

**SOCIAL ANALYSIS OF THE EFFECTS OF PROMOTIONAL
TOOLS ON COMMUNITY PURCHASE INTENTION**

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ABSTRACT

The current research plan aims to evaluate the impact that advertisements have on the likelihood that customers will make purchases in a specific location. Promotion will always be the most productive way to bring new business, regardless of the sector. This tool helps increase upsells, leading to more customers making purchases. As a result, they ask for new customers and increase sales. The study aims to probe the nexus between the promotion of products and purchase intention. Current research has been organized in Faisalabad, Pakistan. Two hundred twenty respondents were the sample size. SPSS also analyzed the data. The survey shows a strong correlation between using a coupon and purchasing.

Nonetheless, there is a significant correlation between the views of buyers and those who are willing to pay for free physical distribution. This research will help identify the most prevalent types of promotional tools that significantly affect consumer behavior in the marketplace. Traders can better their business plans as a result of this study, and businesses and traders can gain an edge over rivals and increase earnings.

KEYWORDS

Sales, consumer, behavior, promotions, discount, coupons.

1. INTRODUCTION

Because resellers and manufacturers take advantage of promotional opportunities, we try to persuade them to place more orders. Your results are included in promotions to create more money through cutting-edge advertising solutions. Despite this, market activities improve performance by employing more efficient advertising and marketing tools. When there are a lot of buyers and sellers competing for inventory, purchasing terms are often stable. It is challenging to maintain track of the activities of a brand that modifies the quantity of the products it sells or purchases when those quantities change (Mouland, 2002; Amjad et al., 2017; Jamil et al., 2021).

It is recommended that buyers use promotional materials to boost their intention to buy and raise their likelihood of actually making a purchase. Hence, advertisers and various

advertising techniques can assist firms in identifying and making the most of the chances that are unique to them (Mustafa et al., 2022). After marketing exposure, it has been proven that a percentage of consumers increase the likelihood of making a purchase. Therefore, people can be enticed, and sales can be improved through various advertising techniques, such as price reductions, discounts, and offers for free credit cards. You can either invest in new advertising strategies or buy existing ones (Gilbert & Jackaria, 2002; Jamil et al., 2021).

The primary purpose of the research is to examine the effect of various devices on the purchase intention of consumers (Azam et al., 2022). Learning tools are significant and effective ways to compete within the market. The purpose of this study is to look at your advertising promotion tool. This information allows resellers and resellers to plan the most profitable resources (Sinha & Smith, 2000).

2. LITERATURE REVIEW

Totten & Block (1994) reported that several tools could increase purchase intention. First, the higher the campaign and advertisement of a product, the higher the purchase (Sinha & Smith, 2003; Neslin, 2013; Gul et al., 2021). The research found that the result of purchase increases when the promotion increases the purchase intention (Thota, Song & Larsen, 2010). It is a typical sales method to provide two of anything for the price of one, sometimes known as "buy one, get one free," and this strategy benefits both the company and the buyer (Mustafa et al., 2022; Anwar et al., 2022). Because the individuals who use a product have to find value in it for that person to spend money on it, consumers have a lot of power over the items sold (Kim, 2002). Therefore, educational institutions and parks need to improve how they portray themselves and advertise (Awan et al., 2022; Jamil et al., 2022). Suppose the value addition is performed in isolation from other products. In that case, the customer may be persuaded to purchase because he believes that he will be able to keep the additional cash by the conditions of the agreement. If the value addition is performed in conjunction with other products, the customer may be less likely to be persuaded to purchase (Hussain et al., 2022; Baig et al., 2022). Customers are more likely to acquire the items if they come with an additional package (Gilbert & Jackaria, 2002). The selection of manufacturers for incentive packages requires a rise in the number of product testers and stock levels. Meanwhile, technology experts advise that advertising technology can assist price sellers and retailers in cleaning up the warehouse (Bakewell & Mitchell, 2003).

3. NEED FOR THE STUDY

Do the necessary calculations and analysis on the outcomes of the vendor discount offers. For example, people's ability to hear gets better due to increased sales because this boosts people's willingness to buy items and services. We would be pleased to provide a hand in locating and resolving essential issues with the website. You should be on the watch for the following: What is it that the buyer pays for?

- What is it that the customer cares about the most?
- Which aspects of shopping online are essential to consider?
- What sorts of issues do online shoppers typically face?

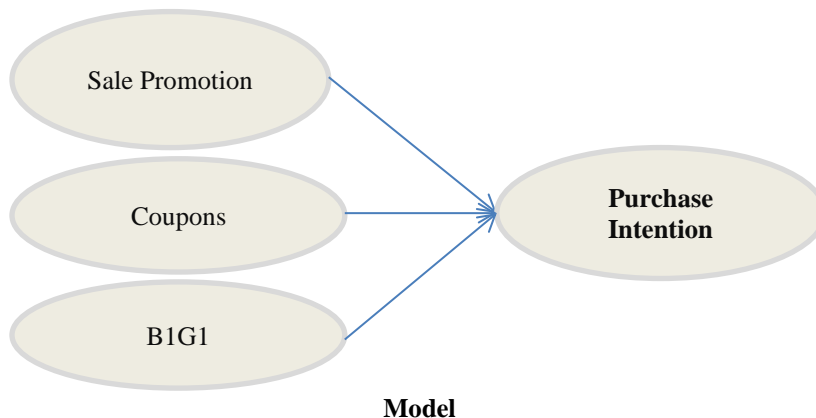
4. METHODOLOGY

To ensure that the study's objectives are met, the protocol outlines in great depth the information that must be collected and the procedures that must be followed. The viability of an investigation is contingent on the existence of a series of processes that exhaustively detail the terms and conditions of that investigation (Nachmias & Nachmias, 1996). The previous research utilized in this investigation needs to be interpreted similarly. It can explain something, but it cannot identify the meaning of the explanation (Creswell, 1994; Bakewell & Mitchell, 2003). Explanation The fundamental purpose of the research is to ascertain how accurately the development notion reflects the actual development that has taken place. It was not difficult to acquire a sample of 220 respondents from several business hubs located around Faisalabad. The questionnaires for the survey have been updated to include the most recent study. The respondent's history is investigated in the first part of the work.

In contrast, the actions of awareness-raising individuals and the opinions of buyer respondents are examined in the second part. In the first part of the survey, we were given a questionnaire to fill out in which we were asked about our ages, genders, levels of education, monthly incomes, and social positions. The second part of the study consisted of selecting 33 locations. Each variable was applied to five other products to determine the purchasing behavior of eight different products. When you buy one, you will receive one at no additional cost, as well as a coupon and a tried-and-true element for your immediate environment. Five points were used in this study, 1 in favor (strongly agree) and 5 (strongly disagree). This scale is taken from a study (Yoon et al., 2012).

Research Hypothesis

- H1: "Buy one get free" has a positive effect on purchase Intention
- H2: The coupon has a positive relationship with purchase Intention
- H3: Promotion has a positive relationship with purchase Intention

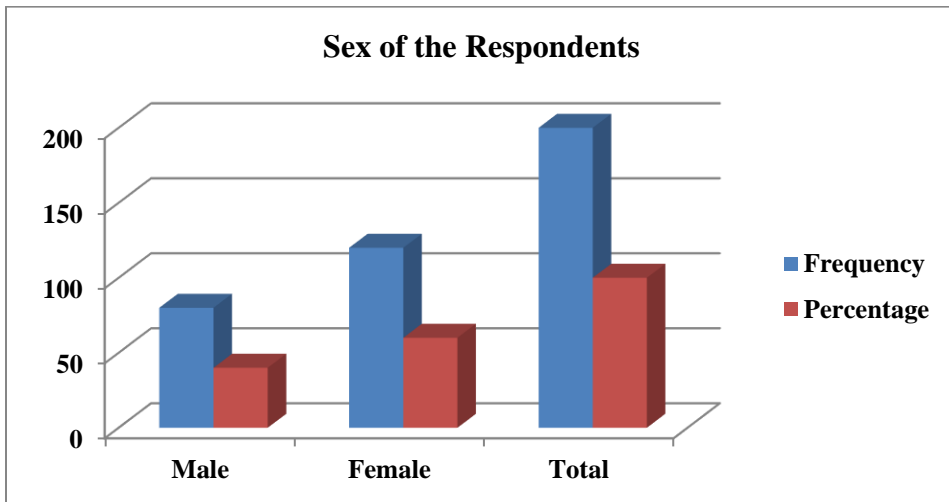


5. RESULTS AND DISCUSSIONS

To accomplish just that, the goal of this part is to analyze and make sense of the research data. Each data point is analyzed simultaneously with the others during a parallel analysis. It outlines various behavioral patterns. This section includes a detailed explanation of the variable by itself. Statistics are used to display information and provide a summary of that information. Certainly, descriptive statistics offer descriptions of separate variables. The detailed analysis is based on the respondent's profile, shown in the table below. This table may be found below.

Table 1
Distribution of Respondents by Sex

Sex	F	%
Male	90	40.0
Female	130	60.0
Total	220.0	100.0



According to Table 1, women made up 60.0% of the total respondents, while males made up 40.0%. According to these findings, most people who answered the survey were male.

Table 2
Percentage of Respondents by Age (Years)

Age	F	%
18-27	80	36.3
28-37	82	37.2
38 or above	58	26.3
Total	220.0	100.0

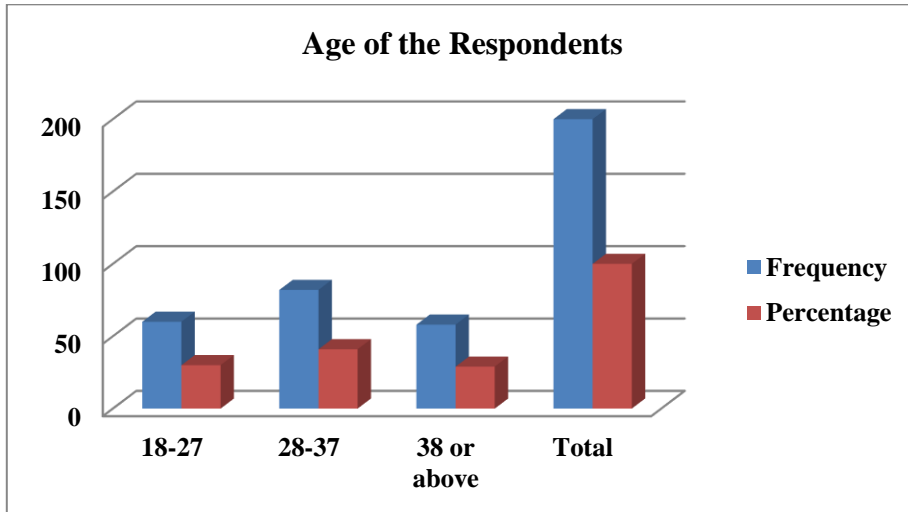
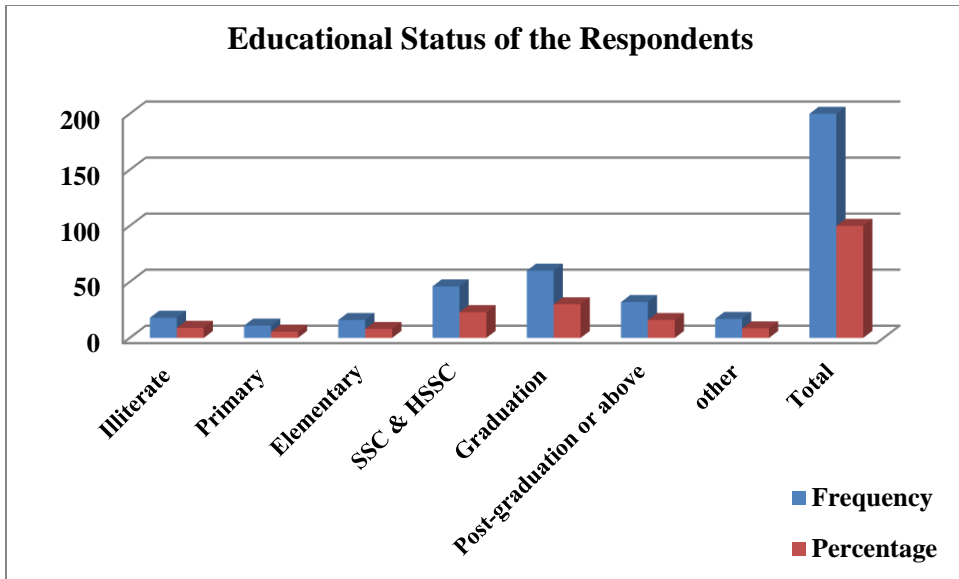


Table 2 shows that 36.3% of respondents were between the ages of 18 and 27, 37.2% were between the ages of 28 and 37, and 26.3% were 38 or older. These percentages can be derived from the data presented in the table.

Table 3
Percentage Distribution of Respondents by the Level of Education

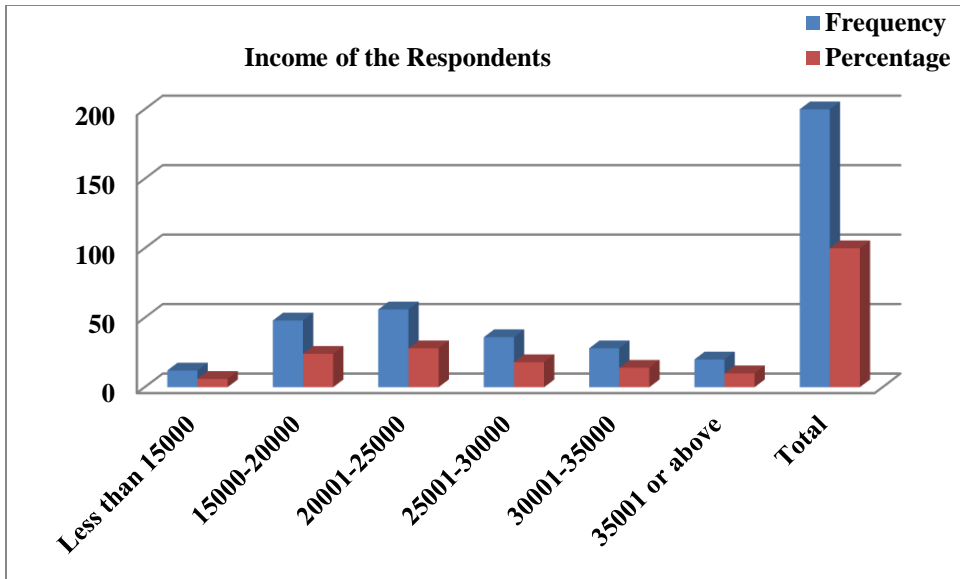
Educational Status	F	%
Illiterate	18	8.1
Primary	11	5.0
Elementary	16	7.2
SSC & HSSC	56	25.4
Graduation	70	31.8
Post-Graduation or Above	32	14.5
Other	17	7.7
Total	220.0	100.0



As per table 3, 8.1% of the respondents could not read or write, 5.0% had finished elementary school, 7.2% had finished primary education, 25.4% had done SSC and HSSC, 31.8% had completed, 14.5% had completed. In addition, they held a degree equivalent to or higher than a bachelor's, and 7.7 percent of them had additional technical and vocational training.

Table 4
Percentage Distribution of Respondents by Household Income

Income (Rs.)	F	%
Less than 15000	12	5.4
15000-20000	58	26.3
20001-25000	66	30.0
25001-30000	36	16.3
30001-35000	28	12.7
35001 or above	20	9.0
Total	220.0	100.0



The table above shows respondents' monthly income from total income. Table 4 shows that 5.4% of respondents had less than Rs. 15,000. For example, the monthly payment of 15,000 households, 26.3%, was Rs. 15,000-20,000, and 30.0% had Rs. 20,001-25,000, 16.3% had Rs. 25,001-30,000, 12.7% had Rs. 30,001-35,000, 9.0% of respondents had Rs.—thirty-five thousand one or more and more than monthly income.

Table 5
Percentage Distribution of Respondents Regarding their view that Product Promotion Encourages them to buy

Promotion of Product	F	%
Strongly Agree	80	36.3
Agree	66	30.0
Uncertain	18	8.1
Disagree	24	10.9
Strongly Disagree	32	14.5
Total	220.0	100.0

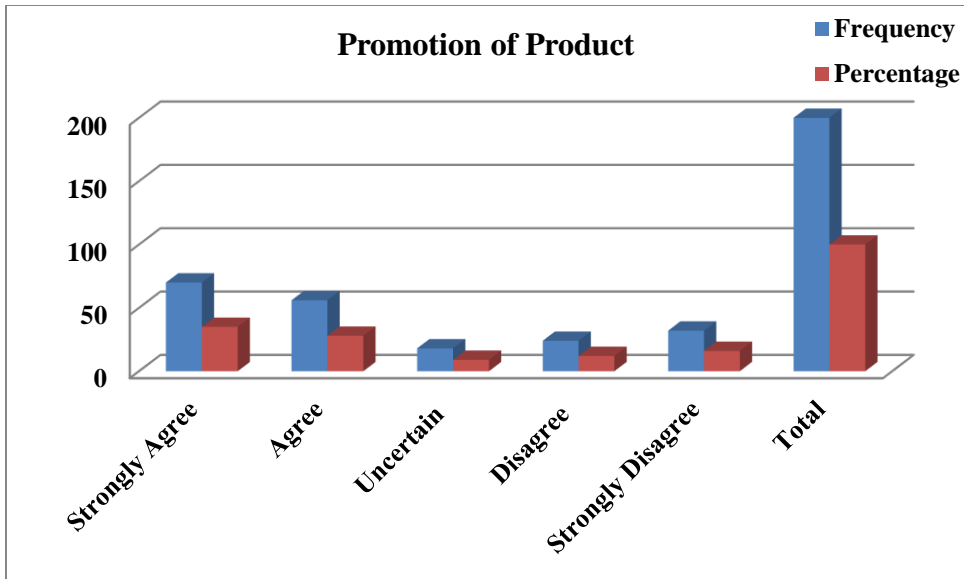
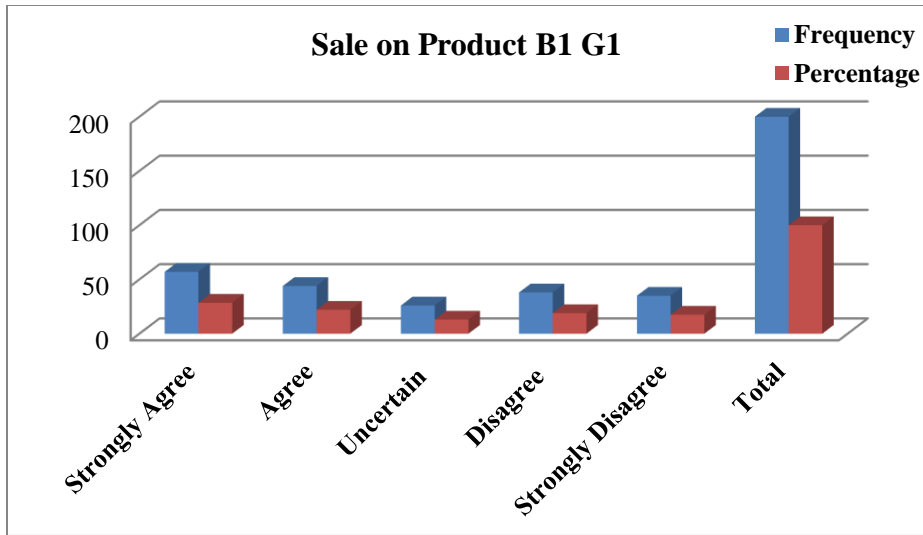


Table 5 shows that 36.3% of respondents strongly agreed that product promotion encourages them to buy, 30.0% agreed, and 8.1% were unsure whether promotion and advertising help with buying behavior. Conversely, 10.9 percent of respondents disagreed with the statement, and 14.5 percent strongly disagreed that promotion and advertising would help them with their buying behavior. Jafar's (2009) results, which measure the change in terms of purchase over time, argue that proper advertising allows people to buy a product.

Table 6
Respondents' Percentage of Sales of their Products, such as Buy One, will get one more Respondent's Purchasing Power

Sale on Product B1 G1	F	%
Strongly Agree	67	30.4
Agree	54	24.5
Uncertain	26	11.8
Disagree	38	17.2
Strongly Disagree	35	15.9
Total	220.0	100.0



According to Table 6, thirty-four percent of respondents strongly agreed, twenty-four and a half percent agreed, eleven and a half percent were unsure, seventeen and a half percent disagreed, and fifteen and a half percent were unsure. Ten percent of those asked responded that they did not foresee any changes in customers' routines due to the sale. The findings corroborate the findings of Moser (2007), who discovered that product sales and discount opportunities increased purchasing behavior and that product sales were directly related to purchasing behavior. Moser found that discount opportunities enhanced purchasing behavior and that product sales improved purchasing behavior.

Table 7
Mean and Standard Deviation

Variables	Mean	Standard Deviation
Sex	1.3167	0.4691
Age	1.3831	0.6570
Education	1.2375	0.7232
Income	1.8201	0.4323
Promotion	2.3214	1.10002
Sale B1 G1	1.9821	1.5103

Table 6 concludes the significance and standard deviation of the variable distribution. The importance and value of the standard deviation indicate that the variable's value is greater than the standard deviation. It shows that the data is closer to meaning, and the spread of information is lower. So we can say there are many changes in the data. Therefore, it is good, and the possibility of error is slight.

6.1 Two-Variable Analysis

Hypothesis 1: The higher the sales of products, the higher the intention to buy

Table 8
Relationship between Sales of Products and Intention to Purchase

Sales on Products		Purchase Intention			Total
		To great Extent	To Some Extent	Not at all	
18-27	Count	26	27	14	67
	% of Total	11.8%	12.2%	6.3%	30.4%
28-37	Count	31	13	24	68
	% of Total	14.0%	5.9%	10.9%	30.9%
38 or above	Count	7	4	64	75
	% of Total	3.1%	1.8%	29.0%	34.0%
Total	Count	64	44	102	220
	% of Total	29.0%	20.0%	46.3%	100.0%

$X^2=91.416$ DF=4 P. Value=0.000

Table 8 shows the relationship between the respondents' sales and purchasing behavior, and the value per square meter shows a very significant relationship between the variables. So the hypothesis is accepted. That means selling products increases people's buying behavior.

Hypothesis 2: Product advertising increases people's awareness of what increases a community's purchasing power

Table 9
Relationship between Product Advertising and Purchase Intent

Advertisement		Purchase Intention			Total
		To great Extent	To Some Extent	Not at all	
To Great Extent	Count	70	13	7	90
	% of Total	31.8%	5.9%	3.1%	40.9%
To Some Extent	Count	23	24	13	60
	% of Total	10.4%	10.9%	5.9%	27.2%
Not at all	Count	4	28	38	70
	% of Total	1.8%	12.7%	17.2%	31.8%
Total	Count	97	65	58	220
	% of Total	44.0%	29.5%	26.3%	100.0%

$X^2=120.856$ DF=4 P. Value=0.000

Table 9 illustrates the relationship between product advertising and community purchasing behavior, and the chi-square value shows a very significant relationship between the variables. The hypothesis is thus accepted, the use of better commercial use of famous models to increase the awareness and interest of the community, which ultimately grew people's purchasing power.

6.2 Multivariate analysis

Table 10
Effects of different independent variables on Purchase Intention

Model	Standardized Coefficients	t	Sig.
	Beta		
(Constant)	-	1.590	.113
Sale Promotion	.054	.861	.390
B1 G1	.034	.705	.482
Coupons	.795	10.283	.000

Dependent Variable: **Purchase Intention**

R²=0.690 F=402.632 P. Value=0.000

The overall model describes that the variables used are very significant. For example, a value of 0.690 for the corrected R² indicates that the model is 69.0 percent of the figure and that all independent variables had a significant effect on the dependent variable. R-Square, for instance, is currently valued at 0.69 on the market. In other words, 69% of customer pleasure can be attributed to various incentives, such as the B1 G1 and the three coupon factors. The F-test is a helpful method that may be used to determine whether or not a particular model is significant to the inquiry—the influence of sales on the promotion environment.

A significance level of 5% and a value of 0.540 have been assigned to this variable. It's a promising omen. Customers' actions at promotional events and places are significantly influenced by sales, which take place at a variety of sites. The findings of this study have significant ramifications because understanding consumer behavior requires not only retail advertising but also an environment that considers the consumer's goals.

Effect of B1 G1

This variable now has a value of 0.34 with a positive sign, indicating that it falls within range 1 to 5. When it is explained, it has a beneficial impact on customers' purchase behaviors. The majority of people who participated in the study believed that the plan to boost product sales would affect their company. This demonstrates the impact advertising has had on consumers' thought processes.

The Effect of Coupons

This variable is a positive indication, and at the 5% level of statistical significance, its significance is statistically significant due to its value of 0.795. Campaign Materials and Resources Marketing methods such as coupons and other sales possibilities are very effective. These items are more likely to sell if they appear more appealing than their price indicates.

6. CONCLUSION

Results concluded that promotion and advertisement of the products enhance sales. In addition, better advertising changes consumers' behavior toward buying a product. It depicts that using promotional tools positively affects consumer buying behavior.

This research has shortcomings, even though much work was put into identifying the components that influence customer behavior. First, our capacity for further education is hindered, to begin with, by the analysis of the facts. There are many different kinds of models. Second, there will be an increase in the number of possibilities for younger researchers to improve their work in various disciplines further. Third, people's behaviors can be positively influenced by diversity in three different settings: the place of employment, the local supermarket, and the local shopping mall. People have the potential to grow in new directions with the help of this concept. Finally, although the perceptions and experiences of respondents about the topic may influence their responses, it is feasible that non-professionals, hostesses, and retirees may have different points of view.

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