OFFER TO BUY: THE EFFECTIVENESS OF SALES PROMOTIONAL TOOLS TOWARDS PURCHASE INTENTION

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ABSTRACT

This research is determined to empirically test relationships of sales promotional tools i.e. price discount, samples, coupons, demonstration/free tasting, consumer contest, premium and buy back allowance towards consumer's purchase intention. Moreover, this research transmits certain guidance to FMCG marketers regarding the optimal effective tool among others which may be considered while formulating marketing strategies. Quantitative paradigm of research philosophy has been followed in this research and overall research design envisions on literature review, whereas, data collection has been conducted through field survey based on FMCG respondents (consumers) in IMTs and LMTs of Lahore, Pakistan. Structural Equation Modeling (SEM) is been deployed as technique of data analysis using ADANCO 2.0.1. Results indicated that all seven promotional tools have positive relationships towards consumer purchase intention, while price discount has the strongest one. This research extended frontiers of existing conceptual framework of sales promotional tools. As contextual contribution, three additions have been made after exploring theoretical foundations and empirical testing i.e. sample, demonstration/free tasting and coupons.

Keywords: Purchase Intention, Promotional Tools, Sales
JEL Codes: L42, M51

I. INTRODUCTION

In recent competitive era, attracting consumers and getting desirable results is most crucial task for the marketers. Return on Marketing Investment (ROMI) is the next challenge which always been in consideration by marketers that how to define and calculate (Woods, 2004). Therefore, promotional techniques are determined to increase the sales of respective brands within short time span (Wierenga & Soethoudt, 2009; Orangzab et al., 2021). The increased percentage of investment in sales promotions indicates that the sales promotions are highly effective in business activities (D'Astous et al., 2009). In Pakistan, the consumer purchase decision process has been influenced significantly due to raising sales promotional techniques in markets. Different marketing tools are being used by marketers to influence and capture customers day by day. Sales promotion tools have been categorized into three dimensions namely consumer promotion, trade promotion and business/sales force promotion (Kotler, 1991). Thus, this research evaluated the persuading role of one important dimension, consumer promotion tools towards FMCG products in context to Lahore, Pakistan. The purchase intention depends upon the grading level of satisfaction that consumers expect to have while consuming the products (Kupiec & Revell, 2001). Though, in Pakistan, the marketers frequently use the sales promotional tools on special events such as Ramadan, Eid-ul-Fitr, and Eid-ul-Adha and get maximum sales numbers in short time span. Therefore, this research has revealed the most important and least important promotional tool keeping in view the consumer preferences among seven available promotional tools i.e. price discount, samples, coupons, demonstration/free tasting, consumer contest, premium and buy back allowance.

The purpose of this research is to empirically test the role of sales promotional tools and its persuasion towards the consumer purchase intention. There are two main purposes of the research one is from seller's perspective another is from consumer's perspective. From seller's perspective, marketer and retailers will be able to aware of consumer purchase intention through this empirical investigation. Consequently, they can plan and implement the marketing strategies relevant to most effective promotional tools to attract the consumers. From consumers' perspective, this research will

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reveal the consumer purchase intention and buying behavior towards sales promotion and will also elevate the awareness of consumers about their intentions influenced by sales promotions. Keeping in view the research objectives, the proposed research questions are given below:

i. Is there any relationship between price discount, sample and coupons, towards consumer purchase intention?
ii. Is there any relationship between demonstration/free tasting, consumer contest premium and buy back allowances towards consumer purchase intention?
iii. Which sales promotional tool is most operative and optimal in persuading consumer purchase intention?
iv. Do all sales promotional tools are effective collectively or any single/optimal tool keeps the same effect.

II. LITERATURE REVIEW

Considering the description of American Marketing Association, sales promotion is one of the marketing technique focusing on retailers, wholesalers and end consumers, which can be considered for a predetermined phase, targeting to motivate consumer demands (DelVecchio et al., 2006). Sales promotions intend to reveal consumers' needs and give them encouragement to use new products (Oly Ndubisi & Tung Moi, 2005). Similarly, sales promotions are beneficial for consumers with plenty of benefits, one of major benefit is monetary economy though convenience, quality, value and entertainment can also be appealed (Chandon et al., 2000). Incentives based on price (one of major type of sales promotion) being non-monetary technique became popular over the period of time (Buil et al., 2013). Sales promotion carries such leverage to sustain the sales volume and profitability of an organization (Plc & Aghara, 2018).

Sales promotion (SP) is the utmost element in marketing mix and for the marketer's toolkit at the same time. Statistically, packaging companies represents that approximately 75% budget comprised by sales promotion (Blattberg & Neslin, 1989).

Table 1: Operational Definitions

Sr.	Variables	Definitions Along with References
1	Price Discount	Refers to temporary reduction in routine price of any particular product. (Blattberg & Neslin, 1989).
2	Samples	Refers to a product which is being offered to consumers as free of cost prior to purchase of the product (Blattberg & Neslin, 1989).
3	Coupons	A piece of card/paper that facilitates redemption for a particular product at point of purchase (POP) or later (Blattberg & Neslin, 1989).
4	Demonstration / Free Tasting	Demonstration: refers to a product trial which is usually performed by sales ambassadors at retail outlets of POP. Free tasting: A small portion of a product which provides to test or trial the product at point of purchase (POP) to consumers' (Blattberg & Neslin, 1989).
5	Consumer Contest	An opportunity to win a larger prize through balloting among consumers' (Blattberg & Neslin, 1989).
6	Premium	Offers an additional quantity of a product in regular available price (Blattberg & Neslin, 1989).
7	Buy Back Allowances	Offers money back or earning points on particular purchase from a retailer or manufacturer (Blattberg & Neslin, 1989).

Most of the studies conclude that sales promotion pointedly impacts on consumers' behavior and the purchase decision but the effect of promotional elements might be different (Ye & Zhang, 2014). Sales promotion techniques are meant to increase the sales of products as a preferable mode (Badgaiyan & Verma, 2015). The high investment in promotional activities indicates the value of sales promotion to business activities (D'Astous et al., 2009). Sales promotion contains different kind of incentive tools, generally short-term, those used to stimulate dealers' and consumers to speed up the buying process or to enhance sales quantities (Kotler, 1991). The effectiveness of sales promotions depends upon other variables, the specific and individual type of sales promotion which is being used in particular sales promotion campaign (DelVecchio et al., 2006). Similarly, the sales promotion nature hedonic or utilitarian plays a vital role to determine consumers' reactions and selection process (Büttner et al., 2015).

Several researchers have been conducted earlier on the effect of sales promotions towards consumer values (Teck Weng & Cyril de Run, 2013), behavior and attitude (Alvarez & Casielles, 2005) although, few academic researchers are available on success of sales promotion techniques regardless of being evident on increasing importance of sales promotions as compare to other marketing techniques like advertising (Peattie, 1998). However, the effectiveness and success of sales promotions towards consumer attitude has yet to be explained more adequately, as plenty of possible

justifications have been investigated for a latent negative relationship (Blattberg & Neslin, 1989) tested based on self-perception theory (Dodson et al., 1978), dissonance theory (Doob et al., 1969), and attribution theory (Kelley & Michela, 1980). The collective results of these researches show that frequent usage of consumer promotions for a longer duration, might be resulting lesser involved consumer behavior towards the particular brand. Attribution theory proposes, the questions carrying the characteristics of sales promotion affect the attributions reacted by consumers' behavior (Raghubir & Corfman, 1999). It means, different kind of sales promotion fulfill the different needs of consumers as per the deliverable benefits (Buckinx et al., 2004). This research follows the behavioral learning theory; therefore, it will not be out of context to enlighten upon the theory with the help of literature.

II.I. BEHAVIORAL LEARNING THEORY

The basic concept of behavioral learning theory describes when a response behavior occurs due to the appearance of a stimulus (Rothschild & Gaidis, 1981). In marketing and social sciences perspective, a transaction appears when response (purchase behavior) takes place and a stimulus (product) is received by the consumer. The probability of repeat purchase behavior will increase if the product meets the needs of consumer (pleasing purchase). In addition to this the feel of pleasing purchase can be enhanced through suitable manipulation of price, promotional and distribution variables. This model might be appropriate for insignificant, uninvolved and minor decisions that happen in the marketplace daily. In order to face these situations where consumers' have weak cognitive processes, behavioral learning theory leads to provide insightful direction to marketer (Robertson & Kassarjian, 1991; Senturk and Ali, 2021; Roussel et al., 2021). Keeping in view the context of this research, it is also imperative to review the literature on types of consumer sales promotions. A direct inducement that offers an extra value towards a particular product, for the sales force, distributors, retailers or the final consumer having core objective of creating an immediate sales (Belch & Belch, 2003; Audi et al., 2021a, 2021b, 2021c, 2021d). This research will mainly be focused on seven types of sales promotions i.e. price discount, samples, coupons, demonstration/free tasting, consumer contest, premium and buy back allowance as stated above in operational definitions (Table 1). One of appropriate way to evaluate the consumer's response towards sales promotion/advertising is based upon three stages cognition, affection and conation (Beerli & Santana, 1999). Purchase intention is an appropriate measure for the conative stage (Beerli & Santana, 1999). As comparing other available tools in marketing mix, it has proven that the most strongest effect on last stage of cognitive-affective-behavioral model is sales promotion, tested by (Laroche et al., 2003). Since sales promotion has always carried certain sales objectives, previous researchers have been more focused on conative/behavioral stage. An astonishing factor is to be more focused on 'marketing productivity' (Buckinx et al., 2004).

Despite of various existing researches on sales promotion, some gaps are still unidentified that have to be filled in respect to brands, companies as well as consumer behavior studies (Alvarez & Casielles, 2005; D'Astous et al., 2009; Gilbert & Jackaria, 2002). From the referred studies, it can implicitly be deduced that these gaps exist in form of cultural differences i.e. western vs. eastern, consumers' purchasing power in developed vs. developing countries and social bonding. This research bridges the gap of persuasion of sales promotional tools towards purchase intention in respect to seller's and buyer's perspective simultaneously.

III. CONCEPTUAL FRAMEWORK AND HYPOTHESES DEVELOPMENT

During shopping, generally customers make three kinds of decisions. First the category of the product, that leads towards a preferable brand choice to buy at second and how much in quantity? at last (Gilbert & Jackaria, 2002). Hence, the sales promotion keeps one of the strongest influence on short-term consumption, in marketing mix (Laroche et al., 2003). The conceptual model has been adopted from previous research conducted by (Neha & Manoj, 2013) that was tested on five sales promotional tools i.e. price pack, rebate, offer, premium and contest. By way of this research, three additional tools namely sample, demonstration/free tasting and coupons have been added to extend the model while offer didn't consider due to insignificant results (Figure 1).

In proposed research model (Figure 1), there are seven independent variables namely Price Discount (PD), Sample (S), Coupons (C), Demonstration/Free Tasting (DFT), Consumer Contest (CC), Premium (P) and Buy Back Allowance (BBA) and one dependent variable namely Purchase Intention (PI). The hypotheses have accordingly been formulated and given in Table 2.

Keeping in view the theoretical framework seven directional hypotheses have been developed in order to statistically test their significance.

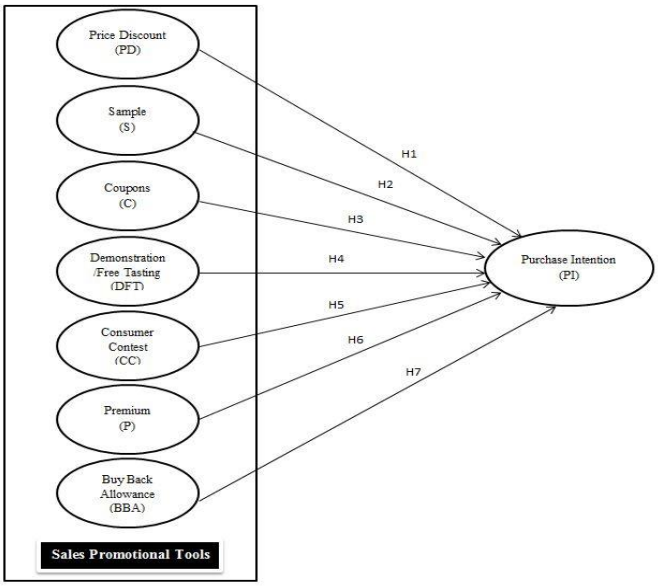

Figure 1: Conceptual Model

Table 2: Hypotheses

Sr.	Hypotheses
H_1	Price Discount (PD) has positive relationship with consumers' purchase intention.
H_2	Sample (S) has positive relationship with consumers' purchase intention.
H_3	Coupons (C) have positive relationship with consumers' purchase intention.
H_4	Demonstration/Free Tasting (DFT) has positive relationship with consumers' purchase intention.
H_5	Consumer Contest (CC) has positive relationship with consumers' purchase intention.
H_6	Premium (P) has positive relationship with consumers' purchase intention.
H_7	Buy Back Allowance (BBA) has positive relationship with consumers' purchase intention.

IV. METHODOLOGY

Following the positivism as research philosophy and using the deduction as research approach, this research used classical statistical methods. Quantitative mono method of regression analysis has been used. As a strategy to collect the data field survey based on structured interrogation has been conducted and research follows cross sectional time horizon. The population under investigation comprises of consumers' of FMCG products in Lahore, Pakistan. Lahore is a metropolitan city and number of consumers' run into millions of people and the population frame practically cannot be available hence, convenience sampling (one of the non-probability sampling techniques) has been used. Household women and FMCG customers from different IMTs and LMTs e.g. Emporium Mall, Packages Mall, and Fortress Square of Lahore were approached. Sample size has been calculated according to the formula i.e. $n = \frac{N}{1+N(e)^2}$ proposed by (Yamane, 1967). *N* represents total population (20,000), *e* represents margin of error (confidence interval i.e. +/- 5%) and *n* represents sample size. Yamane proposed this formula in the context of marketing research studies and argued that population beyond 20,000 has a negligible effect on sample size. Therefore *N* has been assumed as 20,000 in this research. According to the formula, 392 (sample size) questionnaires were distributed whereas 365 responses were received. Out of which 44 questionnaires were rejected due to in-complete data, leaving 324 questionnaires in usable form i.e. 82% response rate.

A questionnaire was adopted from previous research using items from measuring instrument was tested earlier (Neha & Manoj, 2013). The items were reflected to determine respondent's intention towards different promotional tools. Seven different promotional tools were added in survey instrument i.e. price discount, sample, coupons, demonstration/free tasting, consumer contest, premium and buy back allowances. Target respondents were guided to respond on seven-point Likert type scale (strongly disagree=1, disagree=2, somewhat disagree=3, undecided=4, somewhat agree=5, agree=6, strongly agree=7). Questionnaire contained forty two statements (i.e. five statements on each independent variable and seven statements on dependent variable) to measure the constructs. Reliability and validity of the questionnaire have been tested through Cronbach α and confirmatory factor analysis. Mall intercept method of data collection has been used to approach the respondents at the spot. Structural equation modeling has been employed as technique of data analysis by using a premier software namely ADANCO version 2.0.1 (*User Manual J ¨ org Henseler*, 2017).

V. ANALYSIS AND RESULTS

Table 3: Reliability and Validity Test Findings

Latent Variables	Indicators	Indicator Reliability (Loadings)	Composite Reliability	Average Variance Extracted (AVE) (convergent validity)
Price Discount	PD1	0.6495	0.8137	0.578
	PD2	0.5798		
	PD3	0.7029		
	PD4	0.6653		
	PD5	0.2926		
Sample	S1	0.5471	0.8318	0.5998
	S2	0.6697		
	S3	0.685		
	S4	0.4579		
	S5	0.6391		
Coupons	C1	0.7325	0.9027	0.7199
	C2	0.7687		
	C3	0.716		
	C4	0.6945		
	C5	0.6879		
Demonstration / Free Tasting	DFT1	0.6135	0.8301	0.5971
	DFT2	0.6748		
	DFT3	0.5955		
	DFT4	0.6228		
	DFT5	0.4789		
Consumer Contest	CC1	0.7049	0.8706	0.6612
	CC2	0.775		
	CC3	0.6389		
	CC4	0.6501		
	CC5	0.5371		
Premium	P1	0.7315	0.8769	0.6715
	P2	0.7521		
	P3	0.5995		
	P4	0.7107		
	P5	0.5637		
Buy Back Allowance	BBA1	0.5744	0.8578	0.6402
	BBA2	0.6811		
	BBA3	0.7653		
	BBA4	0.6699		
	BBA5	0.5102		
Purchase Intention	PI1	0.5476	0.8798	0.5821
	PI2	0.5084		
	PI3	0.6866		
	PI4	0.5915		
	PI5	0.6276		
	PI6	0.5494		
	PI7	0.5633		

This section contains analysis of reliability and validity of measures, testing of research model, and declaration of significance of hypotheses. ADANCO for PLS path modeling offers three major advantages i.e. firstly, the assessment of construct's reliability and validity can be done through measurement model, secondly, the model fit can be testified through overall model assessment and thirdly, the hypotheses testing can be done through structural model (Ziggers & Henseler, 2016). Referred to assessment of constructs' in outer model, indicator reliability (factor loading values) and composite reliability (Cronbach α) were considered for testing the reliability. The threshold for Cronbach α is 0.4 or

higher is acceptable (in exploratory research) while 0.70 or higher is preferred for formulized research (Hulland, 1999). All items were meeting the preferred level of 0.70 (Table 3). The lower reliability values such as 0.7 signifies suitable reliability in early stages of research, higher ones such as 0.8 or 0.9 must prevail in advance researches, exceeding common threshold levels. Thus, the results (Cronbach α) or composite reliability of this research met the higher level of advance researches i.e. 0.81 (purchase discount), 0.83 (sample), 0.90 (coupons), 0.83 (demonstration/free tasting), 0.87 (consumer contest), 0.87 (premium), 0.85 (buy back allowance) and 0.87 (purchase intention). Convergent validity of each latent variable evaluated through Average Variance Extracted (AVE). The AVE interprets: a measurement of uni-dimensionality, it is acceptable if exceeds 0.5 (Fornell & Larcker, 1981). Results showed, the convergent validity has well established as all values were above the minimum acceptable level i.e. 0.578 (purchase discount), 0.599 (sample), 0.719 (coupons), 0.597 (demonstration/free tasting), 0.661 (consumer contest), 0.671 (premium) 0.640 (buy back allowance) and 0.582 (purchase intention) Table 3.

ADANCO 2.0.1 offers two methods to assess the discriminant validity of reflective measure; the first one is Fornell-Larcker criterion (Fornell & Larcker, 1981). The second is Heterotrait-Monotrait: ratio of correlations (HTMT) (Henseler, Ringle, & Sarstedt, 2014). To establish discriminant validity, the square root of AVE in every latent variable can be considered, if the value is greater than other correlation values among the latent variables (Fornell & Larcker, 1981).

According to study Monte Carlo simulations, HTMT performs more outmoded measures of discriminant validity. The acceptable values of HTMT 0.9, or, better below 0.85 (Voorhees et al., 2016). The inference statistics for the HTMT values is available in ADANCO 2.0.1 upon performing bootstrap. The 95% quintile of bootstrapped HTMT values is part of the bootstrap output, that should be smaller than 1 if exceeds then there is a lack of discriminant validity (Henseler et al., 2014).

Referred to explanation of model fit (Figure 1), ADANCO 2.0.1 provides three mainly ways to assess the goodness of model fit. Firstly, the un-weighted least squares discrepancy (^{d}ULS), secondly the geodesic discrepancy (dG) and thirdly the Standardized Root Mean Squared Residual (SRMR).

Table 4: Discriminant Validity-HTMT

Construct	Price Discount	Sample	Coupons	Dem. / Free Tasting	Consumer Contest	Premium	Buy Back Allowance	Purchase Intention
Price Discount								
Sample	0.7311							
Coupons	0.6796	0.6977						
Dem./Free Tasting	0.6688	0.8277	0.6885					
Consumer Contest	0.6841	0.8380	0.7757	0.7739				
Premium	0.6690	0.7029	0.8451	0.7836	0.8147			
Buy Back Allowance	0.7417	0.6899	0.6896	0.7451	0.7197	0.7638		
Purchase Intention	0.9082	0.9232	0.8974	0.8996	0.9278	0.9455	0.9090	

In this research, the goodness of model fit has been tested by way of the SRMR that includes bootstrap based exact test model fit and approximate model fit (Table 5). The model fit criteria suggests the HI95 of SRMR, ^{d}ULS *and* dG should be > the original values while the approximate model fit should be less than 0.08. Results showed, three values (^{d}ULS, *dG and SRMR*) 95% bootstrap quantile (HI95) and 99% bootstrap quantile (HI99) and the standardized root mean squared residual (SRMR) of approximate model fit is 0.092. Though, the goodness of model fit of this research lesser than the required criteria but it is still in acceptable range (Henseler, Hubona, & Ray, 2016).

Figure 2: Research Model

Table 5: Goodness of Model Fit

Goodness of Model Fit	Value	HI95	HI99
SRMR	0.0927	0.0444	0.0462
d_{ULS}	7.7572	1.7831	1.9287
d_G	5.8430	1.0401	1.1932

Partial least squares (PLS) is commonly accepted variance-based, descriptive and prediction oriented method to **SEM** that can be used to scientifically test the hypotheses (Ziggers & Henseler, 2016). The statistical results include the coefficient of determination (R^2), suggested effect, path coefficient, t-value, significance and confirmation of hypotheses (Table 6 and Table 7). The coefficient of determination (R^2) represents the fraction of an endogenous variable's variance as an explanation of independent variables. The acceptable R^2 range is 0 to 1 (Henseler, Ringle, & Sinkovics, 2009). Thus, the coefficient of determination (R^2) value is 0.9256 in this research, within the acceptable range (Table 6).

Table 6: (R^2)

Construct	Coefficient of Determination (R^2)	Adjusted R^2
Purchase Intention	0.9256	0.9240

The most operative and optimal independent variable is Price Discount (PD) that has 21% impact on customer's purchase intention by keeping other variables constant. The result (0.215***, 10.9466, p<0.01) supports **H_1** of the current research study. Similarly, the Sample (S) has 16% impact on customer's purchase intention by keeping other variables constant. The result (0.162***, 5.5449, p<0.01) supports **H_2** of the current research study. In the same way, the Coupons (C) have 16% impact on customer's purchase intention by keeping other variables constant. The result (0.166***, 6.4124, p<0.01) supports **H_3** of the current research study. The Demonstration/Free Tasting (DFT) has lesser significance impact comparing other variables approximate 10% on customer's purchase intention by keeping other variables constant. The result (0.104***, 5.5993, p<0.01) supports **H_4** of the current research study. Likewise, Consumer Contest (CC) has also significant impact on consumer's purchase intention. The result (0.135***, 5.6962, p<0.01) supports **H_5** of the current research study. Similarly, Premium (P) has 20% impact on customer's purchase intention by keeping other variables constant. The result (0.203***, 8.0164, p<0.01) supports **H_6** of the current research study. The buyback allowance has 17% impact on customer's purchase intention by keeping other variables constant. The result (0.171***, 8.2227, p<0.01) supports **H_7** of the current research study (Table 7).

Table 7: Hypothesis Testing Results

Sr.	Hypothesis	Suggested Effect	Path Coefficient	t-value	Significance	Confirmed
1	**H_1:** Price discount has positive relationship with consumers' purchase intention.	+	0.215***	10.9466	p<0.01	Yes
2	**H_2:** Sample has positive relationship with consumers' purchase intention.	+	0.162***	5.5449	p<0.01	Yes
3	**H_3:** Coupons have positive relationship with consumers' purchase intention.	+	0.166***	6.4124	p<0.01	Yes
4	**H_4:** Demonstration/free tasting has positive relationship with consumers' purchase intention.	+	0.104***	5.5993	p<0.01	Yes
5	**H_5:** Consumer contest has positive relationship with consumers' purchase intention.	+	0.135***	5.6962	p<0.01	Yes
6	**H_6:** Premium has positive relationship with consumers' purchase intention.	+	0.203***	8.0164	p<0.01	Yes
7	**H_7:** Buy back allowance has positive relationship with consumers' purchase intention.	+	0.171***	8.2227	p<0.01	Yes

* Significance at 10% (1.645) p<0.10
** Significance at 5% (1.96)- p<0.05
*** Significance at 1% (2.576) p<0.01

VI. DISCUSSION AND CONCLUSION

This research investigated the persuasion of sales promotional tools on consumer's purchase intention. As results showed, the path coefficient of all seven hypotheses have been supported and among seven sales promotional tools the price discount and premium remained strongest ones, to whom consumers get influence and inclined for purchase comparing others. The earlier researches showed that the sales promotions have a strongest impact in maturity stage of the brand comparing advertisement (Asghar et al., 2015). It also helps to generate maximum market share on short time basis (Neha & Manoj, 2013). This research was carrying two main purposes i.e. from seller's perspective and from consumer's perspective. From seller's perspective (manufacturers' and retailers'), it is clearly evident that the sales promotional tools are the strongest medium to generate spot sales promptly. The marketers and brand managers can have more allocation of budgets/spending on sales promotions to get immediate sales numbers. The stakeholders of FMCG industry can use these tools more effectively to attract the consumers' in Pakistan on periodic basis especially price discount and premium. Brand managers and marketers can also device strategies relevant to most powerful and optimum tool i.e. price discount and premium among other available options. From consumers' perspective, this research revealed through empirical evidences that consumers' get influenced with different kind of sales promotions and take immediate decision for the instant purchase. Referred to this research, consumers perceive all sales promotional tools with different angles and rank most desirable to least desirable i.e. purchase intention, premium, buy back allowance, coupons, sample, consumer contest, demonstration/free tasting. As this research empirically tested the conceptual framework of previous research which was tested on five promotional tools. This research has amended the conceptual model with two additional tools with the consent of industry experts and revealed the most important to least important. The analysis techniques have been applied through ADANCO 2.0.1. ("advanced analysis of composites"), introduced in 2014. Hence, this research used the latest software for analysis of the results. Since the data was collected, only from the users of FMCG products and the research only focused the FMCG industry, it can be further extended to other industries as well. Change in methodology can also be done i.e. data analysis through Smart PLS, SPSS etc. For future researchers, the persuasion of sales promotional tools can be measured in comparison with advertising.

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