

**THE REPUBLIC OF TURKEY
BAHCESEHIR UNIVERSITY**

**THE IMPACT OF SALES PROMOTION ON
CONSUMER BUYING DECISION**

Master's Thesis

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ASSOC. PROF. DR. FİGEN YILDIRIM

ISTANBUL, 2015

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The Impact of Sales Promotion on Consumer Buying Decision
Dzenana Husejnagic
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The thesis has been approved by the Graduate School of Social Science.

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ABSTRACT

THE IMPACT OF SALES PROMOTION ON CONSUMER BUYING DECISION

Dzenana Husejnagic

Marketing

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Consumer Buying Decision is known as the time when the customer takes his decision to buy some product after evaluating all the alternatives to buy it, for sure the process which pushes the customer to take such like this decision includes a lot of factors that influence the customer in his decision, one of those factors is the sales promotion activities companies apply to push their customers to buy, but what is the real impact of sales promotion on the customer buying decision and how it might change regarding to the brand name and product categories along with demographics factors. This was the main objective of this thesis.

In general findings show that there is a relation between sales promotion and consumer buying decision. However, this relation is weak. Moreover, there are no changes in the relation between sales promotion and consumer buying decision regarding to the changes in the brand name, or demographics factors like gender, age, education level, and income. In contrast, there are changes in this relation regarding to the product categories as the decision might change between products.

Keywords: Sales Promotion, Consumer Buying Decision, Five Steps Need Recognition Models, Shopping Centers.

ÖZET

SATIŞ PROMOSYONUNUN TÜKETİCİ ALIM KARARI ÜZERİNDEKİ ETKİSİ

Dzenana Husejnagic

Pazarlama

Tez Danışmanı: Assoc. Prof. Dr. Figen Yıldırım

Tarih Date 29/Aralık/2015, sayfa 75

Tüketici Alım Kararı, müşterinin satın alma için tüm alternatifleri değerlendirdikten sonra bir ürünü satın almaya karar verdiği zaman olarak bilinir ve elbette müşteriyi bu tür bir kararı almaya iten süreçte kararını etkileyen bir çok faktör mevcuttur ve bu faktörlerden bir tanesi, firmaların müşterilerini satın almaya itmek için kullandıkları satış promosyon aktiviteleridir fakat satış promosyonun tüketicinin satın alma kararı üzerindeki gerçek etkisi ve markaya, ürün kategorisine ve demografik faktörlere göre nasıl değiştiği bu tezin ana konusudur.

Genel olarak bulgular satış promosyonu ve tüketici satın alma kararı arasında bir ilişki olduğunu gösteriyor. Fakat, bu ilişki zayıftır. Ayrıca, satış promosyonu ve tüketici satın alma kararı arasındaki ilişkide markada ya da cinsiyet, yaş, eğitim seviyesi ve gelir düzeyi gibi demografik faktörlerdeki değişime bağlı olarak bir değişme yoktur. Aksine, ürünler arasındaki karar değişebileceğinden bu ilişkide ürün kategorilerine bağlı olarak değişimler mevcuttur.

Anahtar kelimeler:Satış Promosyon, Tüketici Satın Alma Kararı, Beş Adımlık İhtiyaç Tanımlama Modelleri, Alışveriş Merkezleri

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1. INTRODUCTION

Marketing is specifically concerned with how transactions are created, stimulated, facilitated, and valued. However, the concept of marketing is not about the exchange of goods between two or more profit companies, it can be about goods, services, ideas, or even people, and between profits and none profits companies and organizations. Moreover, during all the stages of the evolution of marketing theory, the marketing mix get its famous version as we know it as the 4 Ps, which include Product, Price, Place, and Promotion. Furthermore, promotion by itself can be defined as “all of information that is transmitted among parties including the digital communication”, and it has its own mix as advertizing, public relations, direct sales, and sales promotion.

On the other hand, all companies no matter in what field working and whether if it was services or industrial need to make a lot of effort to communicate with their customers and pushing them to try their product; this is what in marketing known as the term of promotion. However, this kind of activities could be in two main different ways, the first one including activities such like advertising and public relation with main duty which is to let the customers know about the company, and the second one just like sales promotion and direct sales to push customers buy from the company products.

In this research, the researcher focus on the second part of the promotion in more specific on which known the monetary sales promotion which directed to the final customers in very attractive environment supported almost with all product categories which is shopping centers.

The first part on this research include the literature review about the two variables of this research, the first one which reflect the independent variable which is sales promotion in the shopping centers, and its definition along with its importance and most tools used inside the shopping centers.

Moreover, the second part of the literature review include theoretical information about the dependent variable which is the consumer buying decision, in more specific, what is the definition of customer, and its model, finishing with the important need recognition model for buying behavior which include the five mean steps in order as, need

recognition, search for information, evaluate the alternatives, taking the decision and finally after purchase behavior.

The second part of the research include the practical side of it with three mainly chapters, as the first one include the methodology, and inside it the researcher will explain the research problems with the research questions and hypotheses, in specific the four research questions and research hypotheses, then the method the researcher use to test those hypotheses by using the e-survey system and separate it to 400 shopping centers customers.

Furthermore, the second chapter of this part includes the data analyzing to describe the statistics process researcher use to analyze the hypotheses and decide to reject them or accept them, as the researcher used the IBM-SPSS program to study those hypotheses. In addition, the third chapter of this part include the findings and discussion, and this section in specific include the researcher point of view and her discussion about the results of data analyzing to be able to draw some final findings as she understand the statistics tables.

Finally, the research include the conclusion which inside it the researcher try to provide short summary of the whole thesis and all the findings along with some advices for both academies with future studies and professional to provide for them a platform to use sales promotion techniques in the shopping centers where they work.

2. PROMOTION MIX

Promotion mix is a term used to describe the set of tools that a business can use to communicate effectively the benefits of its products or services to its customers .In order to ensure that a company's promotional strategies is accepted and well received by people, the companies must first have a strong way of communication because good communication skills and effective promotion is a weapon for every company to lead in the industry (Nor Amira et al, 2013, p.160).

Pheng low (1995) in defining promotion mix states, promotion involves any ways of providing information and persuasion and reminding consumers of marketing mix of products, goods or services. Cole (1996) defines promotional mix as the means use in bringing customers from a state of relative unawareness to a state of actively adopting the product. It means of communicating with individuals, groups, or organizations to directly or indirectly facilitate exchange of informing and persuading one or more audience to accept an organization's product.

Adebisi (2006) defined promotional mix as any marketing effort whose function is to inform or persuades actual or potential consumers about the merit a product possess for the purpose of inducing a consumer to eitherstart buying or continue to purchases the firm's product.

According to Swastha and Irawan (2008), promotional mix is information flows or one way persuasion which directing someone, people, or organization to make a demand. Promotional mix is used to expand and penetrate the market, build the company's image, provide information, increase and stabilize sales, add value to product and differentiate the products. .

A promotional mix specifies how much attention to pay to each of the four subcategories, and how much money to budget for each. A promotional plan can have a wide range of objectives, including: sales increases, new product acceptance, creation of brand equity, positioning, competitive retaliations, or creation of a corporate image.

Promotion mix consists of five main elements:

Advertising, personal selling, public relation, direct marketing and sales promotion.

2.1. PROMOTION MIX TOOLS

2.1.1 Advertising

According to Wilson and Gilligan (1998), advertising may be defined as paid, non-personal communications through various media by business firms, nonprofit organizations, and individuals that are in some way identified in the advertising message and hope to inform or persuade members of a particular audience. Advertising primarily involves print and broadcast. The print media includes newspapers, billboards, brochures and booklets, posters and leaflets, directories, point of purchase displays, online advertising and others.

Advertising has been designed to direct views also make change in behavior easy and may present the most convincing sale messages with most accurate perspective of products or services without much cost (Celebi, 2007, p.171). Until 1989, advertising in eastern and central Europe had carried a negative implication and been considered as a tool to spread Capitalism, but gradually advertisement have been designed which had informative aspects and because of its significance in informing upon new products and services it turned to be generally accepted. Advertisement is one of the primary communication link with consumers, hence consumers' desired image and language along with culture, economy and commercial changes should be kept in mind (Wang, 2009, P55) and in order to bring about the best influence, the message type should accord with the product, that is logical messages are more useful for consumer products whereas emotional messages fit with value based and empirical products.

2.1.2 Personal Selling

Personal selling is the executive wing of organizations to attract customers and increase sale of products and services. All efforts in organizations' different departments result in the performance of Personal selling (Azizi, 2009, p.262).

According to the American Marketing Association, personal selling is an "oral presentation in a conversation with one or more potential buyers' for." makes the purpose of sales" Personal selling, also selling, used at every level of the distribution. The cost of sales staff highly.

Personal Selling “The Marketing Hub describes relationships in the Promotional mix.” Marketing effects personal selling and expands the selling and targeting the costumer environment by experience to possible customer’s target.

In the language sales for distribution and commercialization 'personal selling' singles of situations where a real man tries to sell something to a different staff. You may questions now, what other kind of real sale there. The answer is that personal for sale a functional equivalent (C.Johnson & Weinstein, 2004, p.43).

2.1.3 Direct Marketing

This is one of the newer elements added on to the promotional mix tools. The advances made in the telecommunications sectors have now opened avenues where promotions can be carried out. This new media incorporates the use of mailings, telephone, fax, email and other non-personal contact tools to communicate directly with or solicit a direct response from specific customers and prospects. Direct marketing is a sales communications delivered directly to individual customers through e-mail, direct mail, and telemarketing.

This refers to sales communications delivered directly to individual customers through email, direct mail, and telemarketing. The goal is to use information about individuals in order to present them with messages relevant to their needs and interests. The growth of consumer databases and improvement of technology and methods (such as advanced modeling and segmentation strategies) has led to increased use and increased success of direct marketing (Ben and Jerry, 2007, p.123).

2.1.4 Public Relations

According to Fill (2006), public relations is concerned with the management of relationships between organizations and their stakeholders. It is an effort to establish and maintain good relationships, shared understanding and goodwill with secondary target groups (also called publics, they influence opinions about the company, but they are not the direct target group for selling products to), audiences or stakeholders. It is used to closing the gap between how its key public sees the organization and how the organization would like to be seen by its key public (De Pelsmacker et al. 2001, p.231). Public relations are a two-way form of communication, meaning that the company learns from its publics

and passes on information to them. It differs from marketing communications in several ways. Marketing communications tend to be commercial and short term, while PR executives are more concerned about the long-term goodwill towards and reputation of the company as a whole.

2.1.5 Sales Promotion

Sales promotion consists of marketing activities other than personal selling, advertising, and publicity that stimulate consumer purchasing and dealer effectiveness. These include displays, trade shows, coupons, contests, samples, premiums, product demonstrations, and various non recurrent selling efforts used combined with other forms of promotion to emphasize, assist, supplement, or otherwise support the objectives of the promotional program (Thompson, 1998). Sales promotion tends to be thought of as being all promotions apart from advertising, personal selling, and public relations. For example the BOGOF promotion, or Buy One Get One Free. Others include couponing, money-off promotions, competitions, free accessories, introductory offers, and so on. Each sales promotion should be carefully costed and compared with the next best alternative.

According to parks (2002), sales promotion can be classified based on target group and the tools used. Based on target, when the target is the consumer the following tools can be used; price or value discount tools (coupons, rebates and bonus packs).

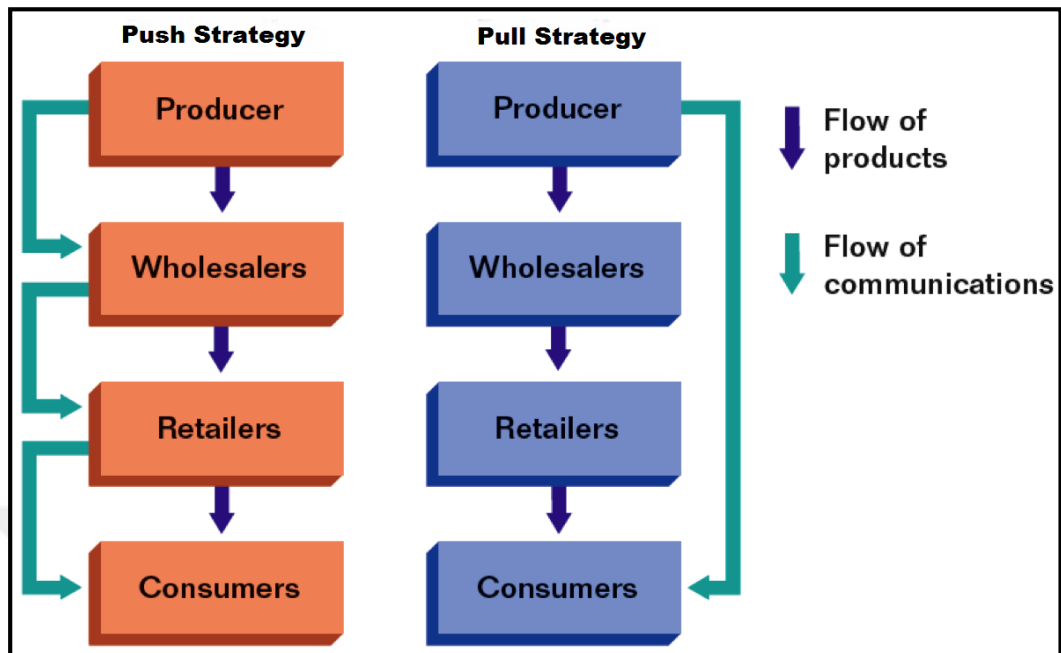
Visibility increasing tools (premiums, contests and sweepstakes, trade shows, promotional products and incentive programs).Volume increasing tools (Sampling and loyalty programs).All the mentioned tools above have an expiration date and are made to encourage immediate purchase.

2.2 PROMOTION STRATEGIES

A push strategy involves the grower's marketing activities (primarily the sales force and trade promotion) directed at the marketing channel intermediaries, such as brokers, wholesalers, and other growers. The goal is to induce these intermediaries to order and carry the plants and promote them and make them available to end users or customers. Push strategy is especially appropriate where: there is low brand loyalty in a category (as is experienced in environmental horticulture); purchase, selection or choice is based upon availability in the retail outlet (again, plants); the product is an impulse item (especially floriculture and herbaceous perennials); and the product benefits are well understood. Nursery and greenhouse plant production can easily be associated with a push strategy (Cole,1996, p.227). When successful, push strategies result in a wider range of availability, fewer stock outs, greater merchandising activity, and a greater marketing effort than would have been achieved with little or no push communications.

A pull strategy involves marketing activities (primarily advertising and customer promotion) directed at the end users, the customers who buy the plant materials. The purpose of the pull strategy is to induce them to ask the marketing channel participants (wholesalers and retailers) for the particular plant, perhaps a "new" plant to the marketing scene, and thus induce the intermediaries to order the plants from the grower/producer. The pull strategy is especially appropriate when there is high brand loyalty (or so perceived) and high involvement in the category; people perceive differences between brands; and people choose the brand before they go to the retail store. When pull strategies are successful, customers will seek out certain products or services and, in essence, by the interest they create, pull the product through the marketing channel. A pull strategy requires marketers to carry certain plants and products or brands in order to attract and satisfy target customers (Cole,1996, p.228).

Figure 2.1: Push and pull Strategy



Source : Cole, (1996)

3. SALES PROMOTION

Sales promotions are action-focused marketing events whose purpose is to have a direct impact on the behavior of the firm's customers. It can be stated that it is part of the promotion mix which is at the same time part of the marketing mix. Whereas advertising offers the customer reasons for the purchase, sales promotion provide for consumers the motivate to make the purchase, it encourage them to make the final decision regarding mostly to the monetary benefit that they will collect by buying the products in that specific time or event.

3.1 SALES PROMOTION AS PROMOTION TOOL

Promotion is an incentive tool used to drive up short term sales. Promotion can be launched directed at consumer or trade. The focus of advertising to create reason for purchase the focus of promotion is to create an incentive to buy. Consumer incentives could be samples, coupons, free trial and demonstration. Trade incentive could be price off, free goods and allowances. Sales force incentive could be convention, trade shows, competition among sales people (Yeshin, 2006, p.33).

Sales promotion activity can have many objectives:

- i. To induce buyers to purchase a new product, free samples may be distributed or money and merchandise allowance may be offered to business to stock and sell the product.
- ii. To attract new customers, they may be attracted through issue of free samples, premiums, contests and similar devices.
- iii. To induce present customers to buy more .Present customers may be induced to buy more by knowing more about a product, its ingredients and uses.
- iv. To help firm remain competitive. Sales promotions may be undertaken to meet competition from a firm.
- v. To increase sales in off season .Buyers may be encouraged to use the product in off seasons by showing them the variety of uses of the product.
- vi. To increase the inventories of business buyers .Retailers may be induced to keep in stock more units of a product so that more sales can be effected.

According to CIM, London, (2007, p.17), the objectives of sales promotion includes a lot of objectives. First of all, to attract new consumers, and at the same time increase the brand awareness. Secondly, to increase trial and adoption for the new products as well as the existing ones. Thirdly, to attract consumers to change the competitive brands that they already deal with and start dealing with the new brand which make the campaign. Fourthly, to support the fluctuations of supply and demand, and to increase the level of the brand usage. Fifthly, to create and gain consumers loyalty overtime, and to disseminate information. Finally, to encourage trading up to the next size range – particularly pertinent to the car market.

3.2 CONCEPT OF SALES PROMOTION

Sales promotion consists of diverse collection of incentive tools, mostly short-term designed to stimulate quicker and / or greater purchase of a particular product by consumers or the trade. Whereas advertising offers a reason to buy, sales promotion offers an incentive to buy. Sales promotion includes tools for consumer promotion (for example samples, coupons, prizes, cash refund, warranties, demonstrations, contest); trade promotion (for example buying allowances, free goods, merchandise allowances, co-operative advertising, advertising and display allowances, dealer sales contests); and sales-force promotion (for example bonuses, contests, sales rallies).

Sales promotion efforts are directed at final consumers and designed to motivate, persuade and remind them of the goods and receives that are offered. Sales persons adopt several techniques for sales promotion (Thompson, 1998, p.251). Creative sales promotion can be very effective. It is the marketing manager's responsibility to specify promotion objectives and policies.

3.3 IMPORTANCE OF SALES PROMOTION

In this high level completion market, it is become a critical point for every company to increase its market share and increase the sales of its products, in order to that companies no matter what they are working in wither service or industrial use a lot of promotional activities to increase the sales including advertising and direct sales. However, that do not guarantee that consumers will do the sales. At this point the importance of sales promotion will rise as it is reflect those monetary activities that happened inside and outside the store

to push the client to make the final decision and buy the products. In general we can say that the importance of sales promotion can be shown in two main levels as following. (Kotler, 2013, p.589)

Sales Promotion is important for *manufacturers* because:

- i. It helps to increase the sales because it is increase the buying among the competitive companies.
- ii. It helps draw the attention of new consumers and support the entering of new brands to the market.
- iii. When a new product is introduced or there is a change of fashion or taste of consumers, existing stocks can be quickly disposed of.
- iv. It stabilizes sales volume by keeping its customers with them. In the age of competition it is quite much possible that a customer may change his/her mind and try other brands. Various incentives under sales promotion schemes help to retain the customers.

Sales Promotion is important for *consumers* because:

- i. The help consumers to get the product in cheaper price.
- ii. It provide extra values to the consumers and some financial saving when he got the price off discount or some types of prizes.
- iii. It help consumers to get the information about the quality and usage of the product that he might buy it, as in case of samples.
- iv. For some tools like get “get the money back” if the product was not good enough as the producers says, will increase the confidence in the consumer mind to try the product and low the risk of buy it.
- v. It helps to raise the standard of living of people. By exchanging their old items they can use latest items available in the market. Use of such goods improves their image in society.

3.4 TYPES OF SALES PROMOTION

Essentially, sales promotions are categorized into three depending on the initiator and the target of the promotion. These include:

3.4.1 Consumer Promotions (B to C)

Consumer promotions are those efforts aimed at influencing the trial consumer (Bamiduro, 2001, p.11). They include the promotion activities that the manufacturers are made to target the end consumers directly (Blattberg and Neslin, 1990, p.300). However, this activity is made in short time to push consumers to take an immediate decision or decision in the near time (Courtland and John, 1992, p.127). Moreover, this techniques can be used to draw people into a particular store, to induce new product or to promote established products. To accomplish this task, markets have developed quite a variety of sales promotion techniques or tools.

3.4.2 Retailer Promotions(B to B)

This kind of promotion include the activities that the retailers provide to the end consumers, maybe with arrangement with the manufactures or by the retailer itself. To be more specific in shopping centers normally you can find such like this kind of activities in the whole shopping centers level with agreements with all retailers inside the shopping center.

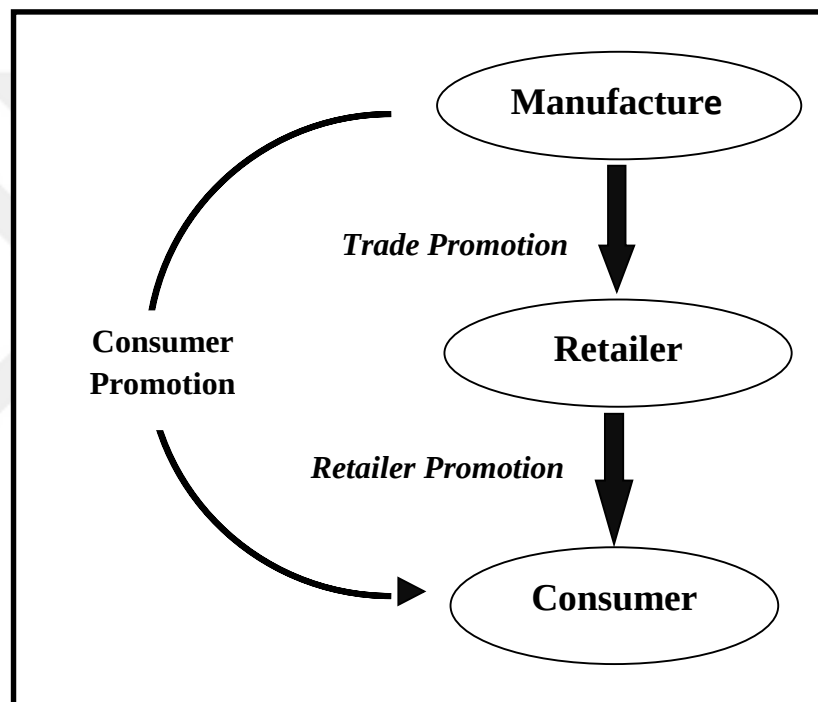
3.4.3 Trade Promotions (B to B)

This reflects the promotional activities that the manufactures will introduce to the retailers not to the end consumers (Blattberg and Neslin, 1990, p.301). It reflect the wingless from the manufacture to promote the product not only to the end consumers but only to the retailers in their shelves inside the stores, especially this happened with those type of goods that consumers would like to visit the store to see it and try it by their selves, like the case in apparel (Osuala, 1998, p.167).

As a result, we can see that the consumer promotions and retailer promotion are targeted the final consumer directly, but the trade promotions is targeted the retailers by the

manufactures, then the retailers will targeted the final consumers, we can see that in the Figure 2.1 below. However, in this research the focus is for the first and second types of sales promotions that happened inside the shopping centers which are the consumer promotions and retailer's promotions.

Figure 3.1 Types of sales promotion. Source



Source: Adapted from Per-Goran, P. (1995).

3.5 SALES PROMOTION TOOLS

Through this study, it will be focused on the type of sales promotion which offered by manufacturers directly to consumers, the primary goal of this method is direct access to the end consumer to supports purchase decision process.

We can identify eight of sales promotion tools oriented towards of the final consumer, it can be explaining in detail in the following:

3.5.1 Free Sampling

A free sample as a sales promotion tool, means that the producers will provide a small amount of the main product that is for sale, so the consumers might try the product before buying it (Yeshin, 2006, p.133). As a result that will increase the awareness of the brand and the product especially when the consumer tries it. For example, a small amount of conditioner packaged with your shampoo. The idea for giving away samples is to let consumers try the product before buying them, and by doing that they can really know the product which helps them to evaluate if the product is good for them or not, at the same time it encourages them and removes a very important thing from the head of the consumers again when they try the product. However, this strategy is very expensive and cannot be efficient but for sure it is very effective in pushing consumers to own the product.

Among various types of promotions, few are as effective as free samples for generating trial and purchase (Belch and Belch, 1990, p.389). Studies about sales promotion activities inside the stores showed that 92 percent of the consumers prefer the free sample even among the coupons (Fitzgerald, 1996, p.9), and among them 70 percent would accept the idea of trying samples of the products inside the stores, and the most important issue is that 37 percent will buy the product that they try its sample inside the store (Lindstedt, 1999, p.216), and in-store samples can increase sales of the sampled product by as much as 300 percent on the day of the promotion (Moses, 2005, p.43). By this benefits, it is not surprising to see that the spending in samples had been increased about 50 percent from 2003 to 2004 to reach 2 billion dollars in the United States of America (Zwiebach, 2005, p.30). However, in the academic marketing literature, sampling remains one of the most under-researched areas of promotions (Heiman et al. 2001, p.541).

3.5.2 Premiums

A premium is something that consumers can get for free product, or they can get the premium when they buy another related product (sales receipt or part of package). D'Astous and Landreville, 2003 defined gift or premium as a product or service offered free, or at a relatively low price, in return for the purchase of one or many products or services. A milk shaker along with Nescafe, mug with Bournvita, toothbrush with 500 grams of toothpaste are the examples of premium or bonus given free with the purchase of a

product. The effectiveness of this tools can be shown in two possible way, from a hand it can push consumer to buy specific product. On the other hand, it can be used to reward the existing consumers whose buying regular from the company. Zikmond, (1996), defined a premium as a tangible compensation, an incentive, given for rendering a particular deed, usually buying a product (p.376). Moreover, it is very important to note that premiums might be totally free, or it can be in some offers less than the regular price (Pickton and Broderick 2005, p.242). Getting a bonus amount of the product is a premium, as is receiving the prize in a cereal box, a free glass with a purchase of detergent, or a free atlas with a purchase of insurance. Belch, et al., (2004), states that another form of sales promotion involving free merchandise is premium or "give-away" items. In addition, he stated that one of the most important different between premiums and other tools like free sample is that premium sometimes do not require the actual product for sale, it can be for another products or even some services came along with the product (p.26). For example, a cell phone manufacturer may offer access to free downloadable ringtones for those purchasing a cell phone. Manufacturers tend to make decisions about gift promotions on the basis of experience and intuition (d' Astous and Landreville, 2003, p.121).

3.5.3 Coupons

Coupon is the voucher by which the holder of the voucher is entitled to a discount on a particular product for which retailers retain the original price. Arens, Weigold & Arens, (2011) give simple definition of the coupons by stating that coupon reflect a certificate that the consumers show it to the retailers inside the store and gaining reducing in the regular price immediately from the retailer inside the store (p.381). Furthermore, coupons are separated in many way, it can be given directly to the consumer, or the consumers might cut it from an advertisements in a newspaper or magazine, or it might be send to the consumers by the mail (Pickton & Broderick, 2005, p.258). These coupons can be presented to the retailer while buying the product. Semenik (2002) suggested that the effectiveness of the coupons can be shown in dealing with the price sensitive consumers, as those consumers always looking for good deal and decreasing the price of the products that they want to buy, at the same time regular consumers will buy with the full regular price (p.14). Reasons for using coupons include rewarding loyal customers, encouraging current customers to buy greater quantities, attracting customers that have been lost to

competing brands, inducing the trial of new, improved or modified products amongst current and non-users (Belch & Belch, 2012, p.23).

However, Gilbert & Jackaria (2002) provide different results as they stated that coupons tools did not have effect on the number of sales that the consumers do, in other words the sales did not increase by using coupons (p.37). Syuhaily Osman et al (2011) set forth that coupons even came as the last tool among sales promotion tools consumer orders of the tools that they usually used (p.15).

3.5.4 Price Discounts

Belch & Belch, (2012) defined price discount as a short term price reduction of the regular price of a product (P27). A discount has several synonyms, namely price-off vouchers, money-off vouchers (Pickton & Broderick, 2005, p.311). Price discount is a temporary reduction of the list price of the product. Furthermore, discounts are appealing to consumers because they provide an immediate reward and an easily recognized value to the consumer (Belch & Belch, 2012, p.59). The use of the discount sales-promotion technique offers marketers and retailers several benefits, the most important one is pushing consumers to take the decision directly and mostly inside the store. A discount promotion require minimal testing and can be implemented in a short time period (Yeshin, 2006, p.265), it can be controlled by the marketer, thereby ensuring that the discount will reach the intended target market and it can assist in manufacturers gaining greater trade support from the retailer. Furthermore, discounts can stimulate sales encourage consumers to repurchase or to purchase greater volumes (Shimp, 2010, p.141), another important benefit for the price discount that it is very effective to make consumers switch their old brands to the one that make the price off especially when the price is important factor in it (Zheng shi.Y, and others. 2005, p.471). However, discounts may attract only current and not new customers and if continuously offered, at the same time it might be risky because it might affect the brand image as consumers will start thinking that it is low quality product and this is why there is price discount for it to push the sales (Pride & Ferrell, 2010, P222). Furthermore, discounts are relatively easy to copy, which may result in price wars among competitors (Pickton & Broderick, 2005, p.P316), and often result in consumers delaying purchasing until a discount is offered (Yeshin, 2006, p.265).

3.5.5 Sweepstakes & Contests

This two tools of sales promotion considered as very important tools when it came to the shopping center because it happened at the general level of the shopping centers with agreements with all retailers inside the center. Contest in a hand mean that consumer will get in some activities might be mental of physical one to gain the prize if they win among other consumers in the same marketing environment. Sweepstakes, on the other hand mean that consumers and mostly after buy in specific amount of money can get a coupon to write their name on and get in sweepstake process.

People participate in these games because of perceived extrinsic and intrinsic values, such as the perceived value of the prize, and perceived fun and interest (Ward and Hill, 1991, p.69). Businesses use sweepstakes, contests, and giveaways to promote brand awareness and increase sales and profitability (Robert A. Lawton 2010, p.96).

Moreover, it is very important to mention that this two types get little bit attention in the academic and research field. However in some part of the world like in Hong Kong, it is very common tools used by retailers as a sales promotion activities, and it is became a part of the social life there. Promotional contests and sweepstakes are effective because they play to the universal human desire to win something for little or nothing (Robert A. Lawton 2010, p.325). But again non-monetary promotional tools like gifts or premiums are increased in most parts of the world among activities such like contest and sweepstakes (Palazzo'n and Delgado, 2009, p.1108).

3.5.6 Extra Free Product (Buy-One-Get-One-Free)

Promotion technique of "buy-one-get-one-free" is one of the types of bonus packs in which consumers get an offer to get an extra product with the same price when they are buy specific product, but it will be in the same bucket with the original one. It is very important to know that the extra product might be the same original one, another product type from the same producer, or it even can be another product from another producer with agreement between the two producers to make this campaign. Consumer would be easily persuaded to buy products as there is no extra cost need and more valuable perceived by consumers (Sinha & Smith, 2000, p.92). This promotion tool would beneficial to retailers in speed up the stock clearance compared to price promotions, and

it would be very useful to manufacturer because it should help the retailers to clear the stock more quickly as compare price promotion (Li, Sun & Wang, 2007, p.413).

The electiveness of this tool can be stated as consumers will take the decision to buy this product easily, because there are no any monetary values in there and there is no need to think again, so by buying the first product the second one will be gained without any extra money (Sinha & Smith, 2000, p.93). Gardener and Trivedi (1998) have written that larger size of package and proper advertising of the product help to make the promotion more attractive (p.39). When the extra product is contain without any additional price, the customer could persuaded to purchase the produce if the consumers has sense that their money can be kept with this transaction. The bonus packages inspire the consumers to purchase the product (Percy, Rossiter, and Elliott, 2001, p.114). This tools is very preferable by the manufactures because it persuade the consumer easily to buy this product and easily move from the competitive brand to this new brand which apply this tool.

3.5.7 Loyal Cards

Loyalty cards have been used by retailers for quite a few years. Nonetheless, they are still included here, since they can be combined with some of the other technologies and they constitute a major basis for targeting promotions. Metro in Germany is a participant in the “Payback,” loyalty program administered by the company Loyalty Partners. Consumers can collect Payback points in many Metro stores, such as Real (grocery), Kaufhof (department store), and OBI (DIY), but also in chains of other retailers, such as Apollo Optik (optician) and Goertz (shoes). Once consumers have collected a certain number of points they can exchange them for a cash payment or a premium. In September 2004, Payback had issued as many as 28.3 million cards to consumers in Germany (the chapter by Reinartz in this book provides more information on the design of loyalty programs). For Metro, Payback provides valuable data for promotion analysis and planning. As in a single-source panel, the retailer has data on consumer purchase behavior at the household level, as well as in-store data on the promotion environment at the time when purchases are made. One disadvantage relative to single source data is that loyalty card data only concern purchases within the participating chains of stores. Thus,

purchases made in a competitor's store cannot be registered. Note also that Payback only provides detailed data for consumers who have acquired their card through a certain chain of stores. Owing to privacy regulations, the rest of the raw Payback data is only available to Loyalty Partners. It can nonetheless be used for targeting consumers, since direct mail promotions, for example, can be sent through Loyalty Partners (Gedenk & Neslin, 2011, p.312).

3.5.8 Social Media

The use of social media sites as part of a company's marketing strategy has increased significantly in the past couple years (Pradiptarini, 2011, p.1). Moreover, the use of social media sites as part of a company's marketing strategy has increased significantly in the past couple years, The use of social media sites as part of a company's marketing strategy has increased significantly in the past couple years (Kichatov & Mihajlovski, 2010, p.9).

3.6 SALES PROMOTION AS POINT OF PURCHASE

Rationale of sales promotion may be analysed under the following points (Kotler, 2013, p.593).

3.6.1 Short-term Results

Sales promotion such as coupons and trade allowances produce quicker, more measurable sales results. However critics of this strategy argue that these immediate benefits come at the expense of building brand equity. They believe that an over emphasize on sales promotion may under mine a brand's future.

3.6.2 Competitive Pressure

If competitors offer buyers price reductions, contest or other incentives, a firm may feel forced to retaliate with its own sales promotions.

3.6.3 Buyers' Expectations

Once they are offered purchase incentives, consumers and channel members get used to them and soon begin expecting them.

3.6.4 Low Quality of Retail Selling

Many retailers use inadequately trained sales clerks or have switched to self-service. For these outlets, sales promotion devices such as product displays and samples often are the only effective promotional tools available at the point of purchase.

3.7 SHOPPING CENTERS

Sales promotion is one of the most famous promotional activities in any company at any field, at the same time shopping centres provide one of the best retail landscapes for those companies to make an efficient campaign of sales promotion. Regarding to this chapter we will try to focus on shopping centres as marketing environment with all types of product inside it, sales promotion as a part of promotion mix and its tools.

There is no clear definition could be able to gather everything about shopping centre, but in general we can say that it is main part in retail industry provided a unique environment for all kinds of companies. Beginning in the 1920th and 1930th the first planned shopping centre began to appear, but the evolution into its contemporary form began in the 1950 where the biggest change in retail establishment was the development of shopping malls with full line department store anchors, not only sell the goods people wanted to buy, but also create a unique atmosphere that would tempt people to go to stores (Panfel, 2008, p.11-12). In addition, every shopping centre tries to provide a range of products that could set it apart from others, but in general we can recognize three classifications regarding to its durability and tangibility as follow:

- i. Nondurable Goods: are tangible goods consumed in one or few uses, consumed quickly and purchased frequently, the best strategy is to make them available in many locations.
- ii. Durable Goods: are tangible goods that normally survive many uses, require more seller guarantees.
- iii. Services: are intangible, inseparable, variable, and perishable products, require more quality control, supplier credibility.

Moreover, even for goods we can classify them into four categories. First of all, convenience goods with minimum effort to have it. Secondly, shopping goods, where consumers get in process of selection and compares quality price and style. Thirdly,

specialty goods with unique characteristic or brand identification and special purchasing effort. Fourthly, unsought products including those goods consumer does not know or normally does not think about it (Kotler, Lane Keller, 2006, p.452).

However, nowadays in any shopping centre we can find all kinds of products we previously spoke about, starting with detergent and food, clothing, jewellery, luxury watches, 3D TV and some services like cinema, and banks, this is what give shopping centre its specialty as good marketing environment.

Matthew (2008) offer a definition describing shopping centre as a group of architecturally unified commercial establishment built on a site which is planned, developed, owned, and managed as an operating unit related in its location, size, and type of shops to the trade area that the unit serves. The unit usually provides onsite parking in relationships to the types and size of stores (p.374).

3.8 SALES PROMOTION DEFINITION

In the literature it is almost impossible to find a unique designation of sales promotion; thus, in order not to miss any important characteristic, several definitions are proposed followed by a synthesis of the main attributes highlighted by each. The well-known definition about sales promotion was provided by Shimp (2000, p.111) that means “the use of any incentive by a manufacturer or service provider to induce the trade (wholesalers or retailers) and/ or consumers to buy a brand and to encourage the sales force to aggressively sell it”. Cummins & Mullin (2002, p.426) define sales promotion as incentives and offers that encourage people to behave in a particular way at a particular time and place, usually delivered by one of the other promotional tools, advertisings, publicity and direct marketers”. Sales promotion has also been defined as “a direct inducement that offers an extra value or incentive for the product to the sales force, distributors, or the ultimate consumer with the primary objectives of creating an immediate sale” (Belch and Belch, 2004, p.238). Kotler (2013, p.585) defined sales promotion as “any initiative undertaken by an organization to promote an increase in sales, usage or trial of a product or service (i.e. initiatives that are not covered by the other elements of the marketing communications or promotions mix). The American Marketing Association (AMA), in its Web-based "Dictionary of Marketing Terms," defines sales

promotion as "media and nonmedia marketing pressure applied for a predetermined, limited period of time in order to stimulate trial, increase consumer demand, or improve product availability.



4. CONSUMER BUYING BEHAVIOR

Consumer-buying behavior according to Kotler (2004, p139) is defined as the buying behavior of consumers – individuals and households who buy goods and services for personal consumption the term ‘consumer’ can be described as a person who acquires goods and services for self-satisfaction is often used to describe two different kinds of consuming entities: the personal consumers and the organizational consumers. The personal consumers buy goods and services for his/her own use. In this context the goods are bought for final use by individual, who are organizational consumers, encompasses for profit and nonprofit business, government agencies, institutions, all of them must buy products, equipment and services in order to run their organization (Kotler, 2004, p.139). Sciffman & Kanuk (2010) define consumer behavior as the behavior consumer display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs (p.24). The study of consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items (Schiffman and Kanuk, 1997, p.317). Consumer buying behavior has been always of great interest to marketers. It is the study of what to buy, how to buy, where to buy, and when to buy in what quantity (Khan 2007, p.345). Apart from the decision of to buy and not to buy, there is also a decision regarding which source to buy. The knowledge of consumer behavior helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like.

Moreover, consumer behavior studies can be considered as those studies of the consumer with the internal and external factors that influence him/her which can be their attitude, motivation, and perception as internal factors, and the family, social class, learning as an external factors. What is important to know here that most of those internal and external factors are out of the marketer’s hands and influences, but they need to try discover it and understand how they might affect it in a way that serve the both parties marketers and consumers. Furthermore, consumer is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires (Solomon 1995, p.361). In wealthier societies, the consumers can afford to buy in greater quantity at shorter intervals. On the other hand, in less wealthy societies, the consumers tend to only retort to their basic needs (Khan 2007, p.345).

4.1. MODELS OF CONSUMER BEHAVIOR

4.1.1 Traditional Models

Maslow's hierarchy of needs

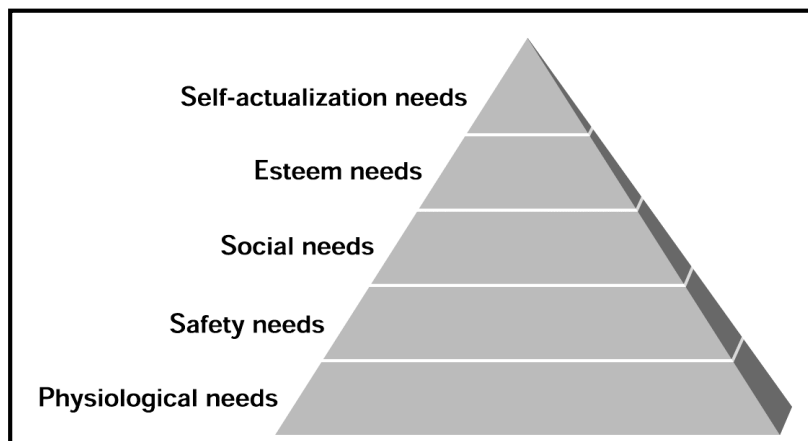
Maslow believes that people seek to fulfill five categories of needs.

the five levels of needs that humans are motivated to seek and satisfy :

- Physiological needs— for ex: food, water, sex, clothing, shelter
- Safety needs— for ex: security, freedom
- Social needs— for ex: love, affection, belongingness.
- Esteem needs— for ex: respect, recognition, and self-worth.
- Self-actualization needs— for ex: personal growth.

Maslow's given the hierarchy needs for consumer behavior, before starting about the consumer behavior, the consumer needs are important; usually every consumer have some hierarchy needs, they are; self-actualization needs, esteem needs, belonging needs, safety and security needs and psychological needs (Simons, Irwin and Drinnien, 1987, p.147).

Figure 4.1: Maslow Hierarchy of Needs



Source: Simons, Irwin and Drinnien, 1987

The self-actualization needs: The term actualization means that the intrinsic growth of what is already in the organism, or more accurately, of what the organism is called self-actualization needs. For example: one can play the music, he is called musician or artist,

and one can paint the art is called painter, one can write the poems, is called poet. For surviving in competitive world one profession is important, this profession is not only for surviving, but also one kind of need for human being. In small words to understand simply one individual potentiality develop him by doing something; it is called the self-actualization The author suggests that the self-actualization need is important when the consumer wants to survive, consumer came with new professions, and it is one kind of need, it will help the consumer to survive in this competitive world (Simons, Irwin and Drinnien, 1987, p.147).

Esteem needs: The term esteem means that need for things that reflect on self-esteem, personal worth, social recognition, and accomplishment, for example one can travel in the bus, motor bike, and car respectively, depends on his/her financial position they can travel. In this case travel is a need, so, in smaller words, if one can economically sound, then he/she arranges the esteemed need according to their financial possession. The author said that, if she/he needs the esteem needs, then they should have good economic possession, if not no necessary to maintain the car or motor bike, it is very easy to use the public bus or walk (Simons, Irwin and Drinnien, 1987, p.147).

Social needs: The social needs includes love of family or friends, for example, the boy loves his girlfriend, the relationship between husband and wife, one child belongs to one family This is called belongingness or love. This is one kind of need for every consumer, because every consumer has their personal belongingness and love. **Safety needs:** The safety might include living in an area away from threats. This level is more likely to be found in children as they have a greater need to feel safe. For example one wants to live safe and secure life in the society. Finally, always consumer wants to live a life, which is safe and secured. **Physiological needs:** It includes the very basic need air, warmth, food, sleep, stimulation and activity. People can die due to lack of biological needs and equilibrium common needs like food, water, oxygen and other common minimum needs are wanted for everyone to survive in the world. This is also a basic need of consumer (Simons, Irwin and Drinnien, 1987, p.147).

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Marshallian Model

According to the Marshallian economic model, individual buyers will spend their income on goods that will offer the greatest satisfaction, depending on their taste and the relative prices of goods. The antecedents for the Marshallian theory can be traced back to both Adam Smith and Jeremy Bentham. In accordance with a doctrine of economic growth developed by Smith, man is said to be motivated in all his actions by self-interest.

Bentham, who viewed man as carefully calculating and weighing expected pains and pleasures of every contemplated action, refined this view. By the time Bentham's theory was applied to consumer behavior late in the 19th century, the "marginal-utility" theory of value was formulated independently and almost simultaneously by Walras in Switzerland, Menger in Austria and Jevons and Marshall in England (Kotler, 1979, p.35). The theoretical work of Alfred Marshall, who was the consolidator of the classical and neo-classical tradition in economics aimed at realism, is founded in his method to examine the effect of change in a single variable, for example price, when all other variables were held constant, based on simplified assumptions. In the quest for greater realism, Marshall "reasoned out" consequences of the provisional assumptions and modified his assumptions in subsequent steps. Marshall's methods and assumptions have been refined to the Modern Utility Theory, where the economic man maximizes his utility and does this by carefully calculating the "felicific" consequences of any purchase. Runyon & Stewart (1987) add to the discussion by stating that Marshall used money as the common denominator of psychological needs, where the value of satisfying a specific need could be equated and compared with other needs in terms of cost (p.236).

4.1.2 Modern Models

Engel, Blackwell and Kollat's Model

The Engel, Kollat and Blackwell Model, also referred to as the EKB model was proposed to organize and describe the growing body of knowledge/research concerning consumer behavior. A comprehensive model, it shows the various components of consumer decision making and the relationships/interactions among them. The model went through many revisions and modifications, with attempts to elaborate upon the interrelationship between the various components and sub-components; and, finally another model was proposed in the 1990s which came to be known as the Engel, Blackwell and Miniard Model (EBM). The model consists of five parts, viz. information input, information processing, decision process stage, decision process variables, and external influences.

Information input: The information input includes all kinds of stimuli that a consumer is exposed to and triggers a kind of behavior. The consumer is exposed to a large number of stimuli both marketing (advertising, publicity, personal selling, demonstrations, store display, point of purchase stimuli) as well as non-marketing sources (family, friends, peers); thus the various stimuli compete for consumer's attention. These stimuli provide information to the consumer and trigger off the decision making process (Engel, Blackwell, & Miniard, 1995, p.95).

Information processing: Stimuli received in the first stage provide information; the information is processed into meaningful information. The stage comprises consumer's exposure, attention, perception/comprehension, acceptance, and retention of information. The consumer is exposed to stimuli (and the accompanying information); attention determines which of the stimuli he will focus upon; thereafter he would interpret and comprehend it, accepts it in his short term memory and retains it by transferring the input to long-term memory (Engel, Blackwell, & Miniard, 1995, p.95).

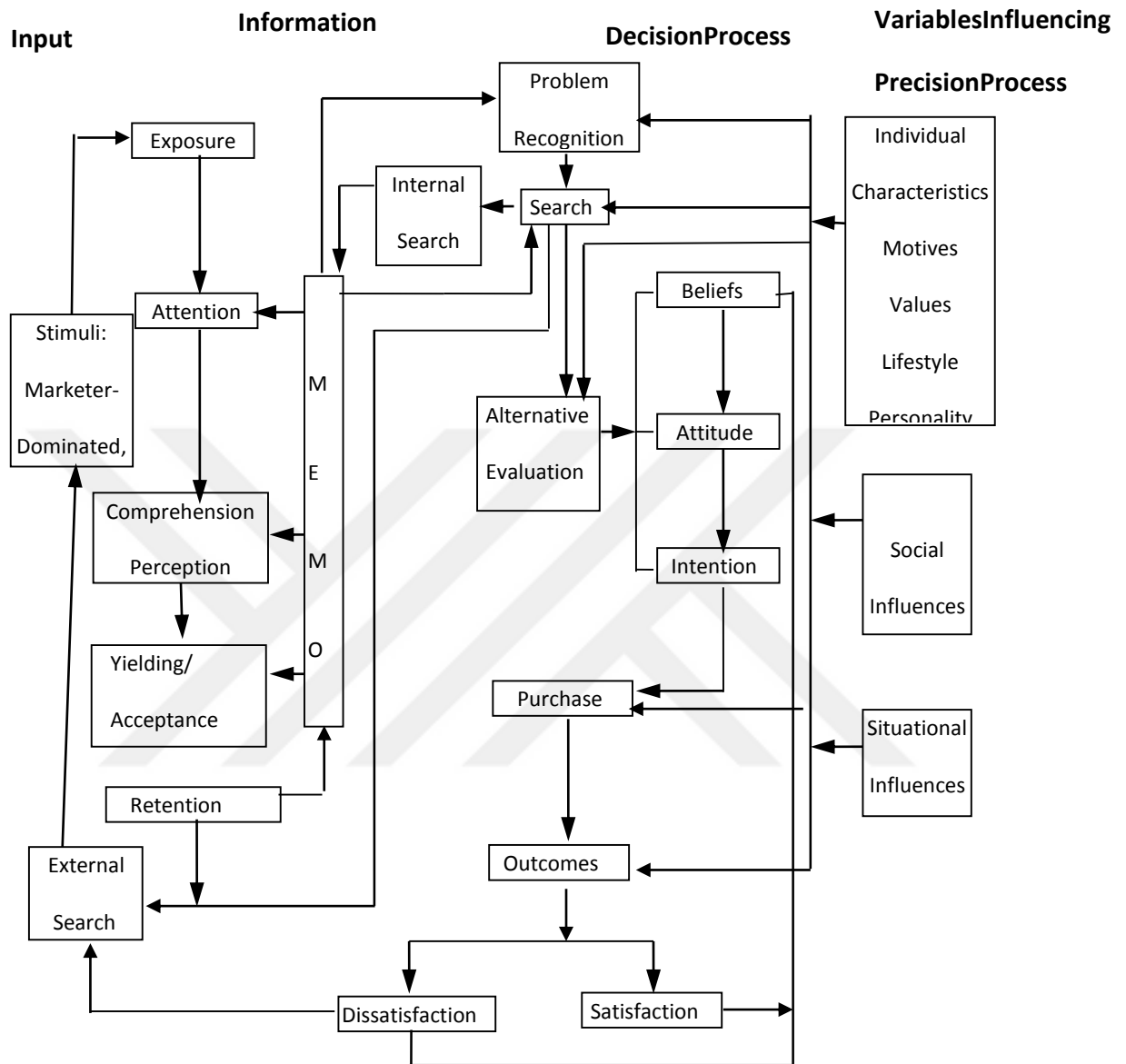
Decision-process stage: At any time during the information processing, the consumer could enter into this stage. The model focuses on the five basic decision process stages, viz., problem recognition, search, alternative evaluation, choice, and outcomes (post-purchase evaluation and behavior). There is problem recognition; this is followed by a search for information, which may be internal based on memory. The search of

information is also impacted by environmental influences. Thereafter, the consumer evaluates the various alternatives; while evaluation, belief lead to the formation of attitudes, which in turn affect the purchase intention. The next stage is the choice and purchase, which gets impacted by individual differences. Finally there is an outcome, in the form of satisfaction and dissatisfaction. This outcome acts as a feedback on the input and impacts the cycle again. Environmental influences, individual differences and social influences, directly and indirectly influence each of the stages of the decision process. However, EKB proposed that it is not necessary for every consumer to go through all the five stages; it would depend on whether the problem is an extensive or a routine problem-solving behavior (Engel, Blackwell, & Miniard, 1995, p.95).

Decision process variables: The model proposes individual influences that affect the various stages of the decision making process. Individual characteristics include constructs like demographics, motives, beliefs, attitude, personality, values, lifestyle, normative compliance, etc (Engel, Blackwell, & Miniard, 1995, p.95).

External influences: The model also proposes certain environmental and situational influences that affect the decision making process. The environmental influences include “Circles of Social Influence,” like culture, sub-culture, social class, reference groups, family and other normative influences; situational influences include consumer’s financial condition (Engel, Blackwell, & Miniard, 1995, p.95).

Figure 4.2: The Engel-Kollat-Blackwell Model of Consumer Behavior



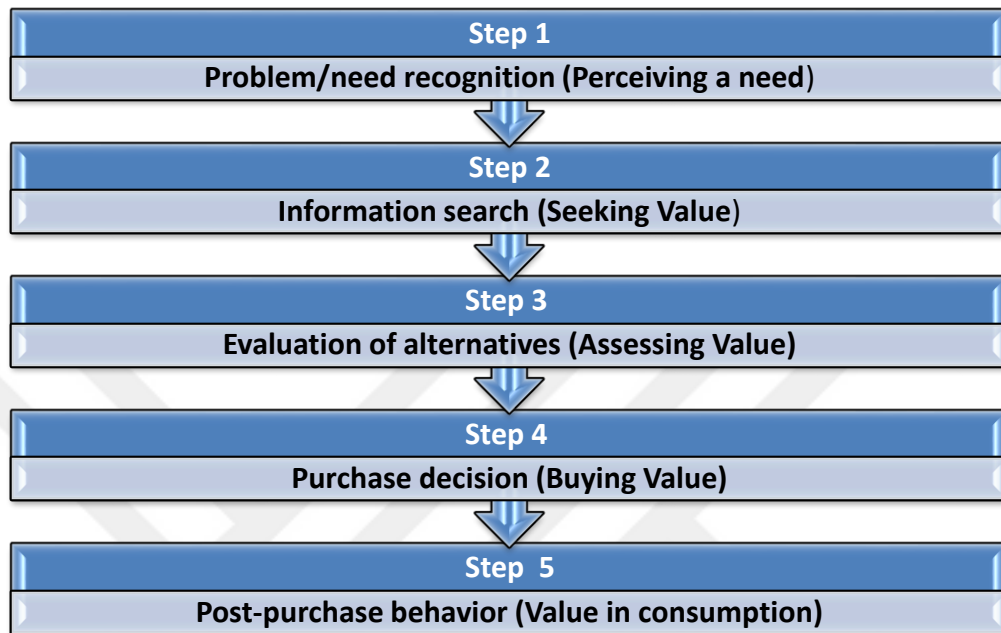
Source: Engel , Blackwell, and Miniard,(1995)

4.2 CONSUMER DECISION PROCESS

The consumer decision making process defines different steps when a consumer goes through to purchase a product .If customer wants to make a purchase he or she takes a sequence of steps in order to do complete this purchase Figure 5.3. Consumers to purchase some goods don't need to pass during all stages of the buying decision.

However, some purchases are so important that the consumer is forced to do all these steps carefully and meticulously (Gilani Nia, 2010, p.21).

Figure 4.3: Consumer Buying Decision



Source: Zitkus, L., Puskoriute., (2013).

4.2.1 Need Recognition / Problem Recognition

The purchase process starts always by the consumer when he discovers that there is a gap between what he has and what he is seeking for; this step is the most important one in the need recognition model because without it there is no purchasing at all. Moreover, it is very important to state that this step or the gap can exist by internal or external influencers playing an important role to create this gap. Cox & Brittan (2004) stated that for this step there are two kinds of need: the first one is a fundamental and simple need regarding it consumers will have no problem and he/she can fulfill this need easily without big efforts (p.218). However, the other type is considered as a complex need and in this type of needs the problem will arise because the consumer mostly cannot recognize what he wants and how he/she can fulfill this need, and sometimes they cannot

even know that there is a gap because of this need and they have to close it. (Semenik, 2002, p.154).

4.2.2 Information Search

As well as consumers discover that there is a gap to fulfill and a need to have something, the next step will appear which is searching for information about this specific needs, again this can be changed regarding to the type of needs, on another words when the need is more complex the need for searching for more information will be increase and so on. (Semenik, 2002, p.154). (Buying milk requires little information and involves fewer consumers than buying a car). Moreover, in recent days there are hundreds of brands for each need consumer will need, and for sure consumers know only few of them, mostly the brands that he is aware of, this represent the brands that he is going to buy without making this steps, and again the importance of this steps will rise as the consumers me know another options or another brands that he/she were not aware of before, this is the importance of this step, to let the consumer collect information about the need that he need to fulfill.

4.2.3 Alternative Evaluation

Once the information collected, the third step of this model will rise, as it is the step were consumers will eliminate some choices because it is not fit his need maybe because of financial issue or other reasons. In addition, in this step the consumer become aware of everything related to the need he want to fulfill, as he can specify some alternative and as we say previously eliminate others, for sure this evaluating can be in two main way regarding to the objective characteristics (such as the features and functionality of the product) or subjective characteristics (perception and perceived value of the brand by the consumer or its reputation).Semenik (2002, p.154) explain that evaluative the alternatives could be structured by the consumer's consideration set which mean subset of brands from a particular product category, and evaluative criteria which include many other factors such as price, warranty, or color.

4.2.4 Purchase Decision

This step reflect the four steps in the need recognition buying model, and for sure it come as result to the second and third step, which mean that when the consumer search for all information and evaluate the alternative he can make the rational decision and choose the

best alternative that can maximize his utility and make sure to fulfill his need in the best way. However, it is very important to know that the success of this steps depend a lot of the success of the previous two. Cox, Brittan (2004) refer that purchase decision is not a single decision but a bundle of decisions, any one of which can result in a change of mind and an alternative route being followed (p.219).

4.2.5 Post Purchase Evaluation

Last step of the need recognition buying model, is the step that happened after making the buying decision, and in specific it reflect the consumer feeling if he made the right or the wrong decision. Furthermore, this step can help the consumer to evaluate all the previous steps, regarding to it the consumer will discover if he really had a gap and a need to fulfill, if he really search for the right information in the right places, and if he was rational with eliminating the alternatives, and finally if he take the right decision, so if he will make this decision again or not. If the product has brought satisfaction to the consumer, he/she will then minimize stages of information search and alternative evaluation for his next purchases in order to buy the same brand (Sullivan, Adcock, 2002, p.197), which will produce customer loyalty.

4.3 SALES PROMOTION & CONSUMER BUYING BEHAVIOR

From the previous information in the chapter two of this research, it can be stated that sales promotion is those activities that are used inside and outside the store to push consumers to make the decision to buy the product, which resulted in increasing in the sales volume of the company. According to Banks & Moorthy (1999, p.21), sales promotion led to sudden increase of sales experienced by retailers due to price-consciousness of consumers.

Chandon, Wansink, and Laurent in a study conducted in (2000) under the title “a Benefit Congruency Framework of Sales Promotion Effectiveness” indicated that sales promotion provide an amazing way to push consumers to buy the product especially when they feel that they can save some amount of money when they did that. Moreover, they stated that sales promotion can be an effective factor when it related to switch between brands specially when the consumers can have the feeling of saving money by doing that and reflected to them as a rational decision, but the problem is that those kind of

consumers again will switch to another brand if they find better deal there, which mean that the company should always conduct very competitive programs to keep those clients dealing with the company (p.14).

Furthermore, Blackwell et al (2001) reported that retailers are using the price discount which indirectly attract and gain new consumers to buy product (p.28). Salvi (2013) focuses in their study about other tool in sales promotion which discount and price off, regarding to him these tools pushes consumers to visit store and influenced their purchase decision (p.29). Moreover, Neha et al (2013, p.7) support the result of the Slavi (2013, p.31) study, as he found that price off reflect the most used sales promotion tool and it his result there were significant role of it on the consumer buying decision. Again, Gilbert and Jackaria, (2002, p.3) mentioned the importance of price off have effective in inducing purchase acceleration and product trail.Finally, Obeid (2014, p.10) refers that price discounts are more effective in inducing Brand switching and spending more.

The customers could easily influence to purchase the produce because there is no condition of any additional price and it should be more valued by the customer to perceived (Sinha& Smith, 2000, P84). Priti Salvi (2013, P28) said that the Buy-One-Get-One-Free scheme has been found effective on consumer purchase decision. According to Li, Sun & Wang (2007, p.11), Buy-One-Get-One would be very useful to manufacturer because it should help the retailers to clear the stock more hastily as contrast price promotion.

Gilbert & Jackaria (2002, p.8) have found that coupon promotions had no significant effect on volume of products purchased by the consumer. Syuhaily Osman et al (2011, p.20) reported that coupon promotion was among the least used and ranked last promotional tools by consumers.

Liao et al (2009, p.24) identified that sales promotional techniques of instant rewards like Buy-One-Get-One-Free, price off and free samples motivates the reminder impulse buying than the delayed rewards like sweepstakes, loyalty reward points and competitions.

Obeid (2014, p.12) reported that free gift are more effective in inducing buying behaviors from games and less effective from price discount and extra free product. Sweepstakes and games are relatively less effective in inducing buying behaviors (Zheng shi.Y, and others. 2005, pp.467-486).



5. RESEARCH METHODOLOGY

In this chapter the researcher provide information about the whole methodology she used to collect the data, at the same time it is include discretion of the research problem which shortcut the main idea of this research along with all the hypotheses researcher create test in order to find the proper results for her research. Moreover, this chapter include information about the data collection technique for both primary and secondary data, with justification of this research in specific, and finally the strategy researcher provide to build this section.

Whenever a manuscript is written, the study is not just discretion of information but a reflection of the researcher's aims, abilities, ambitions, personal interests and personal perspectives supported by a collection of similar subject (Neville, 2007, p.117).

The researcher struggles with ways in which the data is collected, how and where it is collected, what type of data is gathered and how to analyse the gathered information. These are the questions that address the overall research approaches and perspectives from the view point of the researcher (Schwartz, others, 2011, P 936).

It is very important at the same time to state that the research study is the best environment were the researcher can express his personal idea by gathering both the theoretical information with the practical one from the data that had been separated mainly for this research.

5.1 RESEARCH PROBLEM

Promotion is the most important marketing activity for all types of companies (services, or industrial). Therefore, most of marketers called this activity as "Marketing Communication" were the main object of this communication is to influence consumers and push them to take buying decision. Sales Promotion by itself is one of the major tools in marketing communication focusing on the boost of sales in the short term.

Furthermore, the advanced in the technology resulted in wide range of product categories and brands which make buying decision becomes more and more complicated, in other words consumer start facing in each product want to buy hundreds of alternatives.

On the other hand, the shopping habits of consumers change as well, as most of them in the recent days start searching for one market that they can find inside it all kind of products and services they need. As a result, shopping centers with all its types become the most preferable marketing environment for those shoppers as they can find every kind of products with huge connections of brands inside it.

Under this circumstances, we can determine the main idea of this research by analyzing how sales promotion could affect the buying decision of the consumers by applied the research in unique marketing environment which is shopping centers were all type of products can be exist. Therefore we can form the main research problem in this question:

Is there a relationship between sales promotions and consumer buying decision in shopping centers?

5.2 RESEARCH QUESTIONS & HYPOTHESIS

The following research question will help to solve the main problem:

5.2.1 Research Question One

The first question will reflect the whole object from this research which is determining the relationship between sales promotions and consumer buying decision. As many brands in all product categories conduct some activities for pushing consumers to buy, can we be sure that there is relation between this two variables. Thus the first question and first hypothesis will be like following:

RQ1: Is there a significant relation between sales promotions and consumer buying decision in shopping centers?

H1: (there are significant relation between sales promotion and consumer buying decision in shopping centers).

5.2.2 Research Question Two

As well as consumers facing hundreds of brand, thus his decision must be affected by those brands which mean that the effect of sales promotion on consumer buying decision could be changed by the name of brand, so the second question and second hypothesis will be:

RQ2:What are the differences in the relation between sales promotion and consumer buying decision regarding to the brand name?

H2:(there are significant changes in the way that sales promotion will affect consumer buying decision regarding to the name of brand in shopping centers)

5.2.3 Research Question Three

It is known that product have two main categories as goods or services, at the same time goods by itself have four main categories as convenience, shopping, specialty, and unsought goods. Therefore the impact of sales promotion might changes regarding to the different category of the product, so the third research question and the third hypothesis will be:

RQ3:What are the differences in the relation between sales promotion and consumer buying decision regarding to the product category?

H3:(there are significant changes in the way that sales promotion will affect consumer buying decision regarding to the product category in shopping centers).

5.2.4 Research Question Four

It is known that consumers change regarding to their demographics factors like Age, Gender, social culture...etc. which mean that the impact of sales promotion on consumer buying decision could be changed as well regarding to main changes on consumers characteristics, and the last research question and hypothesis will be:

RQ4:What are the differences in the relation between sales promotion and consumer buying decision regarding to consumer demographics factors?

H4: (there are significant changes in the way that sales promotion will affect consumer buying decision regarding to consumer demographics factors).

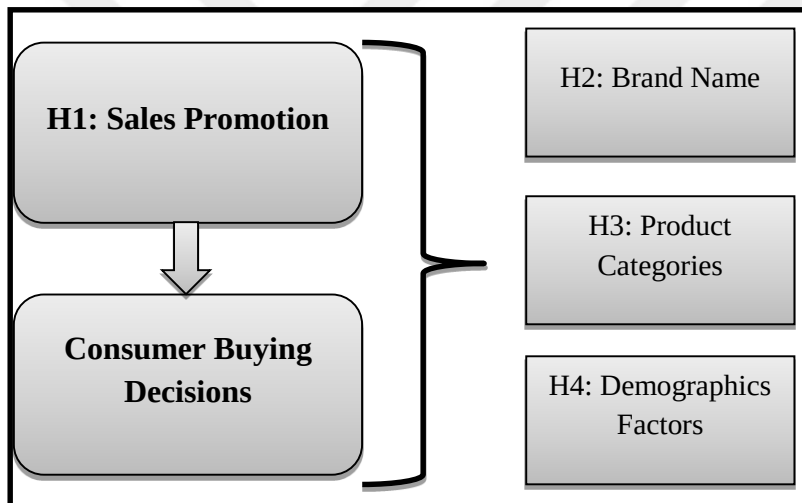
H4.1: (there are significant changes in the way that sales promotion will affect consumer buying decision regarding to consumers Gender)

H4.2:(there are significant changes in the way that sales promotion will affect consumer buying decision regarding to consumers Age)

H4.3:(there are significant changes in the way that sales promotion will affect consumer buying decision regarding to consumers Education Level).

H4.4:(there are significant changes in the way that sales promotion will affect consumer buying decision regarding to consumers Income).

Figure 5.1: Hypothesis Model



5.3 DATA COLLECTION TECHNIQUES

Data collection techniques play an integral role in a research study and need to be carefully selected as the collection of an inaccurate data can lead to false results which can make the whole study invalid. There are two types of widely recognized qualitative and quantitative data collection techniques; primary research method and secondary research method.

5.3.1 Primary Research Methods

Primary research method means that the means of information being attained is of original or initial kind. This implies that the information is collected directly from the source or

from people who are already subjected to a particular situation being addressed. The tools or primary sources of data collection include interviews, survey questionnaires (paper-pencil or web-based), face to face interviews and telephone calls, observations and focus groups (Bryman, 2012).

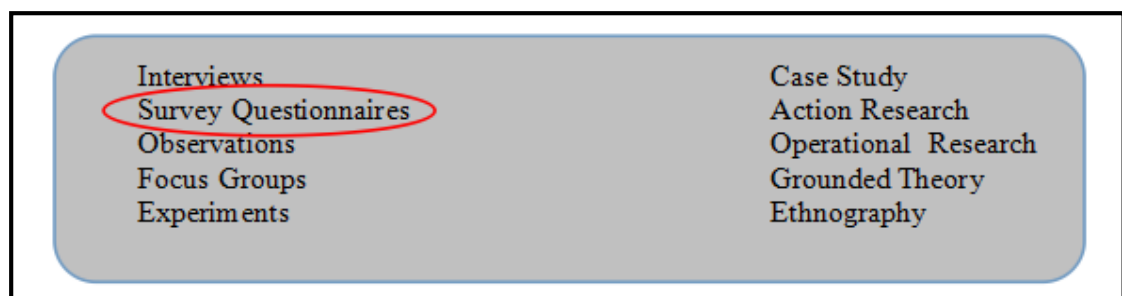
5.3.2 Secondary Research Methods

In contrast to the primary data sources, the secondary research methods display the indirectly collected information which is merely the perception of various scholars, researchers, book authors and even journalists. The information is available in the form of research articles in online journals or books and library searches. It may also include training manuals, financial reports, data of customers/clients/students, etc. (Erickson, 2012).

5.4 JUSTIFICATIONS FOR THE PRESENT STUDY

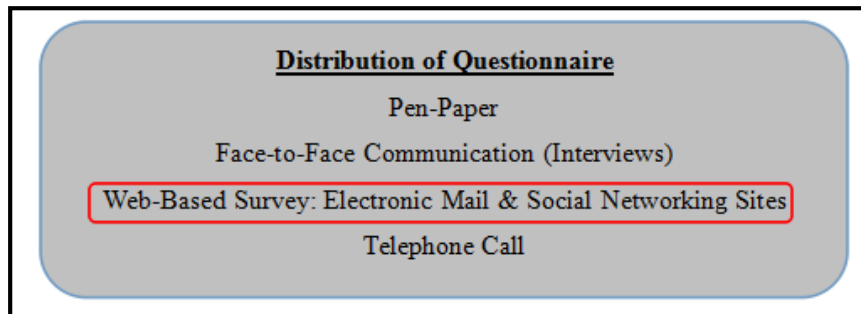
The research design alternative employed in this study is majorly the survey questionnaire with large sample size (400 respondents). Survey Questionnaires is a tool used for research in which carefully designed questions are presented to an unbiased group sample which one wishes to study and where diversified options and suggestions come into play.

Figure 5.2: Research technique for the study



The effective methods of surveying are asking face-to-face questions (more like interviews) or by contacting on telephone or it can be done as a combination of both the techniques. Surveys are majorly classified as descriptive or analytical surveys where the descriptive survey refers to the survey that is focused on frequency analysis by counting the number of responses attained from the sample group on a particular question within the questionnaire. On the other hand, analytical survey aims to analyse the connection in between the various items or variables within the sample group (Bell & Davison, 2013, p.181).

Figure 5.3: Surveying techniques employed for data collection



The figure shows how the answers to the questions were attained and how the survey questionnaires got distributed. Thus the medium is shown that how the questionnaires reached from one end to the other. The survey questionnaire utilized in this study is web-based rather than the paper-pencil option. The sample choose randomly from consumers both Turkish citizens and foreigners who lives in Istanbul for studying or working.

The questionnaire was sent as an email to all the friends and colleagues in the list of recipients who willingly and gladly co-operated and then they sent it to their own friends and colleagues, same process happened but this time by social media platforms applying the concept of ‘viral marketing’. Moreover, a part of the respondents also comes from the web-based survey where the questionnaire was left on a survey website specifically designed for the purpose where it remained for a considerable span of time.

5.5 RESEARCH STRATEGY

The overall process and idea of data collection follows a particular strategy that helps minimize cost and increase the efficiency by providing valid information. It is ensured that reliable data is provided within the present study. Regarding to that some further questions which related to the survey researcher put it and then answered them like: Who were the respondent people? These were the shopper in whose frequently visits shopping centres in Istanbul city. How the questionnaire got distributed? It got distributed via email and by leaving it on the online survey website, and social media platforms. How the filled out forms got received by the researcher? These were received via email, online survey website, and ‘Drive’ application of docs-google.

During an academic research, it is always very essential to remain within the circle of ethics and within the formalities. The researcher has been careful in this regard and no particular brand has been under criticism. The questionnaires have been distributed to the consumers with the relaxation that identity of none will be disclosed and will be treated as confidential. Moreover, it is not the name of the person that has to be addressed but it is rather the mind-set of the consumers with respect to the buying decisions that they make so as to get a better perspective of marketing within Istanbul-Turkey.



6. DATA ANALYSING

In order to get an in-depth look at the relationship between sales promotions and consumer buying decision, the researcher has prepared a questionnaire consisting of carefully proposed thirty one to-the-point questions. Responses to these questions will help decide the role of demographic factors such as age, gender, level of education and income in driving consumers towards a “go” or “no-go” option when buying a product. Moreover, the sales promotion tools like samples, coupons, price-off is used and it is through the response of consumers in the region of Istanbul-Turkey, in order to decide if there is relation between sales promotion and consumer buying decision, and what changes might be conducted regarding to the brand name, product categories, and demographics factors.

6.1 RELIABILITY TEST

The main object of this test is to make sure that the survey has the reliability and validity to be used for testing the hypothesis, and it is stable with no regression, in other words if we distribute the survey again the result will stay the same, even that most of the questions of the survey are taken from another study to Lee (2013, P413). Regarding to Saunders & Thronhill (2009, P586) “Validity and Reliability is concerned whether the findings are really about what they appear to be about”.

Table 6.1: Reliability Statistics

Cronbach's Alpha	N of Items
%69.7	25

As we can see from the Table 6.1 after making the Cronbach’s Alpha statistic test the reliability is 69.7 percent which is more than 60 percent and we can say that the survey is reliable for the search it made for.

Moreover, from the Table 6.2 we can see that even if we delete one of the items the reliability percentage will stay the same, because all of the values in the fourth column are less than the main percentage which is 69.7%.

Table 6.2: Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted %
Sales Promotion 1	86.3550	83.182	.284	68.5
Sales Promotion 2	86.4050	82.643	.307	68.3
Sales Promotion 3	86.3000	81.815	.374	67.8
Sales Promotion 4	86.6150	82.443	.283	68.4
Sales Promotion 5	86.8175	83.142	.251	68.7
Sales Promotion 6	86.6350	84.212	.195	69.2
Sales Promotion 7	86.2650	84.125	.245	68.8
Sales Promotion 8	86.7875	82.729	.280	68.5
Sales Promotion 9	86.7375	82.881	.256	68.7
Sales Promotion 10	86.4600	82.846	.279	68.5
Buying Behavior 1	86.6275	83.823	.255	68.7
Buying Behavior 2	86.5275	84.851	.178	69.3
Buying Behavior 3	86.4375	85.024	.183	69.3
Buying Behavior 4	86.7950	83.868	.237	68.8
Buying Behavior 5	86.7025	82.911	.328	68.2
Buying Behavior 6	86.6400	82.607	.317	68.2
Buying Behavior 7	86.6250	83.879	.274	68.6
Buying Behavior 8	86.3200	83.797	.303	68.4
Buying Behavior 9	86.3800	84.537	.259	68.7
Brand 1	86.9525	83.840	.225	69.0
Brand 2	86.3525	85.808	.160	69.4
Brand 3	86.3275	86.562	.124	69.4
Brand 4	86.2325	85.462	.188	69.2
Product 1	86.4800	86.305	.115	65.9
Product 2	86.7025	84.961	.163	69.5

6.2 THE DEMOGRAPHICS FACTORS

Any research happened in a specific marketing environment where there are many of consumers that have different characteristics can be have its own effect as a factors on the main idea and the main relation between the variables in the research. Therefore, researcher totally believe that it is important to determine those factors. In this research

there are 4 main factors as the (Age, Gender, Income, and Education Level) that are taking into consideration as the following:

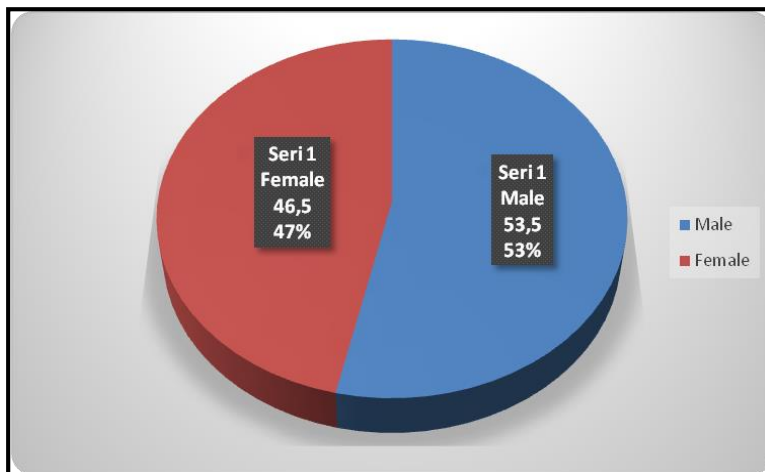
6.2.1 Gender

The gender plays an important role as observed during the analysis, the choice of information collection on shopping and products and brands varies with the gender. During the research, in total 400 respondents responses were collected out of which an almost near and comparative number of males and females got analysed. From the Table 6.3 and the Figure 6.1, we can see that the male were little bit more than female as the survey randomly distributed, as the male came with 53.5% percent with 213 responders and female with 46.5% with 186 responders. However, the researcher believes that these small differences between the numbers of males and females will not affect the results of the research.

Table 6.3: Gender Distribution

	Frequency	Percent %	Valid Percent %	Cumulative Percent %
Male	213	53.5	53.5	53.3
Valid Female	187	46.5	46.5	100
Total	400	100.0	100.0	

Figure 6.1: Gender Percentage



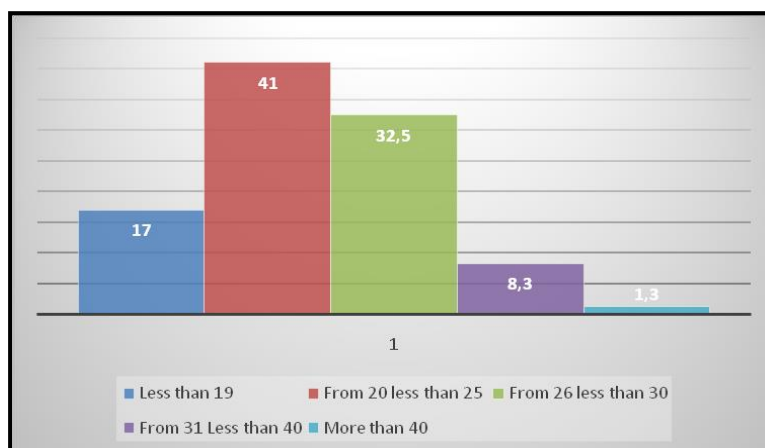
6.2.2 Age

In this research, researcher divides the age into five main segments, the first one include those teenagers as student less than 19 years old which mostly visit the shopping centres frequently for some services in general like game yards, or restaurants. Second segment include the university students from 19 to 25, as the buying power for this segment as little bit more that teenagers and they can make some rational decision more than the previous segment, however their budget always limited. Third segments include the fresh graduate students from 25 to 30 years old whose start owns their own money with suitable salaries. Fourth segments include respondents with age from 30 to 40 whose can be represent the shopper with good budget and mostly the ability to evaluate the alternatives to make the best choice. Finally, respondents more than 40 years old as it might be the most important segment regarding to their ability to make purchase.

Table 6.4: Age Distribution

	Frequency	Percent %	Valid Percent %	Cumulative Percent %
Valid Less than 19	68	17.0	17.0	17.0
From 20 less than 25	164	41.0	41.0	58.0
From 26 less than 30	130	32.5	32.5	90.5
From 31 Less than 40	33	8.3	8.3	98.8
More than 40	5	1.3	1.3	100.0
Total	400	100.0	100.0	

Figure 6.2: Age Percentage



From the Table 6.4 and the Figure 6.2 we can see that the majority of the respondents came from second segment to the shopper in age between 19 to 25 with 41 percent and 164 responders, followed by third category to the shopper in age between 25 to 30 with 32.5 percent and total number of 130 responders, followed by first category to the shopper in age less than 19 with 17 percent and total number of 68 responders, followed by fourth category to the shopper in age between 30 to 40 with 8.3 percent and total number of 33 responders, finally fifth category to the shopper in age more than 40 with only 1.3 percent and total number of 5 responders.

6.2.3 Education Level

Researcher totally believes that the increasing in the education level will lead to more rational decision regarding to the degree that sales promotion will affect their buying decision, as more educated people will be able to evaluate the situation and know exactly what is the best deal to make, this is why it was an important for the researcher to add education level to the demographics factors which might affect the relation between sales promotion and consumer buying decision.

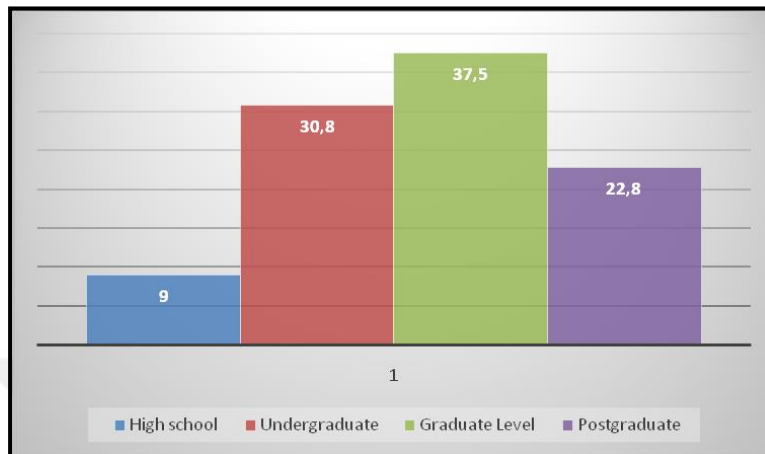
Table 6.5: Education Level Distribution

	Frequency	Percent %	Valid Percent %	Cumulative Percent %
High school	36	9.0	9.0	9.0
Undergraduate	123	30.8	30.8	39.8
Valid Graduate Level	150	37.5	37.5	77.3
Postgraduate	91	22.8	22.8	100.0
Total	400	100.0	100.0	

From the Table 6.5 and the Figure 6.3, we can see that the majority of the respondents were from the third category which represent the graduated consumers as those consumers whose graduate and have university degree, but they did not complete their postgraduate study, regarding to the researcher it could be important to differentiate between this two categories, the percentage of this category is 37.5% with total number of 150 responders, not so far from this percentage the second category which reflect the undergraduate students in the university with 30.8 % and total number of 123 responders, followed by the fourth category which represent the postgraduate consumers with 22.8%

and total number of 91 responders, finally the minority in the first category which represent the school students with 9% and only 36 responders.

Figure 6.3: Education Level Percentages



6.2.4 Income

Consumers might choose to search more for better deal if they have limited budget but again they might doing that even if they have suitable or big budget it is up to their behaviour. Therefore, researcher believes that the income level can be indicated as very important factor when someone would like to determine the relation between sales promotion and consumer buying decision. In this research, researcher divide the categories of the income level in Turkey into four main categories taking into consideration the age factor and whether the consumer earn the money by themselves or take from their parents as an example.

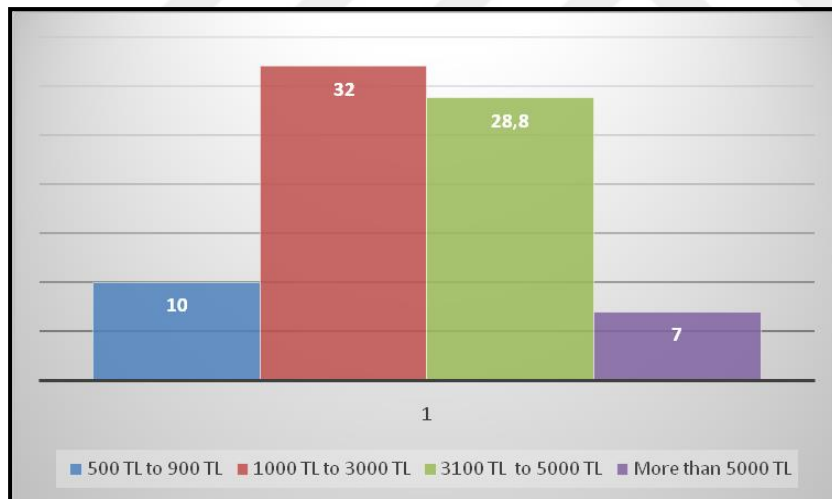
From the Table 6.6 and the Figure 6.4 we can see that the major percentage from responders are in the second category from 1000 TL to 3000 TL with 32% and total 128 responders, in general this category reflect the majority in Turkey as those people which graduate recently from universities and start in the professional field. Third category with salaries from 3100 TL to 5000 TL came not far from the previous one with 28.8% and 115 responders. First category with salaries from 500 TL to 900 TL came with 10% and with total number of 40 responders, in the researcher opinion those reflect the high school and university students as mostly those students take their salaries from their parents, or

working in part job, this is why they do not have big purchasing power. However, it is very important to note that 22 percent of responders with total number of 89 one did not like to state information about their salary.

Table 6.6: Income Distribution

	Frequency	Percent %	Valid Percent %	Cumulative Percent %
Valid 500 TL to 900 TL	40	10.0	12.9	12.9
1000 TL to 3000 TL	128	32.0	41.2	54.0
3100 TL to 5000 TL	115	28.8	37.0	91.0
More than 5000 TL	28	7.0	9.0	100.0
Total	311	77.8	100.0	
Missing System	89	22.3		
Total	400	100.0		

Figure 6.4: Income Percentage



6.3 TESTING HYPOTHESIS ONE (H1)

During this hypothesis researcher will test and analyse the influence of independent variable (Sales Promotion, Y) on dependent variables which is (Consumer Buying Decision) by using Linear Regression Analysis, the decision will be made regarding to the value of (calculated t) by compare it with the value of (table t) with confidence interval of 95%. However, in case that (calculated t) is bigger than (table t) with level of significance less than (0.05), we can reject the null hypothesis (H_0). After testing the

significant relation between sales promotion and consumer buying behaviour, researcher will evaluate the strength of this relation by the correlation table in the same linear regression analysis to measure whether the relation is strong or weak if exist between the two variables.

In order to rest this hypothesis, researcher forms the null and alternative hypothesis as following:

(H1.0: there is no significant relation between sales promotion and consumer buying decision in the shopping centres in Istanbul).

(H1.1:there is significant relation between sales promotion and consumer buying decision in the shopping centres in Istanbul).

Table 6.7: Model Summary of H1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.216 ^a	.046	.044	.50623

a. Predictors: (Constant), Sales Promotion

Table 6.8: ANOVA test for hypothesis (H1)

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	4.970	1	4.970	19.393	.000 ^b
Residual	101.993	398	.256		
Total	106.963	399			

a. Dependent Variable: Consumer Buying Decision

b. Predictors: (Constant), Sales Promotion

Table 6.9: H1 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.941	.150		19.568	.000
1 Sales Promotion	.181	.041	.216	4.404	.000

a. Dependent Variable: Consumer Buying Decision

From the Table 6.9, we can see that calculated ($t = 4.404$) is bigger than scheduled ($t = 1.96$), and from Table 5.8 we can see that the probability of (F) statistics ($P < 0.001$) is less than the level of significant (0.05), regarding to that we can reject the null hypothesis and we can say that there is significant relation between sales promotion and consumer buying decision in the shopping centres in Istanbul. However, from Table 6.7 we will see that the correlation coefficient (R) between sales promotion and consumer buying decision is weak at (0.216), because regarding to Goodwin & Leech (2006, P264) the correlation coefficient determine the strength of the correlation between the variables, with no hard and fast rules for describing correlation strength, therefore they offer three guidelines as scale for this strength ($0 < |r| < 0.3$) weak correlation, ($0.3 < |r| < 0.7$) moderate correlation, and ($|r| > 0.7$) strong correlation, moreover the square root of correlation which indicate the accuracy in estimating the dependent variable 'consumer buying decision' is very low at about four percent ($R^2 = 0.046$). Thus we can say that sales promotion can play positive role in the consumer buying decision to push the consumer to take the decision. However, this relation is weak.

6.4 TESTING HYPOTHESIS TWO (H2)

Nowadays, it is only needed from consumers to enter any shopping centre and immediately he will see hundreds of brands around him from all product categories, all of those brands and making all kind of promotion activity just to encourage consumers to buy from their own brands not from the competitors. Therefore, researcher has huge believe that the role of sales promotion on his buying decision will be influence regarding to the brand name.

During this hypothesis the researcher will try to determine if there are differences in the way that sales promotion will influence consumer buying decision regarding to the name of the brand consumer will display to. To doing that researcher will apply On-Way ANOVA compare means test by comparing P value with the level of significant (0.05) and decision will be support the null hypothesis if P value is bigger than level of significant which mean there are no differences in the relation between sales promotion and consumer buying decision regarding to the brand name, or reject the null hypothesis if P value is less than the level of significant which mean there are differences between sales promotion and consumer buying decision regarding to the brand name, thus researcher will form both of null and alternative hypotheses as following:

(H2.0: there are no differences in the relation between sales promotion and consumer buying decision regarding to the brand name).

(H2.1: there are differences in the relation between sales promotion and consumer buying decision regarding to the brand name).

Table 6.10: ANOVA Test for Hypothesis (H2)

Consumer Behavior

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	8.033	15	.536	2.079	.010
Within Groups	98.930	384	.258		
Total	106.963	399			

From the Table 6.10, we can see that the probability of (F) statistic ($P = 0.01$) less than the level of significant (0.05). Therefore, we can say that we do have enough evidence to reject the null hypothesis and that mean there is changes in the relation between sales promotion and consumer buying decision regarding to the brand name that consumers will see when they enter the shopping center.

6.5 TESTE IN HYPOTHESIS THREE (H3):

When consumers enter any shopping center he will find for sure a lot of choices in the products type as product categories, therefore researcher feels that the relation between sales promotion and consumer buying decision might be changed regarding to the product

category in the shopping center, regarding to that researcher form the third null and alternative hypothesis as following:

(H3.0: there are no differences in the relation between sales promotion and consumer buying decision regarding to the product categories).

(H3.1: there are differences in the relation between sales promotion and consumer buying decision regarding to the product categories).

Table 6.11: ANOVA Test for Hypothesis (H3)

Consumer Behavior

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	29.176	11	2.654	9.823	.007
Within Groups	104.787	388	.270		
Total	106.963	399			

From the Table 6.11, we can see that the probability of (F) statistic ($P = 0.007$) less than the level of significant (0.05). Therefore, we can say that we do have enough evidence to reject the null hypothesis and accept the alternative one, that mean there is changes in the relation between sales promotion and consumer buying decision regarding to the product categories that consumers will choose to buy when they are shopping in shopping centers in Istanbul.

6.6 TESTING HYPOTHESIS FOUR (H4)

In this Hypothesis researcher will try to answer very important question, are there differences in the role of sales promotion on consumer buying decision regarding to the changes in consumer demographics factors?

Researcher will apply this hypothesis in four main factors are Gender, Age, Education Level, and Income, for gender factor independent-samples T Test will be used as the gender factor is just contain two value (male or female), then for the other three factors analyzing if there is any differences will be by using On-Way ANOVA compare means test to compare P value with the level of significant (0.05) and decision will be support

the null hypothesis if P value is bigger than level of significant which mean there are no differences, or reject the null hypothesis if P value is less than the level of significant which mean there are differences.

After the one way ANOVA the researcher will apply the Post Hoc-LSD analysis to determine the differences between some categories for each demographics factor even if the general analysis shows that there is no significant changes.

6.6.1 Testing Hypothesis (H4.1) About Gender

Consumers might be males or females and therefore their needs might be different, how they see the promotion or analyses the their alternatives might differ as well, therefore it is important to measure if there is changes in the relation between sales promotion and consumer buying decision in the shopping centers. So researcher forms the null and alternative hypotheses like following:

(H4.1.0: there are no differences in the relation between sales promotion and consumer buying decision regarding to their gender).

(H4.1.1: there are differences in the relation between sales promotion and consumer buying decision regarding to their gender).

Table 6.12: H4.1 Independent Samples Test (About Gender)

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Consumer Behavior	Equal variances assumed	1.167	.281	-.661	397	.509	-.03443	.05205	-.13677	.06790
	Equal variances not assumed			-.659	382.349	.510	-.03443	.05227	-.13720	.06833

From the Table 6.12 we can see that the probability for (T) test is (P=0.510) more than the level of significant (0.05), thus we do not have enough evidence to reject the null

hypothesis and there are no differences in the relation between sales promotion and consumer buying decision regarding to the consumer's gender.

6.6.2 Testing Hypothesis (H4.2) About Age

As consumers get more old in age, they might have better ability to evaluate their alternatives and know how to make best deal that can maximize their benefit from the product, and will be able to know what sales promotion tools is used to rich their goals, therefore researcher believe that the age can be define as an important factor to determine the relation between sales promotion and consumer buying decision. Thus, the null and alternative hypotheses will be forms like following:

(H4.2.0: there are no differences in the relation between sales promotion and consumer buying decision regarding to their age).

(H4.2.1: there are differences in the relation between sales promotion and consumer buying decision regarding to their age).

Table 6.13: ANOVATest for Hypothesis (H4.2) Age

Sales Promotion

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.187	4	.547	1.449	.217
Within Groups	149.010	395	.377		
Total	151.197	399			

From the Table 6.13 we can see that the probability for (F) test is (P=0.217) more than the level of significant (0.05), thus do not have enough evidence to reject the null hypothesis, and there are no changes in the relation between sales promotion and consumer buying decision regarding to the consumers age.

Moreover, to be more specific the Post-Hoc LSD analysis applied to determine if there are changes in two or more from the age categories which did not show in the general ANOVA test. From Table 6.14 we can see the mean differences between all the five categories have no significant differences, which support the main result in this

hypothesis, and in general there is no significant differences in the relationship between sales promotion and consume buying decision regarding to all consumers age segments.

Table 6.14: Multiple Comparisons About Age

Dependent Variable: Sales Promotion

LSD

(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Less than 19	From 19 less than 25	-.09055	.08859	.307	-.2647	.0836
	From 25 less than 30	-.13089	.09192	.155	-.3116	.0498
	From 30 Less than 40	.08690	.13030	.505	-.1693	.3431
	More than 40	-.38987	.28460	.171	-.9494	.1696
From 19 less than 25	Less than 19	.09055	.08859	.307	-.0836	.2647
	From 25 less than 30	-.04035	.07213	.576	-.1821	.1014
	From 30 Less than 40	.17745	.11718	.131	-.0529	.4078
	More than 40	-.29932	.27883	.284	-.8475	.2489
From 25 less than 30	Less than 19	.13089	.09192	.155	-.0498	.3116
	From 19 less than 25	.04035	.07213	.576	-.1014	.1821
	From 30 Less than 40	.21779	.11972	.070	-.0176	.4532
	More than 40	-.25897	.27991	.355	-.8093	.2913
From 30 Less than 40	Less than 19	-.08690	.13030	.505	-.3431	.1693
	From 19 less than 25	-.17745	.11718	.131	-.4078	.0529
	From 25 less than 30	-.21779	.11972	.070	-.4532	.0176
	More than 40	-.47677	.29475	.107	-1.0562	.1027
More than 40	Less than 19	.38987	.28460	.171	-.1696	.9494
	From 19 less than 25	.29932	.27883	.284	-.2489	.8475
	From 25 less than 30	.25897	.27991	.355	-.2913	.8093
	From 30 Less than 40	.47677	.29475	.107	-.1027	1.0562

6.6.3 Testing Hypothesis (H4.3) About Education Level

Same like the age reason, researcher believe that with more advances in education level the more ability of evaluate the alternatives consumers will have. Therefore, researcher will form the null and alternatives hypotheses as following:

(H4.3.0: there are no differences in the relation between sales promotion and consumer buying decision regarding to their education level).

(H4.3.1: there are differences in the relation between sales promotion and consumer buying decision regarding to their education level).

Table 6.15: ANOVA Test for Hypothesis (H4.3) Education Level

Sales Promotion

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.611	3	.204	.535	.658
Within Groups	150.586	396	.380		
Total	151.197	399			

From the Table 6.15 we can see that the probability for (F) test is ($P=0.658$) more than the level of significant (0.05), thus there is no enough evidence to reject the null hypothesis which mean there are no differences in the relation between sales promotion and consumer buying decision regarding to the consumer's education level.

Moreover, to be more specific the Post-Hoc LSD analysis applied to determine if there are changes in two or more from the education level categories which did not show in the general ANOVA test. From Table 6.16 we can see the mean differences between all the five categories have no significant differences, which support the main result in this hypothesis, and in general there is no significant differences in the relationship between sales promotion and consume buying decision regarding to all consumers education level segments.

Table 6.16: Multiple Comparisons About Education Level

Dependent Variable: Sales Promotion

LSD

(I) Education Level	(J) Education Level	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Highschool	Undergraduate	.02966	.11685	.800	-.2001	.2594
	Graduate Level	.08321	.11445	.468	-.1418	.3082
	Postgraduate	-.01377	.12142	.910	-.2525	.2249
Undergraduate	Highschool	-.02966	.11685	.800	-.2594	.2001
	Graduate Level	.05355	.07501	.476	-.0939	.2010
	Postgraduate	-.04343	.08527	.611	-.2111	.1242
Graduate Level	Highschool	-.08321	.11445	.468	-.3082	.1418
	Undergraduate	-.05355	.07501	.476	-.2010	.0939
	Postgraduate	-.09698	.08194	.237	-.2581	.0641
Postgraduate	Highschool	.01377	.12142	.910	-.2249	.2525
	Undergraduate	.04343	.08527	.611	-.1242	.2111
	Graduate Level	.09698	.08194	.237	-.0641	.2581

6.6.4 Testing Hypothesis (H4.4) About Income

Income play an important tool in the consumer's purchase power, as it should be that when the consumer earns more he/she would be less affected by the price or by promotional activities that companies did. However, this stays as statement until it confirmed by statistics analysis. Thus the null and alternative hypotheses will be formed like following:

(H4.4.0: there are no differences in the relation between sales promotion and consumer buying decision regarding to their income).

(H4.4.1: there are differences in the relation between sales promotion and consumer buying decision regarding to their income).

Table 6.17: ANOVA Test for Hypothesis (H4.4) Income

Sales Promotion

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.506	3	.169	.402	.752
Within Groups	128.964	307	.420		
Total	129.471	310			

From the Table 6.17 we can see that the probability for (F) test is (P=0.752) more than the level of significant (0.05), thus there is no enough evidence to reject the null hypothesis and there are no changes in the relation between sales promotion and consumer buying decision regarding to the consumer's income.

Table 6.18: Multiple Comparisons About Income

Dependent Variable: Sales Promotion

LSD

(I) Income	(J) Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
500 TL to 900 TL	1000 TL to 3000 TL	.03281	.11740	.780	-.1982	.2638
	3100 TL to 5000 TL	-.04457	.11897	.708	-.2787	.1895
	More than 5000 TL	-.07817	.15970	.625	-.3924	.2361
1000 TL to 3000 TL	500 TL to 900 TL	-.03281	.11740	.780	-.2638	.1982
	3100 TL to 5000 TL	-.07738	.08328	.354	-.2412	.0865
	More than 5000 TL	-.11099	.13522	.412	-.3771	.1551
3100 TL to 5000 TL	500 TL to 900 TL	.04457	.11897	.708	-.1895	.2787
	1000 TL to 3000 TL	.07738	.08328	.354	-.0865	.2412
	More than 5000 TL	-.03361	.13659	.806	-.3024	.2352
More than 5000 TL	500 TL to 900 TL	.07817	.15970	.625	-.2361	.3924
	1000 TL to 3000 TL	.11099	.13522	.412	-.1551	.3771
	3100 TL to 5000 TL	.03361	.13659	.806	-.2352	.3024

Moreover, to be more specific the Post-Hoc LSD analysis applied to determine if there are changes in two or more from the education level categories which did not show in the general ANOVA test. From Table 6.16 we can see the mean differences between all the five categories have no significant differences, which support the main result in this hypothesis, and in general there is no significant differences in the relationship between sales promotion and consume buying decision regarding to all consumers education level segments.



7. DISCUSSION & FINDINGS

The main and the most important object in this research is to determine whether sales promotion affect consumer buying decision or not, for sure just general question like that cannot be answered in general market, and for sure there is a lot of factors that might play a role in such like relation between this two variables. Therefore, the first and most important steps was to choose marketing environment where consumers can find most product categories, and with different brands, as this two factors might be the most important ones to determine the role of the sales promotion on consumer buying decision. Furthermore, all hypotheses formed in a way that can rich this main object, which is going to be discussed in this part of the research.

To begin with, the first hypotheses reflect the most logical question about this research, if there are relation between sales promotion and consumer buying decision, after conduction the statistics analysis the findings showed that there are positive relation, however weak one between sales promotion and consumer buying decision. To evaluate this result, researcher believe that in the recent days the effect of sales promotion is not like what it used to be in the past, maybe clients stop getting the same image about sales promotion, or maybe the tools become traditional and need some new creative method to be added to, in general researcher do not deny the positive affect of the sales promotion but as it is weak relation it might open many questions about it and whether it is good enough to keep use it special with the existing of another new tools.

Secondly, researcher evaluate the result of the first hypothesis but this time regarding to the brand name, the main idea was to determine if there is changes in the relation between sales promotion and consumer buying decision regarding to the brand name, results showed that there is changes in the relations between the two variables. In this case researcher believes that the brand name do have impact on the sales promotion, it can be critical to say that the regarding to the brand the sales promotion might affect the consumer's decision to buy the product or not, and this affect could change regarding to the name of the brand.

Thirdly, in the third hypothesis, researcher asked very important question to determine if the relation will change regarding to the product categories or not. In this case results showed that there are significant differences between sales promotion and consumer buying decision regarding to the product categories, researcher argues that this is logic result. For example, if consumer walking inside shopping center and saw two 50% discount one for sport shoes and the other in junk food restaurant, his action cannot be the same and his buying decision cannot be same at the same time. Results came to support this example. However, further research should be conducted to determine between which specific categories this changes is exist.

Finally, in the fourth hypothesis, researcher believe that in any marketing study questions must be asked about the demographics factors of consumers, and this is what happened mainly with four factors which are gender, age, education level, and income. Results in all factors showed that there is no changes in the relation between sales promotion and consumer buying decision, maybe the claims will state that it is because of the sample but after all the sample is randomly choose and researcher cannot control how to separate it.

Moreover, researcher that this result reflect the total consciousness of the sales promotion tools and techniques, it did not require adult or teenagers anymore to know which deal is better, or postgraduate student to know that this coupons are helping in saving some money. From Table 7.19, we can see the hypotheses model after analyzing and applying the proper statistic tests as the results of the hypotheses.

Table 7.19: Hypotheses Findings

Hypotheses	Test Result
H1: There is significant relation between social media and consumer buying decision.	<i>Accepted</i> , There is weak relation between sales promotion and consumer buying decision
H2: there are differences in the relation between social media and consumer buying decision regarding to the brand name.	<i>Accepted</i> , there are differences in the relation between social media and consumer buying decision regarding to the brand name.
H3: there are differences in the relation between social media and consumer buying decision regarding to the product categories.	<i>Accepted</i> , there are differences in the relation between social media and consumer buying decision regarding to the product categories.
H4.1: there are differences in the relation between social media and consumer buying decision regarding to the Gender.	<i>Rejected</i> , there are <i>no</i> differences in the relation between social media and consumer buying decision regarding to the Gender.
H4.2: there are differences in the relation between social media and consumer buying decision regarding to the Age.	<i>Rejected</i> , there are <i>no</i> differences in the relation between social media and consumer buying decision regarding to the Age.
H4.3: there are differences in the relation between social media and consumer buying decision regarding to the Education level.	<i>Rejected</i> , there are <i>no</i> differences in the relation between social media and consumer buying decision regarding to the Education level.
H4.4: there are differences in the relation between social media and consumer buying decision regarding to the Income.	<i>Rejected</i> , there are <i>no</i> differences in the relation between social media and consumer buying decision regarding to the Income.

8. CONCLUSION & RECOMMENDATIONS

In the literature the researcher study how sales promotion effect consumer buying decision according to brand name, product category and demographic factors. All those categories and statements is easier to measure in perfect environment which is shopping centers. It is very important to state that the research reflect the researcher view in limited marketing environment in this case shopping centers, and according to that research we consider that there is relation between sales promotion and consumer buying decision in shopping centers, and researcher try to determine if there are differences in the away that sales promotion will influence consumer buying decision regarding to the name of the brand and there is no changes. Therefore researcher feels that the relation between sales promotion and consumer buying decision will change and it changed regarding to product category in shopping centers .In this study the researcher answered very important question if there are differences in the role of sales promotion and consumer buying decision regarding to changes to consumer demographic factors (age, gender, income, education level) and the general analysis shows that there is no significant changes. In addition, all the arguments and discussion based on her evaluation to the results with keeping the door open for new evaluations and findings.

In the literature, researcher found that sales promotion provide many different techniques to push the consumer to by a product when they get a feeling of saving a money by choosing that service or product. In the study researcher consider that customer will switch between brands especially when he find satisfaction.

Furthermore, researcher would like to give recommendations in both academic and professional way. In the academic field, researcher recommend to make future studies about some specific tools of sales promotion like sample, price-off or discounts to measure if they can have the same results. Researcher consider that relation is weak between sales promotion and consumer buying decision because it was allied on all sales promotion tools, and if it will be applied on each sales promotion tool separately we will see that relation is moderate or even strong depending from the sales promotion tool. Researcher at the same time is giving more recommendations to try to find other factors

that might affect and describe better relation between sales promotion and consumer buying decision. We should not fast increase of consumers life styles and needs forget the Internet and effect of social Media and social network web sites on consumer behaviors. Researcher thinks that in sales promotion tools should find a particular strategy that helps companies and consumers to increase the efficiency by having valid feedback information. Tools that nowadays we can see on market are becoming traditional and not so enough to follow fast changings in consumer life style and increase of consumer's needs. Considering to researcher testing the some factors was no point because nowadays internet cross the borders and production as well as sales promotion became global.

In the professional field, researcher advice the marketing managers and the managers of shopping centers to spend more time and effort in creating new attractive sales promotion tools that will push consumers to buy or change decision or spend a more money and support the relation between sales promotion and consumer buying decision. At the same time, researcher see that there is no point to design sales promotion campaign regarding to the demographics factors as all of them showed that they do not have affect in the relation between the two variables.

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APPENDIXES

APPENDIX-1, Survey Questions in English

Q1. What is your gender?	
1	Male
2	Female
Q2. Please specify your age.	
1	Age ≤ 19
2	Age ≤ 25
3	Age $> 25 \leq 30$
4	Age $> 30 \leq 40$
5	Above 40
Q3. What is your educational level?	
1	High school
2	Undergraduate
3	Graduate Level
4	Postgraduate
Q4. What is your salary range per month? (Optional)	
1	500 TL - 900 TL
2	1000 TL - 3000 TL
3	3100 TL - 5000 TL
4	Above 5000 TL

What is your level of agreement or disagreement with the following statements?

(1. Disagree strongly, 2 Disagree, 3. Neither Agree nor Disagree, 4. Agree, 5. Strongly Agree)	1	2	3	4	5
Sales Promotion:					
Q5. Redeeming Coupons make me feel good.					
Q6. I enjoy buying a product that comes with a free gift, regardless of the value of the free gift.					

Q7. Coupons have caused me to buy products I normally would not buy.						
Q8. I am more likely to buy product if it has price-off promotion on the label.						
Q9. I often buy a product if the sweepstake or contest interests me.						
Q10. Price-off can save a shopper a lot of money.						
Q11. I enjoy buying a product that offers “buy one and get one free” promotion						
Q12. I often buy product solely for the attached promotional gift.						
Q13. When I buy a product that is connected to a contest or sweepstake, I feel that I have made a good deal.						
Q14. I am usually Not motivated to respond to promotional offers on products.						
Consumer Buying Decision:						
Q15. Once I find product I like, I buy it regularly.						
Q16. It is funny and exiting to buy something new.						
Q17. I usually buy the low price product.						
Q18. I look very carefully to find the best value of money.						
Q19. To get variety, I shop in different stores and buy different brands.						
Q20. I should spend more time deciding on the product I buy.						
Q21. I normally shop quickly, buying the first product or brand I find that seems god enough.						
Q22. The more I learn about the products, the harder it seems to choose the best.						
Q23. I carefully watch how much I spend.						
Brands Name:						
Q24.I have favorite brands, but when it is possible, I buy the brand that offers promotional gifts.						
Q25. The brand name influences my buying decision in general.						
Q26. Regarding to me, promotional activity have no relation with the name of the brand.						
Q27. Some brands loose its value sometimes when it makes promotion activity.						

Product Categories:					
Q28. When I am buying a product, I react the same to all products types.					
Q29. Sales promotion is effecting my buying decision, no matter what the product is					

APPENDIX-2, Survey Questions in Turkish

S1.Cinsiyetiniz nedir?	
1	Erkek
2	Kadın
S2.Lütfen yaşınızı belirtin.	
1	Yaş ≤ 19
2	Yaş ≤ 25
3	Yaş > 25 ≤ 30
4	Yaş > 30 ≤ 40
5	40 üzeri
S3.Eğitimi düzeyiniz nedir?	
1	Lise
2	Ön Lisans
3	Lisans
4	Yüksek Lisans
S4.Aylık maaş aralığınız nedir?(İsteğe bağlı)	
1	500 TL - 900 TL
2	1000 TL - 3000 TL
3	3100 TL - 5000 TL
4	Above 5000 TL

Aşağıdaki ifadelere ne derece katılıyor veya karşı çıkıyorsunuz?

(1. Kesinlikle Katılmıyorum, 2. Katılmıyorum, 3. Tarafsızım, 4. Katılıyorum, 5. Kesinlikle Katılıyorum)	1	2	3	4	5
Satış Promosyonu:					
S5.Hediye Kuponları kendimi iyi hissettirir.					
S6.Hediyenin değeri ne olursa olsun ücretsiz hediyeyle birlikte satılan ürünleri almayı severim.					
S7.Normalde almayacağım ürünleri kuponlarla almışlığım vardır.					
S8.Etiketinde fiyat indirimi yapılmış ürünleri almaya daha çok meyilliyim.					
S9.Çekiliş veya yarışma beni ilgilendiriyorsa genellikle ürünü satın alırım.					
S10.İndirimler alışveriş yapan kişinin çok fazla para tasarrufu yapmasını sağlar.					
S11."Bir alana bir bedava" promosyonu ile satılan bir ürünü almayı severim.					
S12.Ürünü yalnızca promosyon olarak verilen hediyesi için satın alırım.					
S13.Yarışma veya çekilişle bağlantılı bir ürünü aldığım da iyi bir fırsattan yararlandığımı hissedirim.					
S14.Genellikle ürünlerdeki promosyon fırsatlarıyla ilgilenmeyi pek tercih etmem.					
Tüketici Satın Alma Kararı:					
S15.Sevdiğim bir ürün bulduğumda, düzenli olarak satın alırım.					
S16.Yeni bir şey satın almak eğlenceli ve heyecan verici.					
S17.Genellikle düşük fiyatlı ürünler satın alırım.					
S18.Paranın karşılığını en iyi vereni bulmak için çok dikkat ederim.					
S19.Çeşitlilik olsun diye farklı mağazalarda alışveriş yaparım ve farklı markalar satın alırım.					
S20.Satın alacağım ürüne karar vermek için daha fazla zaman harcamalıyım.					
S21.Bulduğum ve yeterince iyi olduğunu düşündüğüm ilk ürün veya markayı satın aldığım için çok hızlı alışveriş yaparım.					
S22.Ürünler hakkında daha çok şey öğrendikçe en iyisini seçmek o kadar zor bir hal alır.					

S23.Ne kadar para harcadığıma çok dikkat ederim.						
Marka Adı:						
S24. Sevdiğim markalar var fakat mümkün olduğunda promosyon hediyeler veren markaları satın alırım.						
S25.Marka adı satın alma kararımı genellikle etkiler.						
S26.Benim için promosyon faaliyetlerinin marka adıyla hiçbir ilgisi yoktur.						
S27.Bazı markalar, promosyon yaptıklarında değerini yitirir.						
Ürün Kategorileri:						
S28.Ürün alırken, tüm ürün çeşitlerine aynı yaklaşımı sergilerim.						
S29.Ürün ne olursa olsun satış promosyonları satın alma kararımı etkiler.						