIL MARKET

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Abstract

The present research paper examines consumer preference and behavioural response towards different sales promotional tools used by retailers in Chhattisgarh. Sales promotion has become an important element of retail marketing because it directly influences consumer attention, product evaluation, purchase intention, and final buying decisions. The study is based on primary data collected from 600 consumers selected from Raipur, Durg, Bhilai, Bilaspur, and Rajnandgaon. The study analyzes consumer responses towards price discounts, free samples, free gifts, premium offers, and Buy One Get One Free offers. The findings reveal that consumers demonstrate favourable behavioural responses towards sales promotion schemes. Price discount was found to be the most preferred tool, while premium offers and free samples were also considered effective. The study highlights that sales promotion influences not only purchase decisions but also brand preference, product trial, satisfaction, and value perception.

Keywords: Consumer Preference, Sales Promotion, Retail Marketing, Buying Behaviour, Price Discount, Chhattisgarh.

Introduction

The retail sector in India has undergone significant transformation due to increasing competition, changing consumer lifestyles, rising disposable income, and expansion of organized and semi-organized retail formats. In such a competitive environment, retailers are required to adopt effective promotional strategies to attract consumers and influence purchase decisions. Sales promotion has emerged as a powerful tool because it provides immediate incentives and encourages consumers to respond quickly.

Consumer buying behaviour is shaped by various internal and external factors. Among external marketing factors, promotional schemes play a significant role. Consumers are often attracted by offers that provide savings, additional quantity, free gifts, trial opportunities, or extra value. Retailers use such promotional tools to motivate consumers, increase store traffic, enhance product visibility, and improve sales performance.

In Chhattisgarh, urban retail markets such as Raipur, Durg, Bhilai, Bilaspur, and Rajnandgaon are witnessing growing consumer exposure to sales promotion schemes. Consumers in these markets regularly encounter discounts, free samples, free gifts, premium packs, and BOGO offers. Therefore, it becomes important to examine which sales promotional tools are preferred by consumers and how these tools influence their buying behaviour.

Review of Literature

Ailawadi, Neslin, and Gedenk (2001) examined value-conscious consumers in relation to store brands and national brand promotions. The study indicated that consumers who are more value-conscious respond strongly to promotional offers and often evaluate brands according to economic benefits. This study is useful for the present research because consumers in Chhattisgarh were found to prefer price discounts and value-based promotional schemes.

Raghubir, Inman, and Grande (2004) presented the “three faces” of consumer promotions: economic value, informational content, and affective appeal. The study emphasized that sales promotions influence consumers not only through price savings but also by providing information and emotional attraction. This directly supports the



present study, which examined cognitive, affective, and behavioural responses towards sales promotion tools.

Ndubisi and Chiew (2005) studied customers' behavioural responses to sales promotion and the role of fear of losing face. The study found that consumer response to promotional tools may be influenced by social and psychological factors. This study is relevant because buying behaviour is not determined by price alone; consumer confidence, social perception, and perceived value also influence responses towards promotional activities.

Kwok and Uncles (2005) examined sales promotion effectiveness at an ethnic-group level. Their study investigated whether consumer differences influence the effectiveness of sales promotions and found that promotional response may vary across consumer groups. This is relevant to the present research because the study analyzes demographic variables such as age, gender, education, marital status, and income in relation to consumer behaviour towards sales promotion.

Mishra and Mishra (2011) studied the influence of price discount versus bonus pack on consumer preference. Their research showed that consumers evaluate monetary and quantity-based promotions differently, depending on product type and perceived justification for purchase. This study supports the present research because premium offers and price discounts were found to be highly effective promotional tools among consumers.

Montaner, de Chernatony, and Buil (2011) investigated consumer responses to gift promotions. The study analyzed factors such as the nature of the promoted product, the fit between product and gift, the brand used in promotion, and deal proneness. This study is useful for the present research because free gifts were studied as one of the important promotional tools influencing consumer interest and satisfaction.

Dawes (2004) assessed the impact of a successful price promotion on brand, category, and competitor sales. The study found that a strong price promotion may create a temporary increase in sales and category volume but may not necessarily produce a long-term positive brand effect. This study is significant because it helps explain why sales promotion is powerful in the short term but must be used carefully for long-term brand strategy.

Askalidis (2015) examined the impact of large-scale promotions on sales and ratings of mobile apps using evidence from Apple's App Store. The study found that promotions involving full-price discounts and simple redemption procedures produced stronger sales responses. Although conducted in a digital market, the findings are useful for the present study because they reinforce that promotion design, discount type, and ease of use influence consumer response.

Objectives of the Study

1. To study consumer preference towards different sales promotional tools.
2. To examine the behavioural response of consumers towards promotional schemes.
3. To analyze the impact of price discounts, free samples, free gifts, premium offers, and BOGO offers on buying behaviour.
4. To identify the most preferred sales promotional tool among consumers.
5. To suggest suitable promotional strategies for retailers.

Research Methodology

The study is descriptive in nature and based on primary data. A structured questionnaire was used to collect responses from 600 consumers in Chhattisgarh. The selected study areas were Raipur, Durg, Bhilai, Bilaspur, and Rajnandgaon. Random sampling technique was adopted. The questionnaire included demographic questions, attitude-based questions, Likert-scale statements, and preference-ranking questions. The data were analyzed through percentages, frequency tables, ranking analysis, and descriptive interpretation.



Analysis of Consumer Behaviour

1. Cognitive Behaviour towards Sales Promotion

The findings revealed that consumers perceive sales promotion schemes as useful for making better purchase decisions. A majority of respondents agreed that promotional offers provide product information, increase brand awareness, help compare alternatives, and assist in evaluating value for money. This indicates that sales promotion performs an informational role in consumer decision-making.

2. Affective Behaviour towards Sales Promotion

The affective response of consumers was found to be positive. Consumers reported excitement, enjoyment, happiness, and satisfaction when attractive promotional schemes were available. Sales promotion schemes also created positive impressions about products and brands. This shows that promotional offers not only provide economic benefits but also generate emotional satisfaction.

3. General Behaviour towards Sales Promotion

Consumers demonstrated favourable behavioural responses towards sales promotion. They reported purchasing products more frequently when offers were available, preferring retailers who provide attractive schemes, switching brands because of promotional offers, purchasing larger quantities, and actively searching for promotions before buying products. This indicates that sales promotion directly influences buying actions.

Impact of Selected Sales Promotional Tools

Table 1: Consumer Response towards Price Discount

Statement	Agree (%)	Strongly Agree (%)
Discounts encourage frequent purchases	49.17	29.17
Discounts provide better value for money	50.00	30.50
Discounts help compare alternatives	46.67	28.67
Discounts influence final purchase decision	48.33	29.17
Consumers prefer brands offering discounts	47.50	29.17

The findings indicate that price discount strongly influences consumer buying behaviour. Consumers consider discounts useful because they provide immediate monetary benefit and better value.

Table 2: Consumer Response towards Free Samples

Statement	Agree (%)	Strongly Agree (%)
Free samples encourage new product trial	47.50	28.67
Free samples reduce purchase risk	46.67	30.00
Free samples increase purchase intention	48.33	28.33
Free samples improve confidence in quality	47.83	28.33
Free samples influence buying decision	48.33	30.00

The findings show that free samples are effective in encouraging consumers to try new products and reduce uncertainty before purchase.

Table 3: Consumer Response towards Premium Offers



Statement	Agree (%)	Strongly Agree (%)
Extra quantity provides better value	50.83	30.00
Premium offers encourage larger purchase	49.17	29.17
Consumers prefer extra quantity at same price	51.67	30.83
Premium offers increase satisfaction	48.33	29.17
Extra quantity influences brand preference	46.67	28.67

The findings reveal that premium offers are highly preferred because they provide additional quantity without additional cost. Consumers perceive such offers as value-enhancing.

Table 4: Preference Ranking of Sales Promotional Tools

Sales Promotional Tool	Most Preferred (%)	Rank
Price Discount	45.8	I
Premium Offer	20.8	II
Free Sample	14.2	III
Free Gift	10.8	IV
BOGO Offer	8.3	V

The ranking analysis shows that price discount is the most preferred promotional tool. Premium offers and free samples occupy second and third positions. Free gifts and BOGO offers received comparatively lower preference.

Major Findings

The study found that consumers in Chhattisgarh respond positively to sales promotion schemes. Promotional offers influence consumer awareness, emotions, purchase frequency, product trial, brand switching, and purchase quantity. Price discount was identified as the strongest promotional tool because it provides direct savings. Premium offers were also effective as they provide additional quantity and enhance perceived value. Free samples were useful in encouraging trial and reducing risk. Free gifts increased purchase interest, while BOGO offers encouraged quantity purchases. However, consumers showed stronger preference for monetary and value-based promotions than non-monetary incentives.

Suggestions

Retailers should give more importance to price discount schemes because consumers respond strongly to direct monetary savings. Premium offers should be used for products where consumers value quantity benefits. Free samples should be used for newly launched products to reduce purchase risk. Free gifts should be selected carefully so that they are useful and relevant to consumers. Retailers should also design promotional schemes according to age, income, gender, and educational profile of consumers. Digital platforms should be used to communicate promotional offers more effectively.

Conclusion

The study concludes that sales promotional tools significantly influence consumer preference and buying behaviour in the retail market of Chhattisgarh. Consumers are highly responsive to promotional schemes that provide clear value and economic advantage.



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