



Effect of Promotional Tools Used by Retailers on Buying Behaviour of Housewives: Evidence from Customers of Supermarkets and Giant Retailers of Karachi

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Abstract

The purpose of this applied study is to analyze and determine how promotional tools used by the retailers are affecting the buying behavior of housewives in super markets of Karachi city. This research is specifically targeting the buying behavior of housewives whenever they go for shopping and will also find that either promotional tool used by retailers are affecting their behavior or not, as it is based upon both giant retailers and super markets present in Karachi as there is unavailability of this type of study. The study is quantitative and conduction is through descriptive analysis. Secondary sources have been used for the data collection required and related to this study. It will be beneficial in the sector of retailing business and marketers in order to recognize the tools influencing behavior of target market as well as in higher education as it will increase the knowledge regarding this area. The findings of the study have limitations as the analyses and collection of data is from the supermarkets of Karachi city only which is not same as the other different markets of Pakistan. So, it can be used as the applicable study for Karachi. The sample size for the study is of 383 and for data coding, testing and data clarity MS Excel has been used by researcher and further Statistical Package for Social Sciences (SPSS) software for validity and results, cause and effect relationship and for testifying reliability. The application of this software shows that there is a relationship between independent variables that are Buy one get one free, price discounts, free samples and coupons on buying behavior of housewives in supermarkets and therefore result is frequent in recognizing the relationship between variables that is promotional tools used by retailer on buying behavior of housewives.

Keywords: Promotional tools, buying behavior of housewives, buy one get one free, price discounts, free samples, and coupons.

Introduction

All over the world growth or Retail marketing is increasing with great pace. In order to stand out differently in market all type of marketing tools and strategies have been used by retailers to engage customers. Also, the competition between the retailers is increasing. Due to economic growth and population retailers started to think bigger and out of the box to grab consumer attention. (Shamout M. D., 2016).

The tool retailer used to attract customer to purchase more often is promotion tool. From sales promotion the results retailers gets from them are to increase in sale and engaging new customers for their product (Mughal A. , Mehmood, Mohi-ud-deen, & Ahmad , The Impact of Promotional Tools on Consumer Buying Behavior: A Study from Pakistan, 2014).Studies shows that sales promotion not only effect on short time span to customers but also effects on their decision of repeat purchase of the product which is offering sales discount; on the other hand, Due to different perception of mind there is some customers who are brand



conscious still stick to particular product as they believe that during sale promotion the quality is low as compare to normal days (Peattie, K., & S., 2009).

To assess brands and to increase probability of purchasing product retailers are using promotional tools which results in that customers buy those products which he or she did not think to buy or nor have any intentions to buy, Therefore, these strategies id very much helpful to retailers in order to engage customers for their products (Akhter S. , Rizwan, Shujaat, & Durrani, 2014).It is also observed that customers are attracting towards product trials arranged by retailers to engage customers for their products which largely effects on retailers as it results in consumer spend more than their monthly budget and it impacts on sales of retailers (Ismail & Siddique, 2017).

Due to massive increase competition retailers use different promotional strategies and image communication which tempt to customers to visit and to purchase (Akhter S. , Rizwan, Shujaat, & Durrani, 2014). At the same time, competitiveness among retailers is increasing (Shamout M. D., 2016). Pakistan is among the subsequent eleven economies driving global growth. Retail trade in GDP for the fiscal year (FY) 2013 is 18.2 percent which is collection share of wholesale (Sachs & O'Neill, 2013).

Since the capability between retailers is very giant, for direct hold on customers mind retailers are using different marketing strategies which causes in attaining loyal customers and engaging in individual buying activities (Umer, Salman, Kashif, Muhammad, & Saqib, 2014).To stand out different in market now a day's marketers and retailers used many new and different type of marketing strategies, this tool helps in building customers' loyalty in brand which results in increase in sales (Akhter S. , Rizwan, Shujaat, & Durrani, 2014). To maintain profitability and offering promotions at the same time become difficult for retailers due to increasing competition in the market .It is completely false or misconception that promotional mix gives insufficient information of a product and selling practices that have results in effected of rights of the consumers (Ayozie, 2013).

Retailers and super marketers used tools which effects on their product and attract consumers to buy it these tools can be described as promotional tools (A.Khanfar, 2016). In store promotional strategy, customers who are willing to buy or have intention to buy participate more actively (Yang & Lee, 2016). That's the reason the design of super market is design according to the daily need or routine shopping of the customers for their daily consumptions (Wood & Browne, 2007).Either purchaser has intention to buy or not store is the best area to decide. Customers are purchasing from store according to their income level as these stores provide hundreds and thousands of products under one roof (Jamal & Lodhi, 2015).

In retailing sector Pakistan economy is rapidly increasing as an agriculture-based economy. The turnover from the retail sector is reportedly 17% of GDP (Ahmed , Zamir, Yazdani, & Mehmood, Factors Impacting the Buying Behavior of Housewives towards Hypermarkets in Karachi, 2016).Pakistan as an under develop and young country has come up with great number of opportunities to grow its economy. Consequently, in metropolitan city like Karachi, retail sector plays an important role as it helps to increase in economy growth of the country as well as bring more competition between retailers. (Shujaat, 2012).

Now days due to increase competition in the market retailers are fighting over each other that how they can attract customers by using promotional strategies which results in long



term attachment of customers. On this context, most of the manufacturers and retailers used different strategies from which to attract customers sales promotion is one of the most important weapons for them (Ismail & Siddique, 2017). They motivate customers to cut the stockpile that consequently reduces inventory costs and attract customers to increase store visits, By visiting stores is one of the way to purchase more by customers by offering them sales promotion which effects on buying intention of customers at the store (Rizwan, et al., 2013).

Background of The Study:

In this era of globalization business competitors are increasing day by day to cope up with this situation retailers are applying several marketing and promotional tools to attract customers, It is observed that customers are more demanding and difficult than past and it is noticed over the past decades that customers are more complicated than before and changes behavior more often (Cummins & J, Sales promotion, how to integrate customers behavior , 2010), now a day's customers are more informed about what offering is given by product and they react more energetic towards it (Shrestha A. , Effets of sales promotion on purchasing behavior of customers, 2015).

It is historically reported that sales promotion is distinctive American phenomena and in recent years it has been noticed that campaigns of sales promotion is widely increasing in society and used for marketing mix techniques and for planning and promotions as well (Saleh, 2013).Marketer and retailers use different type of promotional strategies and tools which attracts customer buying behavior and try to attract them by using these tools, price discounts, sales promotion and buy one get one free are, price reductions these were the strategies and tools commonly used by marketers to promote their product and to engage customers for new products (Shamsi, 2017).

To evaluate brand and purchase opportunity marketer uses sale promotion activities for increase in sales growth and brand image in market, usually in super markets and grocery stores there are variety of customers from different background and different mind perception, marketers and retailers of super market has to face more complexities in understanding buying behavior of consumer (Amusat, 2013).To increase sales temporary promotional tools have been used for decades to increase market share and sales, In this business world sales promotion is one of the important marketing kit for small as well as giant retailers to keep up the competition in the market (Ahmad, Mehmood, & Tahir, 2015).

Now a days because of unstable business requirement it is difficult for marketer to understand the taste of customer their preferences and their needs and wants, substitute and availability of new product in the market usually change customer mind and encourage them to buy new products (Abidi, 2015),because of this intense market competition retailers and marketers are focusing on advertising and promotional tools to attract existing as well as new customer for their products, marketer also face extreme pressure because of limited marketing budget they have it's a challenge for them (Shrestha A. , Effets of sales promotion on purchasing behavior of customers, 2015).

There are a lot of benefits for retailers by applying promotional tools that these discounts, free samples are energizing customers to think about that specific product and also make their mind to purchase in future as well because when customers especially females and



housewives see this world of promotion they easily got persuade from those products (Ayimey & Vitor, 2013).

To remind customer of specific product giant retailer also set a lot of marketing strategies and promotional activities in their mart to encourage and attract customers, from which sales promotions and buy one get on free are the most important tool which are affecting buying behavior of customers and they also make their minds to re purchase it (Selvi, Pushpa, & Nagdeepa, 2015).

Problem Statement:

Promotional mix has contain a vast variety of tools in which promotional tool is one of the most important tool by which retailers attract consumers to purchase more product and attain services from them (Ashraf & Niazi, Impact Of Brand Image, Service Quality And Trust On Customer Loyalty, Moderating Effect Of Perceived Price Fairness And Mediating Effect Of Customer Satisfaction, 2018) Now a day's concept of marking mix elements are settling down due to standardization and alteration in market but on other hand promotion and product grab customer focus somehow. (Darko, 2012).

Although prior study concentrated on small retail sector only but observing on previous studies future researcher can expand their researchers by doing it in different sectors and applying different test on it to get new and better results (Dawood, 2016)

Mehmood and Khan (2014) said that if you want a positive affect on respondent behavior than change of enviornment plays a huge role for it, like in supermarkets , malls and shopping center Related to this sample, functioning persons could act in a changed way. Besides, people who does not have any working experience like hiuswives and people who are currently not working like retired people have different perception and state of mind while purchasing,

According to Khan and Tanveer (2019) the drawn sample represents the population of Lahore respondents not from any ither city from Pakistan testing out in different city with different population might get different results, also it might be possible consumers have different brand awareness in other areas. Also due to shortage of time responses researcher get is only 150 it can be increased by future researcher for further studies.

Rizwan Khan and Aslam (2012) said that these respondents are usually at the same age bracket which is between 18-25 and this represent youth only. Researcher gets different results IF the respondents are from different age groups. According to Mughal Mehmood and Mohid-ud-deen (2014) researcher focus on housewives as they belongs to different family background, attitude, thinking and mindset as compare to youngsters towards purchasing any product, therefore the main objective of this study is to identify the impact of promotional tools on housewives buying behavior either it encourages them to buy or not.

Gap:

It is observed that while making purchase decision each customer has different perception and mindset towards buying any product (Shrestha A. , Effets of sales promotion on purchasing behavior of customers, 2015) For more information about this whole study we advise future researcher to investigate on different variables such as gender to increase more knowledge (Rehman F. , Yusoff, Zabri, & Ismail, 2017). Besides, people with no profession



behave differently such as housewives and retired people may be because understanding of these promotional strategies might affect differently than usual respondent and it is possible that they react differently about these promotional tools (Mughal A. , Mehmood, Mohi-ud-deen, & Ahmad, The Impact of Promotional Tools on Consumer Buying Behavior: A Study from Pakistan, 2014).

Purpose of Study:

This research study is all about determination of how various promotional tools are being used by the retailers, what are the factors behind those factors, and to examine the impact and reliability of the buying behavior of housewives in the retail markets of Karachi. The main concern of our research study is to understand the norms and measures of buying behavior of housewives acting as a dependent variable and the elements like buy one get one free, price discounts, free samples and coupons are the independent variables and how the elevate the buying behavior resulting in profitability of retailers. In Pakistan many studies have been done on impact of promotional tools on buying behavior of consumers from which few references were mention above but in previous studies researcher did not specify any gender in their studies, as well as no evidential study on supermarket and giant retailers of Karachi and mostly the respondents age was between 18-25.

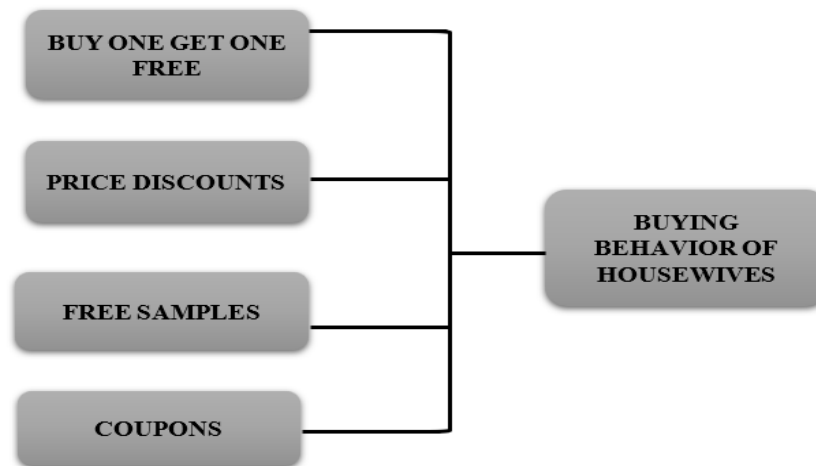
Objectives:

There are a lot of factor which lead customers to do shopping in supermarkets. The aim of this research is to find out how factors influence housewives' behavior towards supermarkets (Malik, Zameer, Khalid, & Uzair, 2016). This research purpose is to focus on retail market of Karachi by identifying the relationship between housewives on promotion tools used by retailers For catching the real plot that how promotion influences customer and make their mind to purchase immediately as soon as they see promotions (Ismail & Siddique, 2017). Therefore, objective of this research is that how housewives have an impact of promotion and discount on their purchasing intention with huge variety of products exist in supermarkets (Ahmed , Zamir, Yazdani, & Mehmood, Factors Impacting the Buying Behavior of Housewives towards Hypermarkets in Karachi, 2016).

Theoretical Framework:

According to Khaniwale (2015) the decision to purchase a product to fulfill wants and needs of a consumer and to understand those wants and need is described as consumer behavior. This process includes that how consumer selects and makes decision towards products and services to fulfill his or her requirement (Wai & Osman, 2017). Nagadeepa et al. (2015) stated that for an impulse purchase of a consumer while purchasing any product sale promotion has a huge and positive impact on it., following theoretical model has been developed in the light of study objectives This model shows the impact of sales promotion tools; coupons, price discount, sample and buy one get one free on consumer buying behavior (Shamout M. D., 2016). Prior studies focal point was to check many different variables on buying behavior of consumers and relationship between them (Rehman, Yusoff, Zabri, & Ismail, 2017), but there is a lack of knowledge to investigate the influence of those factors on the buying behavior of housewives in the retailing sector of Karachi.

Research Model:

**Research Hypothesis:**

HA₁: There is positive relationship between of Price Discount and Buying Behavior of Housewives.

HA₂: There is positive relationship between Buy One Get One Free offer and Buying Behavior of Housewives.

HA₃: There is positive relationship between Free Samples and Buying Behavior of Housewives.

HA₄: There is positive relationship between Coupons and Buying Behavior of Housewives

Scope:

This research is based on the measurement of the impact of promotional tools on buying behavior of housewives which gives straight benefits to retailing sector and industry to get more accurate objectives and improve their management according to them. It also makes an opportunity for retailers and super marketers to improve in their department in which they are lacking (Shujaat, 2012).

This study helps a lot for both consumers and retailers as consumer get what they want according to their needs and wants and on other hand by understanding housewives behavior of purchasing retailers can give promotion offers and discounts which results in increase of their sales.. (Ahmed , Zamir, Yazdani, & Mehmood, Factors Impacting the Buying Behavior of Housewives towards Hypermarkets in Karachi, 2016). This research also provide many benefits for retailers and owners of supermarkets as by understanding behavior they can make decision for future and manage their future sales and planning according to it (Mittal & Sethi, 2011).

It also helps the retail market in Karachi because it has most updated set of data and recent work done on the selected area. For both manufacturer and retailer, it would be wellbeing for both of them as this study provides them to make future analysis of their business (Ismail & Siddique, 2017).

Significance:



In supermarket of Pakistan there are a lot of sales promotion techniques are used to attract consumers for purchasing their product (Khan, Tanveer, & Zubair, 2019). This study examines how housewives observe different promotional tools which are applicable on all the supermarkets and giant retailer within the premises of Karachi city. Before giving any sort of sales promotion retailers should know about customer needs and wants their likes and dislikes so they can easily target their market keeping all information in mind. By this strategy retailers will get benefit from that information in long-term and short-term as well. (Khan, Tanveer, & Zubair, 2019).

Every organization wants to minimize their cost and maximize their profit and by the help of this study business and organization will get benefit from it. The implication of this research lies on sales tactics of Pakistani retailers and super marketers. (Mughal, Mehmood, & Mohi-ud-deen, The Impact of Promotional Tools on Consumer Buying: a study from Pakistan, 2014). Also this research can help many business and organization to plan their future strategies about sales and promotions. (Osman, Fah, & Foon, 2011).

This research provides benefits in academics and marketing students as well, as this study helps them to analyze the buying behavior of housewives affected by promotional tools which would be beneficial for their future career, jobs and in future researchers. For future studies this research would be beneficial for the retailing sector of Pakistan especially the supermarkets prevailing in the metropolitan city that is Karachi. It could also be helpful and valuable for marketers to benefit them in making decision making as well as for the research purposes.

Literature Review

In supermarkets there are a lot of options and choices for consumer for selection of product according to their preferences. Because of this reason, in this era customers are more expressive and demanding towards product and they change their mind by the time span. (Ahmed, Ahmad, & Arif, 2014). They can select anything wither on private brands or from super market own brands or products. (Ahmed, Zamir, Yazdani, & Mehmood, Factors Impacting the Buying Behavior of Housewives towards Hypermarkets in Karachi, 2016). According to (Perreault, Cannon, & McCarthy, 2008), For communicating information sales promotion plays a very effective role between two parties' retailers and consumers and they can make effective purchase decision through it. Nevertheless, sales promotion is basically to attract customers towards product but somehow it get many more benefits to retailers like measuring up the stock, grab new customers attention and increase in sales (Obeid, 2014). The study of (Rojuee & Rojuee, 2017) concluded that these tools used by retailers is for short run span to increase consumers purchasing which leads into buy more products than usual.

Buy One Get One Free:

According to (Clow & Bacck, 2007), has claimed "free sample" is one of the tactics of producers to attract customers for the newly product which is launched in the market which encourage customers to try it even if they never tried. By using free sample technique behavior of consumer while purchasing was spectacular (Ndubisi, N., Tung-Moi, & C., 2006) and the main idea of free sample is to make customer try out new product (Kotler, et al., 2013). For attracting of new customers and maintain loyalty with existing customer promotional tools are the key and it is concluded bonus packs given by retailers are not



usually demanded by customer in the situation when their competitor is offering better quality so they customers engage towards it. (Khan, Tanveer, & Zubair, 2019).

“Buy one get one free” is one of the tools of promotion to grab consumers attention in which retailers or manufacturer are offering one free pack of product with in its normal price and also with high quality and improved packaging. (Gilbert & Jackaria, 2002). It is further claimed that because of these bonus packs consumer purchase more than regular purchasing (Percy, Rossiter, & Elliott, 2001). According to (Li, Sun, & Wang, 2007), this technique of promotion would be very beneficial for manufacturer as well because it made retailer to clear the stocks quickly which results in increase in sales and revenue. By seeing consumer interest towards Buy-one-get-one-free offers research says that this tool plays a very important and significant role in buying behavior of consumer and shows notable relationship between them (Mughal A., Mehmood, Mohi-ud-deen, & Ahmad, *The Impact of Promotional Tools on Consumer Buying Behavior: A Study from Pakistan*, 2014).

According to (Blackwell, Miniard, & Engel, 2001), BOGOF played positive role by engaging new customers attention. Consumers are ready to buy products offering BOGOF as they have no extra charges for it and they can enjoy 2 products at a time (Smith & Sinha, 2000). Buy one get one free offer were found the most successful tool of promotion which leads into extra purchasing and attraction of new customers. (Obeid, 2014).

Price Discount:

According to (Bhatti, *Sales Promotion and Price Discount Effect on Consumer Purchase Intention with the Moderating Role of Social Media in Pakistan*, 2018) claimed that while buying a product price is a very important factor which is focused and observed by many of customers. “discounts” or price reduction is a scheme mostly used in supermarkets in which same product is offered to customers with less price with same quality (Khan, Tanveer, & Zubair, *IMPACT OF SALES PROMOTION ON CONSUMER BUYING BEHAVIOR: A CASE OF MODERN TRADE, PAKISTAN*, 2019). Studies found that product having discount in price plays a huge role in attracting new customers to buy new products as well. (Laroche, Kim, Zgolli, & Pons, 2001). In display of merchandise, price discount is a key factor for engaging and grabs customer interest and attention towards that specific product (Ashraf, Amir, & Khan, *Sales Promotion On Consumer Buying Behaviour*, 2014).

New product test somehow exploits price discount. And also reported that the reduction in price create more consciousness and anxiousness towards customer mind and create curiosity to buy that product at the time they see that offer (Abdi, *SALES PROMOTION TOOLS ON CONSUMER BUYING BEHAVIOR: A CASE OF SHOPPING CENTRE*, 2015). In seasonal price discounts offers its basically in short term span which mostly attract new customers to buy new product for themselves rather than buying same old product (Shamout, *The Impact of Promotional Tools on Consumer Buying Behavior in Retail Market*, 2016). According to (Bridges, Briesch, & Kim, 2006) Price discounts has a relationship with product trial somehow because it increases the customer attention and create curiosity to purchase new product and intend to buy that product and make perception about their prices (Akhter, Rizwan, Shujaat, & Durrani, 2014).

According to (Eafhani, 2012) the study shows that more than 50% of buying behavior of consumer is affected by price discounts. By this tool it creates many benefits for retailer as price discounts increase retailers’ sales as consumer buy more products than usual, they buy.



(Mojaveri, 2012). Previous studies show that buying behavior of consumer has a positive correlation with price discount which leads in that there is positive effect on consumer purchase behavior by price discounts during the time of sale promotion in supermarkets and within giant retailers. (Shamout, *The Impact of Promotional Tools on Consumer Buying Behavior in Retail Market*, 2016). According to (Shrestha, *EFFECTS OF SALES PROMOTION ON PURCHASING DECISION OF CUSTOMER A CASE STUDY OF BASKIN ROBBINS ICE – CREAM FRANCHISE THAILAND*, 2015) study it represents that there is positive relationship between price discount and purchase decision, the researcher concludes that the claimed relationship between buying behavior of consumer and price discount has a significant relation that is 95% effective.

Free Samples:

Any product delivers to customer in its actual size or in trial size to engage customer's attention is called sampling. (Shimp, 2003). (Banks, 2003) Suggested that during sales promotion is offering to customers retailers hold customers through adding bonus pack in their products and try to make customers try new product through free samples in supermarkets. Incidental purchase and testing out new products are very much positively affected though offering free (Shrestha, 2015).

(Gilbert & Jackaria, 2002), argued that on buying behavior of consumer there is not much or absolutely no significance and relationship between each other. Moreover other studies have shown that there is sufficient relation between these two variables (Fill, 2002) and (Shimp, 2003). The results of prior studies and this research are at the same paced which shows that Every customer would attract with free trial or free samples, that's how researches shows that there is significant relation between free samples and purchasing behavior of customers (Shrestha A. , *Effets of sales promotion on purchasing behavior of customers*, 2015) (Fill, 2002).

One of the smart ways to use promotional tool is sampling because in sampling it is easy for retailers or manufacturers to present their product and services to consumers by giving small quantity of product physically or if giving any services than attaching with a mail is a convenient option, By which consumer not just hear the fuss off that service or product but actually tried and test through which chances of buying in future would be increase (Pride & Ferrell, 2008). Many researches results show that there is positive impact of free sample on buying behavior of consumer (Pramatataris, Vrechopoulos, & Doukid, 2001). Therefore, free sampling tool is a very effective to stimulate individual behavior towards purchasing decisions and it can encourage consumers to switch from planned to promoted brand, and on other hand retailers and manufacturers should focus more on free samples which results in attracting new customers (Heilman, Lakishyk, & Radas, 2011)

According to (Clow & Bacck, 2007), for trying out newly launched product and services free sample is the most effective tool as it persuade consumers to try out new things. (Ndubisi & Chew, 2006), admitted that on buying behavior of consumer free sample shows a sufficient relation between both of them. For encouraging and persuading customers to try out newly launched products in supermarkets this tool of promotion helps a lot to retailers and in organizations as well for their services as this tools help to increase market share and sales of the company (Shamout M. D., 2016).

Coupons:



(Mughal, Mehmood, & deen, 2014) claims for price reduction in some specific product coupons and vouchers are given to customers to grab their attention towards that product is described as coupons. While doing shopping and get price reduction like 25% off or gets discount on fixed prices products by customers through coupons which makes customer a loyal customer (Esfhani, 2012).

According to (Shamout, The Impact of Promotional Tools on Consumer Buying Behavior in Retail Market, 2016) there are a lot of benefits of Coupons for retailers and manufacturer that these coupons will increase their sales and revenue in a short time period or in a short span and also encourages customer to switch or try new products offered through these coupons.

On recovering the coupon customers would get price reduction like cents-off on a specific product and service. Many other medium like radio station, sales point, newspaper these coupons can be distributed among customers to promote product. (Abdi, SALES PROMOTION TOOLS ON CONSUMER BUYING BEHAVIOR, 2015). For repeat purchasing and for a loyal and trusted customers coupons plays a key factor for them as this tool makes customer feel special and satisfied by giving these kinds of services (Cummins, 2008).

(Abdulhamid, 2013) Claims that it is found that customers who get these coupons and proposals usually buy those products in six months customers between two to five percent repeated that products and acquire those services.

Prior studies shows that there is no as such sufficient relation between consumer buying behavior and acquiring of coupons it is also observed that this promotional tool has the most least effect on consumer buying behavior (Ochieng, 2014). (Blackwell, Paul & Engel, 2016) showed coupons persuade customers for testing out new products because it is easily understood by consumers which leads into repeat purchase of a product.

As coupons is offering a large reduction in price of a product but sometimes it negatively impact on a specific product, but on the other side if you observed the tools of sales promotion than coupons are one of the effective tool which impacts on consumer purchasing and they also try out new products because of it (Zallaco, 2010).

According to (Shamout, The Impact of Promotional Tools on Consumer Buying Behavior in Retail Market, 2016) it found that there is no effect on consumer purchasing behavior because of coupons. These results show that somewhat in Pakistan behavior of consumer is impacted in supermarkets by using coupons. (Khan, Tanveer, & Zubair, Impact of Sales Promotion on Consumer Buying Behavior, 2019). According to the regression results there is sufficient relation between coupons and buying behavior of consumers and in some studies it has been said that there is negative relation between these two variables after testing out (Mughal, Mehmood, & deen, 2014). (Shrestha, EFFECTS OF SALES PROMOTION ON PURCHASING DECISION OF CUSTOMER, 2015) Identified that there is notable relation between these two variables and according to study it shows positive correlation between coupons and consumer purchasing decision.

Research Methodology

Research Philosophy:



The philosophy of research consists of beliefs and various assumptions which leads to the development and enhancement of knowledge of a specific area and ultimately helps the researcher (Bihari & Pandey, 2014). According to Saunders et al (2012) Philosophy is the knowledge and often contains the method through which it is developed and the researcher's observation access by this knowledge about the impacts and effects of the philosophy which is adopted.

The common type of research philosophy comprises of research questions, or research hypothesis which is being made by the researcher (Ashwin, 2011). The type of philosophy used by the researcher in this study is epistemology because in this study researcher wants to build and develop business knowledge related to super markets and giant retailers exists within Karachi by identifying the effect of promotional tools on buying behavior of housewives.

This philosophy is about knowledge creation and also the researcher epistemic attitude which elaborates what kind of knowledge has been used (Teniis, 2008). The main reason behind choosing epistemology for the conduction of this study is concerned with the knowledge, maximum chances, nature, sources and limitations of the field of study (Barett, Powely, & Pearce, 2011).

Research Stance:

According to Saunders et al (2012), research stance is one of the ways through which the researcher will conduct the research study. It is the first step of every research process. The research stance selected by the researcher for this study is positivism.

In positivism process of research, the researcher is restricted towards limitation of data collection and interpretation in a specified objective way. This type of research study, findings concluded by the researcher is typically measurable (Ramanathan, 2008).

The reason behind choosing positivism by the researcher for conduction of study is because of its generalization principle as it intensely explains that reality which could only be experimented, tested and expanded anywhere in the world (Wilson, 2010). Crowther and Lancaster (2008) claimed as a general rule that research which includes positivist studies usually implement deductive approach for further findings.

Research Approach:

The systematic approach of research is generally related towards finding out which type of research should be conducted and in which way the researcher should carried out that research in order to jump to conclusion (Bryaman, 2012).Saunders et al (2012) define research approach as one of the methods for creation or enhancement of new knowledge for our own understanding of a specified matter or problem. The approach which researcher selected for this study is deductive approach.

The deductive approach is comprised of development of hypothesis which is based on existing theory and then incorporates design of research strategy to test that hypothesis (Kumar, 2010). The reason for the selection of this approach is because of its appropriateness



which allows the researcher to draw conclusions out of specific theory which needed to be proved through the research findings (Bahl, 2012)

In this study researcher wants to find out the reason from existing theory that either promotional tools have an effect on buying behavior of housewives or not. For this purpose, deductive approach is used for composition of research strategy and further to test the hypothesis (Wilson, 2010)

Research Strategies:

Research strategy is basically a plan in order to control and operate various different variables that provides an answer to the research questions (Kallet, 2004). As said by Saunders et al (2012) those researches having quantitative technique is associated and connected with experiments and surveys for selecting research strategy and for this study, the strategy which is going to be used by the researcher is survey as it helps to permit the researcher to study more and more different variables at one time (Kumar R. , 2005). For this, questionnaires have been distributed among 383 respondents. It includes methods in which each respondent is asked to respond to an identical set of questions in a preset order at a certain point of time (Bailey, 2008).

A survey is the process of measurement which is used to gather and assemble information and evidences during an interview which is properly structured. Sometimes with and without human interviewer and interviewee (Cooper & S.Schindler, 2008). According to Zikmond et al (2010), survey strategy is a method for the collection of primary data based on communication with an approachable sample of individuals. Cohen et al (2007) ensures that if the purpose of the research is to collect specified information regarding the field or to make general comments overall then, a survey approach might be needed using some practices of stratified sampling.

- Purpose of Research:

The classification of research by its purpose indicates how the nature of decision depending upon situations influences the research methodology (Zikmond, et al., 2010). The purpose for the usage of questionnaires can be either descriptive or causal (Gill & Johnson, 2010). According to Sekaran (2010), the purpose of this research is causal as it is going to check the impact of promotional tools on buying behavior of housewives and it seeks to identification of cause and effect relationship. When something has and causes an effect on something it brings out that effect as the outcome (Zikmond, et al., 2010)

- Unit of Analysis:

The foremost essential concern in conducting research is to determine what are or what should be the primary units that would be the subject for statistical analysis. This mechanism is known as the unit of analysis (Philip, 2014). The unit of analysis for this research selected by researcher is an individual unit of analysis.

In individual unit of analysis there is no connection and relationship between individual respondents and each questionnaire and it is recorded independently (Hopkins, 2011). As individual unit of analysis are the most common units of analysis in social sciences. Students, company's employees, different customers, union members, voters, citizens,



managers, teachers, officers, sales representatives could be fall under examples of different levels of individual units of analysis (Dolma, 2010).

- ***Research Interference:***

This study is based on moderate inference with respondents in which questions are being asked by them in form of questionnaire to give their response. It is the key to obtain good survey results including relevancy and accuracy (Common, 2011). This means no unnecessary information is collected for the conduction of research and the information selected and collected would be necessary to solve the research problem (Mufleh , 2016).

- ***Nature of Experiment:***

Field experiment is applied on to this study which would provide the best results with standardized and identical questions that researcher beliefs and has the confidence that they could only be understood by one method by all participants (Robson, 2002).

- ***Study Setting:***

As said by Sekaran (2010), the research setting for any research study can either be natural or controlled. An uncontrolled or non-contrived study setting is carried out in the natural environment which is used in this study by the researcher because data was collected in a natural environment of respondents. The data collected in a natural study setting usually have more accuracy and relevancy which shows real life behavior rather than contrived behavior (Salkind, 2010).

Research Choices:

Saunders et al (2012) argues that the researcher has various options rather than only one option for selection of research strategies. In this stud, researcher will be using mono method for data collection by implementing quantitative technique. The purpose of examining the collected data is to test that hypothesis in order to answer the research questions and objectives that have to be investigating (Zahran , Shah, & Jusoh, 2016).

Time Horizon:

According to Saunders et al (2012), time horizon is the procedure whereby the researcher delegates his time to conduct the research. In this study, the researcher conducted a cross-sectional time horizon that covers a specific phenomenon at a particular period of time.

According to Olsen and St George (2004), cross sectional research survey is considered to be one of the most commonly and widely used research designs. Researchers observes that most of the research studies conducted for academic courses and purposes are primarily and usually time constrained, therefore many of the researcher studies a particular phenomenon at a particular time (Creswell, 2013).

Population:

A collection of objective and large individuals for a scientific method is called research population. Researcher have been done because for the benefits the population get from it



(Hassan, 2016). Population for this research study consists of Karachi residents (Housewives) who perform shopping for themselves and others from giant retailers and supermarkets of Karachi, for evaluating the effect of promotional tools on buying behavior of Housewives.

Frame of Sampling:

The frame of sampling for this study has been conducted from the top 3 supermarkets of Karachi, as in this study evidence is taken from giant retailers and supermarkets of Karachi. According to Malik Zameer Hameed and Uzair (2016) Naheed super market, Imtiaz super market and Metro cash and carry are the top 3 supermarkets exist in Karachi therefore the researcher took responses from housewives who are doing shopping for themselves and for others in these supermarkets.

Sampling Technique:

For conducting this study researcher used non-probability sampling, as in previous study researcher used the non-probability sampling method as well. The sampling technique used in this study is non-probability because the data can be taken from applicable population and it is also convenient for the researcher to collect data (Abidi A. , 2015).

In the study of Mughal Mehmood deen and Ahmed (2014) Non probability sampling was used in their study. This type of technique used in for quantitative studies, pilot testing and creating hypotheses non-probability sampling is one of the effective techniques for these.

As suggested by name non-probability sampling is convenient sampling from which researcher can take information from respondent convenience and that why it is called non-probability sampling. (Khan, Tanveer, & Zubair, IMPACT OF SALES PROMOTION ON CONSUMER BUYING BEHAVIOR: A CASE OF MODERN TRADE, PAKISTAN, 2019)

Method of Sampling:

In this study Convenience study is used by researcher. In different prior studied convenience sampling has been used by researchers for conduction studied in many different subjects and domain as in this sampling researcher can take responses conveniently (Shrestha, EFFECTS OF SALES PROMOTION ON PURCHASING DECISION OF CUSTOMER, 2015).

According to Junaid and Shehzad (2012) stated that convenience sampling is one of the sampling which has been used for researcher who are using non-probability sampling as in this method researcher can conveniently took responses from respondent. In the study of Ahmed Yazdani Zamir and Mehmood (2016) their research target population was based on their own convenience that is the reason they use convenience sampling in their research to get response easily.

Questionnaire is adapted from different researches, however this study uses simple random technique is used in their research to takes responses from their respondents (Bhatti, Sales Promotion and Price Discount Effect on Consumer Purchase Intention with the Moderating Role of Social Media in Pakistan, 2018).

**Sample Size:**

For electing the number of population sample size technique has been used by researcher to generate sample size for this study, it is an important feature for identifying the respondents from the population. Following is the formula that developed from equation yield which represents sample for large population (Ajay & Micah, 2014)

$$n_0 = Z^2 p q / e^2$$

Where:

- Seeking a confidence level of 95% (5% error), so $Z = 1.96$
- $p=.50$ & $q=(1-p) = .50$
- Looking for 5% desired level of precision, so $e = 0.05$

Therefore,

$$n_0 = Z^2 p q / e^2$$

$$n_0 = 1.962 (.50) (.50) / 0.05 = 384 \text{ sample size.}$$

Results and Discussions**Frequencies**

		AGE			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	21-25	69	17.98	17.98	17.98
	26-30	107	27.86	27.86	45.84
	31-35	88	22.92	22.92	68.76
	36-40	79	20.57	20.57	89.33
	41-45	41	10.67	10.67	100.0
	Total	384	100.0	100.0	

Table No: 01

In frequency of age there are 17.98% are in age group of 21-25, 27.86% are in 26-39, 22.92% are in 31-35, 20.57% are in 36-40 and 10.67 are in 41-45.

		EDUCATION			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SCHOOLING	15	3.9	3.9	3.9
	MATRICULATION	78	20.31	20.31	24.21
	INTERMEDIATE	110	28.64	28.64	52.85
	BACHELORS	123	32.03	32.03	84.88
	MASTERS	58	15.12	15.12	100.0
	Total	384	100.0	100.0	

Table No: 02

In frequency of education it shows respondents education level, there are 3.9% respondents who have done schooling, 20.31% who have done matriculation, 28.64% who have done intermediate, 32.03% who have done bachelors and 15.12% who have done masters.



RELIABILITY		
VARIABLES	CRONBACH'S ALPHA	NO. OF ITEMS
HOUSEWIFE'S BUYING BEHAVIOR	0.673	5
PRICE DISCOUNTS	0.708	5
BUY ONE GET ONE FREE	0.733	5
FREE SAMPLES	0.670	5
COUPONS	0.61	5

TABLE NO: 03

As suggested by (Muhammad & Sulaiman, 2015) a range between 0.5-0.6 shows fair reliability, 0.6-0.7 shows good reliability, 0.7-0.8 shows very good reliability.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.570 ^a	.325	.314	.43839

TABLE NO: 04

- a. Predictors: (Constant), COUPONS, PRICE DISCOUNTS, FREE SAMPLES, BUY ONE GET ONE FREE

As suggested by (Mukaka, 2016) the value of R between 0 - 0.3 shows the negligible correlation, value of R between 0.3- 0.5 show low positive correlation and value of R between 0.5-0.7 moderate positive correlation and 0.7-0.9 high positive correlation shows perfect positive correlation. According to above table the value of R is 0.570 which shows moderate positive correlation.

NORMALITY

Descriptive Statistics

License.

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
HOUSEWIVE'S BUYING BEHAVIOR	235	1.00	5.00	4.3234	.79373	-1.112	.159	1.112	.316
HOUSEWIVE'S BUYING BEHAVIOR	235	2.00	5.00	4.1532	.76372	-.731	.159	.376	.316
HOUSEWIVE'S BUYING BEHAVIOR	235	1.00	5.00	4.0723	.76172	-.474	.159	.123	.316
HOUSEWIVE'S BUYING BEHAVIOR	235	2.00	5.00	3.9830	.73940	-.421	.159	.028	.316
HOUSEWIVE'S BUYING BEHAVIOR	235	1.00	5.00	3.9064	.94267	.830	.159	.596	.316
PRICE DISCOUNTS	235	1.00	5.00	4.1702	.74876	.090	.159	1.419	.316
PRICE DISCOUNTS	235	1.00	5.00	4.0851	.75191	-.871	.159	1.426	.316
PRICE DISCOUNTS	235	1.00	5.00	3.9702	.79741	.711	.159	.672	.316
PRICE DISCOUNTS	235	1.00	5.00	3.9617	.78079	-.694	.159	.760	.316
PRICE DISCOUNTS	235	1.00	5.00	4.0809	.96402	1.202	.159	1.486	.316
BUY ONE GET ONE FREE	235	1.00	5.00	4.1702	.90391	-1.148	.159	1.208	.316
BUY ONE GET ONE FREE	235	1.00	5.00	4.1064	.86810	-.880	.159	.450	.316
BUY ONE GET ONE FREE	235	1.00	5.00	3.9660	.89569	-.653	.159	.094	.316
BUY ONE GET ONE FREE	235	1.00	5.00	3.9277	.88136	-.651	.159	.212	.316
BUY ONE GET ONE FREE	235	1.00	5.00	4.0553	.86301	-.630	.159	-.094	.316
FREE SAMPLES	235	1.00	5.00	4.3149	.84908	1.540	.159	.974	.316
FREE SAMPLES	235	2.00	5.00	4.2255	.71923	-.853	.159	.989	.316
FREE SAMPLES	235	1.00	5.00	4.1957	.77071	-.860	.159	.928	.316
FREE SAMPLES	235	1.00	5.00	3.9660	.86164	-.702	.159	.418	.316
FREE SAMPLES	235	1.00	5.00	4.0043	.96298	-.704	.159	.207	.316
COUPONS	235	1.00	5.00	3.8128	.99521	.640	.159	-.047	.316
COUPONS	235	1.00	5.00	3.5702	.98621	-.399	.159	-.360	.316
COUPONS	235	1.00	5.00	3.4000	1.03445	.185	.159	-.521	.316
COUPONS	235	1.00	5.00	3.4596	1.09069	-.294	.159	.747	.316
COUPONS	235	1.00	5.00	3.3277	1.16899	-.128	.159	-.797	.316
Valid N (listwise)	235								

TABLE NO: 05



As suggested by (Mallery, 2010) kurtosis acceptable value should not greater than + -2 and acceptable value of skewness should not greater than + -7. In above table of normality value of kurtosis does not exceed than + -2 and value of skewness does not exceed than + -7 which shows that data is normally distributed and it is fit for the testing.

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.311	4	5.328	27.723	.000 ^a
	Residual	44.203	230	.192		
	Total	65.514	234			

TABLE NO: 06

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

b. Dependent Variable: HOUSEWIVE'S BUYING BEHAVIOR

As suggested by (Wouters, 2019) the value of significance should be less than 0.005 as mentioned in above table the value of significance is .000 which is less than 0.005 and the value of F is 27.72

COEFFICIENTS ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.524	.321		4.747	.000
	PRICE DISCOUNTS	.282	.058	.294	4.884	.000
	BUY ONE GET ONE FREE	.178	.056	.206	3.146	.002
	FREE SAMPLES	.209	.059	.217	3.523	.001
	COUPONS	-.047	.035	-.074	-1.341	.181

a. Dependent Variable: HOUSEWIVE'S BUYING BEHAVIOR

As (t=4.884 > +-2, sig=.000), (t=3.14 > +-2, sig=.002), (t=3.52 > +-2, sig=.001), (t= -1.34 < +-2, sig=0.181) therefore, researcher has fail to rejected the null hypothesis (Ho) of Price discount, buy one get one free and Free Samples. Furthermore, the researcher has rejected null Hypothesis of Coupons as it has no impact on Housewives Buying Behavior.

Conclusion

This research contributed in identifying the effect of independent variables that are price discounts, buy one get one free, free samples and coupons on dependent variable that is buying behavior of housewives. This study would contribute a lot in retailing sector of Karachi as it will help retailers to understand the behavior of Housewives specifically towards promotional tools as it's a myth that female usually attracts from sales and promotions and do spontaneous buying as well to prove this point that is this true or not researcher took buying behavior of housewives as a dependent variable to identify, it is apparent that each consumer has his own personal choice when selecting a product and



making a purchase decision by conducting this study researcher will be able to find out specifically the buying behavior of housewives as this study fulfills the prior gaps and would be beneficial for retailers and also in academics for students in conducting future researches as well. According to the results it shows that the independent variables that are buy one get one free, free samples and price discounts show a positive impact on Housewives' buying behavior and on the other hand Coupons show no impact on Housewives' Buying Behavior.

Limitations and Future Recommendations

As the study of Shamout (2016) this study is only limited to the retail sector due to a shortage of time but it can be further studied by future researchers with different sectors for new and improved results. Advertising, sales promotion, publicity, personal selling and direct marketing are the parts of the marketing mix which is an important element of Promotion (Cummins & J., 2008). As our research is studying only one aspect and is just limited to sales promotions and its various tools applied on the supermarkets of Karachi only. The limited sample has been taken from housewives only and from one city and not the other areas or cities of Pakistan, it could not represent the behavior of all housewives which will have different lifestyles, standards of living and awareness about these tools and products. Moreover, Akther et al (2014) said that more explanation of this study can be done by future researchers having different types of demographics and population for their study for better analysis and results.

In this study the researcher has enough and limited time that's why the researcher could not be able to collect more than 384, for further accurate results in the future researcher will get help from this study and if they collect more data they can get accurate or positive results of this research in the future, in this research the researcher conducted innovative ideas for an effective Buying behavior of Housewives. For future research can conduct a study other than the retailing sector this study can be done in different factors like Banking, manufacturer and Supply chain to get new and innovative results which can be beneficial for other sectors as well. Furthermore in the future researcher can test this study in different software's like SMART PLS, AMOS to get different and more accurate results, Also in the future this study can be done on different dependent variables other than housewives that could be retired people and teenagers, moreover by applying above factors the researcher would get more accurate results in the future.

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