

The Ministry of Education of Azerbaijan Republic

The impact of sales promotion on consumer behavior in Azerbaijan

Sadi Huseynzade

UNEC SABA

Azerbaijan State Economic University



2019

Acknowledgements

I am grateful to my dear instructor Hajiyeva Leyla for her great guidance, immense, encouragement and patience during working with me for my dissertation.

Abstract

Most of marketers wanna know which factors impacts consumer behavior which sales promotion is one of them. In this thesis, was shown that importance of sales promotion for Y generation (16-35 years old people) in Azerbaijan. In addition, there are backgrounds of study which relate consumer behavior, sales promotion. In addition, was given information about survey results so, readers can easily convey data about demographic (age, education, occupation, etc.), psychological information. And also these survey results was analyzed with statistical programs (SPSS).

This thesis will help to readers to inform about reaction of consumers (who live in Azerbaijan) for sales promotion activities. And also they can use some of analysis such as reliability test, correlation of thoughts and self information related respondents who live in Azerbaijan.

Table of Contents

1.INTRODUCTION	5
1.1 Background of the study	5
1.2. Problem Statement	7
1.3. Overall aim of the study	8
1.4. Research questions	9
2. LITERATURE REVIEW	10
2.1. Why consumer behavior is important in the modern market?	10
2.2. Factors which affect consumer behavior	21
2.3. Main features of sales promotion	39
3. METHODOLOGY	49
3.1. Sampling and population	49
3.2 Data collection procedure	49
3.3. Research instrument	50
3.4 Research designing and methods	50
4. DATA ANALYSIS AND INTERPRETATION	51
4.1 Description of questionnaire results	51
4.2 Reliability of dataset	57
4.3 Correlation of independent variables	57
CONCLUSION	61
BIBLIOGRAPHY	63
Reference Links	66

1.INTRODUCTION

In this chapter of the thesis, background of the study is going to be presented. It is followed by introduction of problem statement and research questions.

1.1 Background of the study

Thesis was written for identifying consumer behavior during buying processes and also determined which factors strongly impact to consumers which involve between 16-35 years old person in Azerbaijan. In Azerbaijan, some of marketers searched and wrote books related to marketing (Aşurov A.S, Mammadov A.T, Hajiyeva L.A, Xayirxabarov İ.M.) but none of them have work and research relating to sales promotion. So, from this reason, the impact of sales promotion on consumer behavior is very actual topic in Azerbaijan.

As all of marketer know, today marketing is more than just manufacturing high quality products, appropriate pricing and simple access to them (Kotler Ph, 2000). Nowadays, attracting new clients has become essential in modern retailing in adding to loyal to customers and efforts are paying in that viewpoint as known, consumers keeping costs are less than new customers gaining costs. Companies must rethink the relationship between belief and behavior of their buyers. All of the companies need to communicate with the consumers what they must offer (Jobber D, 2006). Sales promotion strategy refers to the motivational ways of getting the purchaser to purchase the product. It is referred to such as “any communication accustomed inform, persuade, and recall people about an establishment’s or individual’s, image, ideas, services community involvement, or effect on society” (Berman B, Evans J 1997). Sales promotion strategy (also referred to such as IMC (Integrated Marketing Communication)) mostly consist of messages for customers and related media that is used to connect with the market. IMC is described as “a marketing communications policy which requires that a firm adopts strategies that organize different promotional elements,

components and that these promotional actions are integrated with additional marketing actions that communicate with clients” (Baker M., 2006). The basics of promotional policy involve delivering the transmission message from the manufacturer to the end user. The main purpose of the messages is to persuade target audience to purchase some product or service. So, the purchaser needs to be understanding to the message and comment it in such a method the intent to buy is established (Koekemoer L., 2004). Companies must connect with their current and potential clients and makes it very essential in the marketing process. A new company manages a complicated marketing communication structure. The promotion mix involves the tools like Direct marketing, PR, Personal Selling, Advertising, Sales Promotion (Sethia KC, 1994). These tools are involved in the communications mix of integrated marketing (Figure 1). When companies can start the communicational process to the customer, they need to identify the promotional aims. These are the aims “which determine a company’s promotional strategy, for instance, increasing sales of increasing brand recognition might require one of promotional mix” (Kotler Ph., Armstrong G., 2010).

The consumer behavior has continually been a vital marketing topic, owing to the fact that substantial how and why clients act in a confident way making their ordering decisions helps firms improve their marketing policies and be more accomplished on the market. So, a challenge confronted by all marketers nowadays is how to impact the purchase activities of consumers in the kindness of their good products or services. Thus, the knowledge of purchasing behavior sheds the bright on the subconscious of how clients think, feel, argument and choice among existing choices (e.g., brands, goods, and retailers), also in what way the consumer's situation (e.g., culture, gender, family, media, age) influences him/her, also how consumer motivation and choice strategies distinct between products or services. That's all lead to comprehension - how marketers can increase their marketing movements to more effectively touch consumer behavior (Akhundov, S. (2005).

1.2. Problem Statement

Sales promotion have two main parts: a) consumer sales promotion b) trade sales promotion. Research will only focus on consumer sales promotion. Sales promotion have some types such as a free gift or free trial, coupons, bonus, discount, sampling, buy one get one free, exchange offers and so on. Every firm has to use these types of sales promotion activities because these types of activities promote consumers in the buying decision process. In another view, these types of activities, create a positive image of companies in buyer's subconscious. And companies use some activities to maximizing their profit.

For more than decades, most sales promotions have grown in essentiality, chiefly to improve the sales temporarily to grow sales volume and market share. Sales promotion have developed importance and driven as marketing set for the global business. Numerous purchase situations are so usual that customers conduct very small cognitive actions (Wathieu & Murre, 2007). For the marketers, this is difficult to encourage the behavior of consumers for brand switching or improve the numbers of unit buying. The promotional activity encourages the consumer for a rethink and estimates the brand and the amount that they might not have been realized. Therefore, the sales promotion has developed as the essential tools for the marketers, wholesalers, and retailers used with altering promotional tools and policies in order to know the customers' preferences and increase their business's sales.

In this thesis work, was mentioned consumer purchasing behavior, specifically on aspects/moments that affect customers' decision-making situation. Also, identify which sales promotion types are directly impacted by local consumers. Study focus on behavior young people of Azerbaijan who are in age of 16 to 35. The object of research is consumers who involve 16-35 years old person in Azerbaijan. The subject of research is all of features which happen during

consumer decision making. Research methods: comparative analysis, online survey, statistical analysis (reliability and correlation analysis).

During survey methods, was collected data from consumers which involve between 16-35 age range people with questionnaire. Questionnaire consists of 14 questions, which involve to gender, age range, education, occupation, relationship status, psychological questions.

Results of thesis will help to find which sales promotion types can be easily impact to consumers' decision making in Azerbaijan. All of consumers show a different reaction for sales promotion of the product in the local market. This depends on the types of sales promotion activities. Thus, thesis helps to identify consumer behavior for each sales promotion activities in Azerbaijan.

The structure of the thesis:

This thesis consists of six parts: introduction, literature review, methodology, data analysis and interpretation, conclusion and reference. Main types of sales promotion (sampling, bundling, discount coupon, bonus, free gifting etc.), factors which impact to consumer behavior (such as age, culture, life style, psychological etc.), essentiality of knowing consumer behavior in modern economy, all of these headings include to literature review. Sampling and population, data collection procedure, research instrument, research designing and methods are mention in methodology of thesis. In data analysis and interpretation, analysis of questionnaire, creating correlation independent variables, comparison of variables, identifying between dependent and independent variables. Evaluating and finalizing project in conclusion. Giving reference in Bibliography.

1.3. Overall aim of the study

The main purpose of the thesis is determining sales promotion types which impact to consumers' behavior and to find what factors affect Azeri consumer behavior and role of the sales promotion tool in Azerbaijan market.

1.4. Research questions

RQ1: Which types of sales promotion have impact on Azerbaijani consumers' behavior?

RQ2: Association between sales promotion strategies and their influence on one another?

2. LITERATURE REVIEW

Essentiality of knowing consumer behavior in modern economy, main types of sales promotion (sampling, bundling, discount coupon, bonus, free gifting etc.), factors which impact to consumer behavior (such as age, culture, life style, psychological etc.), all of these headings are mentioned in literature review of thesis.

2.1. Why consumer behavior is important in the modern market?

Understanding consumer behavior is essential for any business before launching a new product. If the business failed to identify how a customer will react to a specific product, the firm will face losses. Buyer behavior is very difficult because each buyer has different awareness and attitude towards buying, consumption, and command of product (Solomon, 2009). Understanding the concepts and models of consumer behavior reliefs to market the services or products successfully. Furthermore, studying consumer behavior supports in many sides. As there is constant variation in the living fashion, trend, standards, and change in technologies; consumer's attitude towards the buying of product or service varies (Kumar, 2004). Accepting these factors is of the greatest importance for the reason that the marketing of products or services is largely reliant on these factors. So, consumers' behaviors serve as an effective tool for marketers for meeting their sales plans and objectives.

Consumer Behavior. Buyer Behavior or Consumer Behavior is stated to the behaviors that is showed by the individual even though they are consuming, buying or disposing of any specific services or products. These behaviors can be impacted by multiple factors. Furthermore, it also includes a search for a service or product, evaluation of service or product where the buyer evaluates different

features, buying, and consumption of service or product. Advanced the post buying behavior of product or services are studied which shows the buyer satisfaction or disappointment where it includes disposal of product or service (Solomon, 2009).

The buyers while buying products go through many steps. The education of buyer behavior helps to comprehend how the purchasing decision is finished and how they search for a product. Moreover, the accepting consumer behavior also supports marketers to identify the when, what, where, why and how of the consumption of new product consumptions (Kumar, 2004). These help organizations or marketers to know the motive behind the buying of the product by buyers and how motive satisfies them. Among other aspects, the basic needs like hunger and shelter along with a yearning for psychological fulfillment tend buyer to acquire a certain product or service.

Importance of Consumer Behavior for business managers. The most important reason for selling an item is always to meet the wants and requirements of their shoppers. Research of customer behavior can help you attain this goal. As individuals will be definitely the absolute most significant man for entrepreneurs or earnings man, it is thus necessary that they look at the likes and interrogate the customers that they are able to supply them together with the services and goods consequently (Solomon, 2009). The further attentive investigation aids in additional precise prediction concerning the behavior of shoppers of almost any item or solutions. The research of buyer behaviors helps firm directors, sales entrepreneurs, and persons from the next method:

- to look for the very greatest possible service or product which completely matches purchaser's demands and requirements;
- to determine on which in fact the product or service could be created designed for simple accessibility to shoppers;
- to determine the purchase price of the shoppers could be prepared to get the solution or support;

- to discover the optimal/optimally means of advertising which may turn out to succeed to draw clients to get an item;
- to comprehend just why, when, how, exactly what and also other elements which influence acquiring a selection of their shoppers.

Importance of Buyer Behavior to Marketers. It's essential for marketers to know consumer behavior because they learn shoppers as groups or individual elect for purchase, invest in, user or get services and products and the way in which they talk about their encounter to meet their wishes or requirements (Solomon, 2009). This can help entrepreneurs to research and know precisely the manner by which users act accordingly they could set their services and products to a unique category of targeted or people men and women. In relate to the marketer's perspective stage, they presume the simple aim of promoting is to market services and goods to people to ensure the more profit can possibly be manufactured. This theory of earning money is significantly employed by just about all entrepreneurs. Formerly, the entrepreneurs were effective in attaining their goal. But now, whilst the individuals are somewhat more aware in regards to using the product along with also other advice of this item, it's hard to offer or bring a client to get the merchandise (Kumar, 2004). So, as a way to market a good or assistance or maybe to convince shoppers to purchase solution, the entrepreneurs need to experience proper studying to acquire them altogether. The following are some points discussed that explain the value of importance to marketers of applying and understanding consumer behavior theories and concepts.

1. To understand to purchase Behavior of buyers
2. To retain and create buyers through online platforms
3. To understand the factors impact to buyer's behavior of buying
4. To understand the buyer's decision to dispose of a service or product
5. To increase sales person's knowledge influence consumer to purchase a product

6. To support marketers to create focused marketing strategies sale of product and sale of a product

1. To understand to purchase behavior of buyers

The research of customer behavior aids entrepreneurs to comprehend and predict the buying behavior of their consumers whenever they have been investing in an item. The research of customer behavior enables the entrepreneurs maybe not just to know very well what consumer buy, however, really helps understand the reason why they acquire it (Kumar, 2004). Moreover, other inquiries such as the way, exactly where when they invest in they're also replied. The ingestion and also the reason why for the mood of this specific solution or providers enable entrepreneurs to become fully attentive to the item which is advertised. The user behavior studies additionally help entrepreneurs to have an understanding of the article order behavior of their shoppers. Ergo, the entrepreneurs become completely conscious of every period of ingestion procedure i.e., pre-purchase behavior, behavior throughout acquisition and article order behavior. Lots of reports previously demonstrate that every user acts differently to some commodity i.e. They choose the merchandise for unique explanations, pays diverse rates, utilized the item otherwise and possess different psychological attachments with all a merchandise (Solomon, 2009).

2. To retain and create buyers through online platforms

Professor Theodore Levitt claims that buyer behavior is on utmost relevance for entrepreneurs in business studies whilst the most important intent is always to produce and maintain clients (Kumar, 2004). In the event the individuals are pleased using the merchandise, then they are going to purchase precisely the exact same product. Hence, the merchandise ought to be promoted by mark such ways that persuade the client to obtain the item. So, producing purchaser and also keeping all those clients are all important. These are able to be accomplished through comprehending and spending careful attention to the purchaser's behavior whilst making acquire determination or purchasing an item in place.

Moreover, the info published around the internet sites chiefly help determine the client's buying behavior. Such details about printed sources induce the buyer to purchase a good or support. Moreover, upgrading such advice will probably assist the user to keep up to some good or re-use the merchandise in the event the product or service contains defeated them (Solomon, 2009). Grocers are implementing on the internet supermarket store platforms to generate digital buying adventures which draw and engage with their shoppers. After a smooth, completely incorporated on the web platform procedures requests speedier, generates a lot more fulfilled shoppers and also enhances operational efficacy, and that's the reason why leading domestic retailers such as Walmart and Kroger, in addition to forward-thinking regional grocers, are purchasing click-and-collect, on the web shipping and also other elastic, handy alternatives. As stated by Moffett Nathanson, on the web grocery store will rise to account for 18 percent of supermarket earnings by 20-25, up from two percent now, which makes it crystal clear that electronic advantage will probably keep growing to a heart market. This estimated increase is a result of a growth in recognition because consumer behavior fluctuations, even though digital disturbance won't be instantaneous, grocers get the chance to market their platforms, therefore, shoppers gravitate towards acquiring on the web. However, with all these stimulations competing for buyers' awareness, just how can grocers promote their e-commerce and satisfaction skills so they catch end users' attention and induce them to learn more about the website?

Share attention – grabbing content

You may possibly have discovered that human beings finally have a shorter attention span compared to the usual goldfish. Whether that is truly genuine, now's entrepreneurs have been contested with generating new and appropriate content which engages your own buyers. Attention-grabbing resourceful articles, for example as for instance stoppable recipes or interesting tips on most cutting-edge health tendency, is essential to establishing out effective marketing and

advertising plan that'll bring and participate faithful shoppers onto an internet supermarket store platform. As an instance, about Cinco de Mayo, grocers may sell substances to earn guacamole, highlighting the wellness advantages of salmon and producing clickable hyperlinks to include things into the cart. How to videos may also supply a lively and interactive encounter. Once these items have been from the cart, buyers can select to get them sent or select the order up in their advantage. No matter this material might be, it really is very important it complies with sellers and can be incorporated to the complete online encounter, going for an excuse to finish the buy travel and return to longer.

Tap into data

To be certain these resourceful parts of content material resonate with shoppers, so in addition, it is very important that grocers choose an ultra-personalized way to send articles predicated on recommendations that are smart. To do so, grocers ought to faucet data to know each shopper taste and obtaining customs. They have to comprehend the cosmetics of the clients that are browsing the site for that very first time, in addition to the sellers that reunite each week.¹ method grocers could attain this particular customer-first strategy is by simply providing the true, sensible price to every single shopper. When seeing a grocer's internet supermarket system, clients may cause data-rich profiles by simply embracing a questionnaire which showcases their own unique perspectives, interests, and motives. The items of invaluable advice can permit grocers to benefit from their info to supply an even far more important buying knowledge, forcing high rates of consumer care and producing greater earnings. By procuring attention premature, grocers may mine consumer information to send a far better shopper encounter.

Build a consistent and engaging practical experience

Incorporating to statistics to get attention-grabbing articles can encourage visitors to maintain seeing a grocer's internet platform a few instances before it turns into a habitual method of buying. As buyers research various stations and taste to

purchasing, grocers may even have to be certain they use steady vision, tone, and language around all of channels and promotions, developing a multi-faceted client romantic relationship. Grocers who take these methods will view retention grow in a quick tempo and again in general investing. Alternately, people that perform the minimum and do not stick outside customized, participating articles are overlooking the possibility to create an engaging encounter with all the shopper and also get the absolute most out in their online grocery store platform. Features such for instance a reactive layout that adjusts into an end users' apparatus, or internet adverts that produce higher involvement, will ease an improved Omni Channel experience all around. No sum of search engine optimization may aid grocers to participate a viewer how personalized and creative articles may. As buyer retention is growing as essential as a consumer purchase, grocers ought to embrace the notion that enhancing content material creates sturdy online contributor retention. There exists a powerful connection among info and decent articles, which is to grocers to put money into content-driven electronic marketing and advertising plan in their online supermarket store platforms to maintain clients.

3. To understand the factors impact to buyer's behavior of buying

It's essential for entrepreneurs to think about the things which influence the purchasing behavior of purchaser previous to going into industry. You'll find lots of elements which may help determine the buy selection of customers like societal impact, cultural influences, emotional elements and individual facets. Knowing those variables helps entrepreneurs to advertise the merchandise at the right moment for you to the correct shoppers. By way of instance, if a marketer is currently advertising and marketing an item that's Halal. The entrepreneurs look at each of the elements which may influence users to purchase Halal goods, and at which they could target certain areas whereby Halal food items is significantly more marketed. The entrepreneurs will need to listen to ethnic influences like beliefs, principles, and standards of both those societies or people

lifestyle and targeting of their focused shoppers. The entrepreneurs can suggest various tactics that persuade the focused visitors to acquire promoted services and products or solutions. Moreover, the entrepreneurs should really have to establish the things which have an effect on and influences purchase choice of shoppers (Solomon, 2009). In the event the entrepreneurs didn't know precisely the elements which may influence shoppers, then they may don't persuade the user to buy the solution or certainly will don't fit the requirements of shoppers. Some factors can't be specifically detected. In this scenario, comprehensive comprehension of theories and concepts of how consumer behavior helps entrepreneurs to foresee the purchaser's buying behavior to your fair degree. So, comprehending purchaser's behavior to obtain an item is intricate and needs entrepreneurs to always know and employ different theories and concepts for how successful promotion.

4. To understand the buyer's decision to dispose of a service or product

All these services and products advertised revolve across the behavior of people which the way they are going to respond in their mind. Effective promoting of an item by earnings representatives may possibly help deliver the right product or service to suitable men and women. Consumer behavior addresses the comprehension of the shoppers want and wish to purchase and also exactly what services and goods will be readily available to meet their requirements. So, purchaser behavior prices with especially together using the behavior of men and women i.e., shoppers. It's essential for earnings man to be more fully attentive to the purchaser's condition to ensure they can definitely convey the advantages of the merchandise to their clients. Moreover, the product salesman from recognizing the client's requirement and demand to get an item may promote goods which are most closely associated with their own condition. Besides comprehension consumer behavior, the earnings man needs to additionally have control around their spoken speech. That really is only because almost any miscommunication could hurt model recognition. What's more, in the event the

shoppers do have significantly more awareness of the product or service compared to earnings man, then the earnings could don't satisfy their goals. Therefore, assessing purchaser's behavior and comprehension to powerful marketing and advertising of services and products by earnings agents are somewhat extremely important. The earnings agents have to be entirely attentive to the purchaser's behavior in various situations in the order they can assist them in fulfilling their requirements and gratification (Solomon, 2009).

5. To increase sales person's knowledge influence consumer to purchase a product

Solution or Solutions Length of merchandise calls for throwing from services and products from the shoppers (Solomon, 2009). This behavior of purchaser is extremely intricate and necessitates far more relevance from the entrepreneurs. Knowing the customer's behavior on the way so when consumers get of an item, both the entrepreneurs and also the businesses can place themselves accordingly this behavior might possibly be confined. In case the solution or providers which have neglected to supply expected or required gratification from the shoppers, the merchandise is disposed from the clients. Because of this particular, a few entrepreneurs monitor up to the follow up against the shoppers that they are able to measure the rationale for the collapse of the product or service. Moreover, as a way to maintain clients, a few entrepreneurs or even associations provide clients with providers such as foreign exchange of goods and cash back assurance. Even though these programs really are all helpful to impact article order behavior of shoppers with a degree. The system of mood changes transversely in the product. A number of the things that result in purchaser's behavior to eliminate merchandise comprise emotional traits, sociological facets or perhaps the inherent facets of the product. The emotional faculties comprise mindset, disposition, and emotion and social category, societal conscience, understanding, etc. The situational elements like urgency, operational usage, vogue modification etc., and inherent elements like solution fashion, sturdiness, dependability,

adaptability, replacement-cost, color, dimension etc., often leads to purchaser's selection to withdraw of a commodity (Rao, 2011). By way of instance, the pcs sold before were chiefly mandatory by customers. But thanks to improving in proportion, progressing engineering, affordability, and advantage; a lot of men and women have changed on notebooks and phones together with operating-systems have significantly disposed computers into some increased degree.

6. To support marketers to create focused marketing strategies sale of product and sale of the product

The notions and theories of Client behavior help entrepreneurs to maximize their earnings and also to produce effective marketing and advertising approaches. What's more, these theories supply entrepreneurs with advice regarding the customer's behavior to devote money and likely induces which incline them to invest additional cash to get an item, and also these two tips help plan strategies which need to really be practiced from the entrepreneurs to get successful promotion using a commodity. Assessing different purchaser behavior theories really helps to comprehend different decisions that customers earn to purchase an item. You'll find a number of elements which ought to be meticulously identified from the entrepreneurs that aid them to raise their earnings and also acquire effective marketing and advertising approaches. These approaches are discussed as follows:

Buyer's rational behavior: It's very important to get a marketer to comprehend the predicaments by which users act logically. Quite a few consumer behavior theories indicate the shoppers wish to find maximum gain and gratification from your item by paying a minimal sum of dollars. This proves that shoppers usually do not devote their dollars to obtain a solution and maintains a specific quantity of cash due to their financial savings. But on the opposite side, the shoppers need to be constrained money to commit their dollars to purchase in their own basic requirements like shelter, clothing, and food. Ergo, the marketer needs to

vigilantly assess these two predicaments of shoppers prior to selling a solution or providers (WiseGEEK, n.d.).

Buyer's taste and preferences: Recognizing consumer preference and tastes helps entrepreneurs to revamp their own product that they can meet purchaser gratification. These facets can differ every once in a while. The shift from customer's behavior influencing by those facets ought to be vigilantly tracked. The entrepreneurs want attentively know the customer's curiosity about the goods by dividing the focused consumers to demographics, such as age, job, and position while they give exploring advice regarding buyer choices.

Price of services and products: Costs of services and products are an extensively talked variable in buyer behavior concepts. The concepts indicate that entrepreneurs must continue to keep their rates very low without impacting the caliber to draw shoppers. That really is only because consumers proceed chiefly for services and products which can be of low-price but suits their need.

Features of service or product: improved range of characteristics provided by this merchandise proceeds to boost the purchase price tag on services and products. In this scenario, shoppers proceed for extra characteristics in an item at a reasonable value. Hence, the marking layout their Goods in this Way in Which the merchandise provides greatest significance or attributes for customers at Reasonable cost.

Buyer's knowledge about a product or service: Your entrepreneurs needs to understand from what extent the shoppers need comprehension regarding an item. Largely, most consumers decide on services and products where they have been conversant with. By way of instance, in the event the individuals are attentive to the wellness consequences of consuming higher fat food items or speedy food, the promotion of this a commodity into well-being conscious purchaser is going to wind up in collapse.

2.2. Factors which affect consumer behavior

Client Buying conduct refers into this purchasing behavior of their supreme client. Most elements, specificities and faculties help determine the man in exactly what he could be and also the consumer at his decision making method, buying customs, acquiring conduct, the makes the purchases or even perhaps the merchants he fits. According to Low and Mohr, producers continue to spend a great amount from their communication budget on sales promotion.

They distribute around 75 percent of marketing communication finances to sales promotion activities (Hellman K (2005)). A buy decision could be the consequence of every one among these simple facets. Someone and also a user is directed by his own civilization, his sub culture his societal group his membership classes, his loved ones, his individuality, his own emotional elements, respectively is influenced by cultural tendencies in addition to his societal and social atmosphere. By figuring out and knowing the various elements which have an effect on their clients, manufacturers possess the chance to come up with a plan, a marketing material (Particular price Proposition) and promotional initiatives more effective and a lot more consistent in accord with all the demands and methods for believing about these target shoppers, a true advantage to meet the requirements of its clients and enhance earnings. Identifying the term of sales promotion is quite difficult for existence. Multiple related techniques and tactics and this sales promotion a means to achieve the company's marketing communication objectives and an important element in marketing planning (Blattberg RC, Neslin SA (1990)). Sales promotion is a short-term strategy for demand and also special marketing offer more profits than consumers receive a product has a sharper impact on the sales position and also on sales (Banerjee S (2009)).

Consumer behavior denotes the choice, consumption and purchase of products and products and services to the gratification of your own wants. You'll find various procedures involved with the user behavior. Key features of sales promotions they offer better value for money and try to answer immediately (Van den Bergh, Joeri 2001). This tool is capable of keeping attractive and loyal the perfect thing to convince customers and them to establish a reliable connection. It includes all the motifs applied by the manufacturer together with the organization. Convincing trade with members of a channel (Ndubisi N, Oly, Moi CT (2006)). In the beginning the user attempts to obtain exactly what merchandise he'd love to swallow, he then chooses just those products which promise larger usefulness. Right after picking out the goods, the user creates a quote of those money he will pay for. Last, the buyer assesses the prevailing charges of commodity and also takes your decision in regards to the goods that he needs to eat up.

Consumer these like societal, cultural, psychological and personal. The reason for these facets is listed just below. Purchaser s client behavior is affected by four big variables:

- 1) Cultural,
- 2) Social,
- 3) Personal,
- 4) Psychological.

These facets induce users to come up with goods and new tastes. Even though several of those facets cannot be completely commanded by entrepreneurs, comprehension in the affect is crucial as promotion combination plans might be manufactured to interest the specific choices of their market. When getting some item, a user undergoes a determination procedure. This is a basic model of consumer behavior, in which the idea for the customer is company's marketing effort (the product, price, place and promotion) and the social atmosphere. The social atmosphere consists of the reference groups, family, social class, culture

etc. which influences the decision making process. Both of these factors together organize the input in the consumer's mind. The following Procedure Comprises as Many as Five stages:

- 1) Need recognition,
- 2) Product awareness,
- 3) Evaluation,
- 4) Intention,
- 5) Post purchase behavior.

Need recognition

If you are mindful of the desire, anxiety is done plus you also select a commodity to meet your own requirements. There's also a chance a person could possibly know about a commodity just before its own need continues to be already recognized. That really is signaled with the arrows moving both manners from your requirement for this goods and vice versa.

Product awareness

Item consciousness might be obtained in exposure or advertisement to Different Kinds of networking or from the societal group. The knowledge along with the demand contributes towards the construction of attention. In certain Instances, the attention can additionally malfunction and also, your choice process additionally ceases or could possibly be postponed for now.

Evaluation

Assessment could include obtaining more Info concerning the goods and assessing and contrasting it together with different services and products. This is sometimes accomplished or simply by simply taking a trial offer. As soon as the evaluation is finished, the customer's attention will build upward and also he has aims to acquire, or he can shed attention and also the decision procedure can otherwise discontinue or become delayed.

Intention

Once there's intent to obtain the item, the customer proceeds forward and behaves purchases this item. After the item is bought, it's utilized to match the requirement and, that the further the item is employed, the greater the user gets conscious of this beneficial and bad things of the goods.

Post-purchase behavior

If, following the buy and application of this merchandise the client is fulfilled, He's goes and happy in for duplicate buys or urges exactly the exact same to his buddies and acquaintances. In case, nevertheless, the purchaser is unsatisfied, " he discontinues even more acquire of this item and assembles a negative disposition on it, which could be damaging to your corporation. Even the post-purchase behavior is essential for your own marketer along with also the Business as it contributes to right responses for advancement and keeping up the standard and attributes Ideal by this item. In case, the client is quite satisfied with the buy; he also creates a great belief concerning the goods along with the organization The above mentioned figure demonstrates three phases Regarding stimulation purchaser's Black-box along with purchaser's answer.

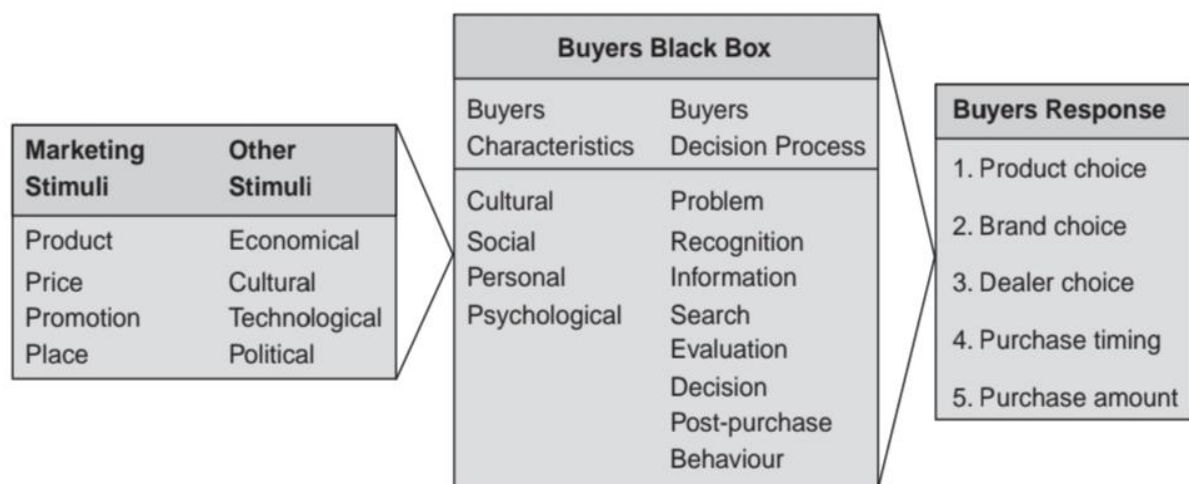


Figure 1: Buyer's black box model

The customer receives the input in the advertising campaign of this company (4 percent) along with another stimulus. This input signal is processed from the brain (Black box), which represents the features of the purchaser and also the

procedure for conclusion. After the purchaser has chosen to get afterward, he responds with relation to the pick of solution, brand name, trader, time and level. Even the post-purchase behavior of becoming fulfilled or frustrated can also be significant, and also can be exhibited from the conclusion procedure.

The duration with the decision procedure will probably be different. A user might well not behave in isolation at the buy, but alternatively may possibly be inspired by some of the lot of folks in many functions. Mix of promotions can be a combination of different channels. Use of promotional messages to communicate with consumers (Ansari S (2011)). Channels to be used; advertising, direct marketing, public relations and publicity, personal sales, sponsorship and sales entry (Rowely J. (1998)). One of the most important channels is sales promotion. The amount of individuals involved with the purchasing decision rises together with the degree of engagement and intricacy of the purchasing decision behavior. Purchaser's client behavior along with the consequent price choice are highly inspired by ethnic, societal, private and mental faculties. A better awareness of the effect of the facets is critical for entrepreneurs so as to come up with proper marketing combinations to allure to this mark purchaser (Hajiyeva L.A. (2013), Aşurov A.S. (2008)).

Cultural Factors - Culture and societal Environment

Culture is crucial as it regards knowing the demands and behaviors of a person. Ostensibly, civilization is still the portion of each and every single society also can be your major source of human would like and behavior. The effect of civilization about buying behavior changes from region to country so marketers must be somewhat cautious in assessing the civilization of distinct classes, regions as well as states. Through the duration of his presence, somebody is going to undoubtedly be influenced with his own loved ones, his buddies, his own ethnic society or environment which could instruct him worth, choices in addition to shared behaviors with their culture. To get a new, it's crucial to comprehend and also take in to consideration the ethnic elements inherent to just about every

current market or into every single situation as a way to accommodate its goods and its particular advertising plan (Maddock, S. & Foxall, G. (2000)). These can perform a function within the understanding, customs, behavior or anticipations of all the consumers. By way of instance, from the West, it's normal to invite coworkers or close friends in the house to get a dinner or drink. Back in Japan, alternatively, invite some body dwelling will not typically squeeze in to the regional traditions. It's better to accomplish this kind of excursion with close friends or coworkers. Even when your Western supply you with a talent, the courtesy will be to give him an equal gift. McDonald therefore really is really a brilliant instance of adaptation into the specificities of each and every civilization and every single marketplace. Well attentive to the relevance to truly have a offer using special services and products to fulfill the demands and preferences of shoppers from other civilizations, the fast-food giant includes such as: a McBaguette at France (with french fries baguette and also Dijon mustard), also a Chicken Maharaja Mac along with also a Masala Grill Chicken at India (with Indian spices) and also a literary Teriyaki Burger (using teriyaki sauce) or Gurakoro (using macaroni gratin along with croquettes) at Japan.

Sub-Cultures. A modern society consists of a number of sub- cultures by which folks are able to differentiate. Sub-cultures are classes of individuals that share exactly the exact values predicated on the mutual encounter or some similar life style generally. Each civilization comprises different sub cultures such as for example religions, nationalities, geographical areas and racial bands etc. Advertisers may apply these classes by segmenting the market into a variety of tiny components. As an instance in late decades, the section of cultural makeup has significantly enlarged (Garbarino, E., & Johnson, M. (1999)). All these are far better appropriate to non-Caucasian inhabitants as well as kinds of skin pigmentation such as African, Arab or Indian inhabitants such as. It really real fresh placement with an nicely - recognized target at a business that just gave cosmetics services and products into a philosophical target right up until today

(with the exclusion of specialized niche makes) and has been subsequently acquiring critics out of shoppers of distinct source. Brands regularly converse in various manners, sometimes even make certain services and products (sometimes without having significant inherent gap) to equal sort of product or service so as to particularly focus on an age category, either a sex or perhaps a particular sub culture. Individuals tend to be more responsive to services and products and marketing and advertising plans that specifically concentrate on them (Mammadov A.T., 2014).

Social classes

Friendly lessons are thought as classes less or more homogenous and rated in opposition to one another based to your kind of societal hierarchy. Actually supposing it is large collections, we normally detect distinct principles, interests, lifestyles and behaviors in humans owned by exactly the exact same societal category. Every single society owns some sort of societal category that's valuable towards the entrepreneurs since the purchasing behavior of men and women in a specific societal category is much comparable. Inside in this manner advertising tasks can possibly be tailored to diverse societal groups (Morgan, R.M., & Hunt, S.D. (1994)). A number of research has also implied the societal understanding of the new or perhaps a merchant has been playing with a part at the behavior and buying choices of shoppers. Additionally, the user buying behavior can also vary in accordance with societal category. Social factors are very effective in decision making. The consumer can affect this decision making process positively and negatively. It may also consist of one or several persons. Spouses or someone you don't know at all, but as someone who idealizes them. The effects of this reference or social group may be very strong, so that the client can change the behavior that meets the standards that the reference group is forcing (Barnes B, Marshall GW, Mitchell V, Solomon MR, Stuart EW (2009)). A user from yours reduce class will probably undoubtedly be focused in your price tag. Even though a shopper out of the top class will probably undoubtedly be attracted to components like

good quality, innovation, attributes, and on occasion the societal benefit he is able to gain from this item.

Cultural trends

Societal tendencies or band-wagon influence are described as tendencies widely-followed closely by folks and are amplified by their own mere prevalence and also from conformity or compliance together with societal anxiety. The longer folks follow a fashion; others might require to abide by along. By way of instance, face book is now a cultural fashion. The societal media has broadly climbed into the verge of learning to be must have, notably between young folks. It's exactly the exact same with all the development of the pill industry. Pills like I pad or even Galaxy Tab have come to be an international ethnic fashion causing most users to purchase you.

Social Factors

It comprises categories (mention classes, aspirational classes and manhood classes), family members, functions and standing. This points out the outward effects of many others in our obtain conclusions either indirectly or directly. Social facets are some of the aspects impacting consumer behavior considerably. They fall in to three different classes: benchmark classes, household and societal functions and standing.

Reference groups and membership groups

The membership bands of a person are societal circles to which he belongs and then may impact him. The membership classes usually are linked to the societal source, age, location of home, job and hobbies and leisure, etc. Reference classes have possibility at forming a human mindset or behavior. The effect of reference classes fluctuates around brands and products. If, for example, the item is observable like apparel, sneakers, car or truck and so forth afterward a sway of reference categories will probably soon be quite high. Reference classes also have opinion pioneer (a man or woman who impacts additional due to his distinctive talent, understanding or alternative faculties.

More broadly, mention classes are understood to be people offering into this patient some things of contrast less or more guide regarding his behavior, life style, wants or user customs. They impact the picture the man has of himself in addition to his behavior. Because purchasing behavior is cognitively affected action, influence and behavior should be of importance to this element taking into account religious differences belief system (Lindridge A., (2009)). When it's a subscription category or some non-membership team. As the average person may likewise be motivated with means of a set to that he doesn't belong nevertheless but wants to become a portion of. That really is known as an aspirational team. This class is going to have an immediate effect on the user that, needing to appeal for the particular group and appearance just like its own associates, will decide to try to get precisely the very same services and products.

As an instance, if he doesn't want it a browsing newcomer might need to purchase complex products or brands utilized by seasoned anglers (aspirational team) so as to secure nearer for such a category. Even though a young adult could choose the shoe version or cell mobile made use of from the bunch of hot guys in the top college (aspirational team) so that you can be recognized via this team. Some makes have known this nicely and convey, whether or never, around the societal benefit given with their services and products. In Just a benchmark category which affects the customer purchasing behavior, many functions Are identified:

The initiator: The man or woman who proposes Acquiring a Good or Support

The influencer: that the particular person whose position of opinion or information can help determine the purchasing decision. It could possibly be described as a man beyond the category (singer, athlete, celebrity, etc..). But which category members count upon.

The decision maker: the man or woman who'll decide the product or service to get. Generally, it really s the user however, in several instances it can be still another person. For example, the best choice of some football fans team

(membership band) which could specify, to get the entire collection, that supporter's costume get and endure throughout the game.

The buyer: that the man or woman that will purchase the item. Broadly speaking, this will probably soon be the last client.

Family. Your household is most maybe one of the very affecting element for a person. It creates a feeling of socialization by that someone will evolve, so form his individuality, purchase worth. But, in addition build up perspectives and perspectives on several different subjects like society, politics, societal relationships or himself along with their or her desires. Buyer behavior is clearly influenced from the associate of the family group. Hence entrepreneurs are working to come across the functions and sway of their partner, husband and kiddies. In case the purchasing conclusion of the specific product depends upon partner afterward your entrepreneurs will attempt to aim the ladies inside their own advertisement.

Right here we ought to observe that acquiring jobs vary with shift in user lifestyles. By way of instance, in case you haven't drunk during your youth along with your own parents also have clarified it being a commodity packed of sugars and also perhaps not great for the health. There's less chance which you're likely to acquire it whenever you may mature that some body that beverages Coke because youth.

Social roles and status

Instead, the place of a person inside of his loved ones, his job, his nation team along with his staff of buddies. All that is explained regarding social and role position. A societal role can be really a couple of activities and attitudes an individual is assumed to own do in accordance with his own livelihood along with also his standing on the job, his own place inside your household, his own sex, etc., and expectations of all those people.

By way of instance, a purchaser can get a Ferrari or even a Porsche for its caliber of the automobile also for that outside indications of societal success this kind of

automobiles reflects. What's more, it's probably a CEO forcing a little car such as a Ford Fiesta or perhaps a Volkswagen golfing would be used significantly with its own clients and business associates compared to when he's forcing a German luxury automobile. And also this sort of behaviors and affects is seen at each level as well as also for every single role and societal position. All over again, numerous makes have known that it by using a graphic correlated with their services and products representing a significant societal purpose or standing.

Personal factors

It comprises such factors as age and life cycle period, job, financial conditions, life style (tasks, passions, demographics and opinions), nature and self-idea. These can explain our tastes tend to change because our 'predicament' alterations. Selections and purchasing behavior are always also motivated by the faculties of just about every user.

Age and way of life

An individual doesn't get precisely the exact services or products in 20 or even 70 decades. His way of life, principles, natural environment, things to do, hobbies and user customs evolve through the duration of his lifetime span. Age and also lifecycle have prospective effect on the buyer getting behavior. It's clear the shoppers transform the buy of products and products and services with all the passing of time. This is achieved by formulating the conception a general existence order and, moreover, wearing this conception with the desire for such a reality, the mood and motivation appear uniquely realistic (Cohen N, Dibb S (2004)). Family lifecycle is made of distinct stages these kinds of youthful singles, and married couples, and unmarried partners which aid entrepreneurs to come up with ideal services and products for each and every point. By way of instance, throughout his lifetime, a user can transform his diet regime out of bad services and products (take out, prepared foods, etc.) into some much healthier diet during midlife with relatives prior to the need to stick to just a little after a very low cholesterol diet regime to prevent health issues.

The facets impacting the purchasing decision procedure can likewise vary. By way of instance, the societal price of the new broadly speaking plays a significant part in your decision to get a user at 25 than 65 decades. The household span of the average person may have an effect in his worth, life styles and acquiring behavior depending regardless of whether he single, at a connection, at a romantic relationship together with kiddies, etc. and the area of the nation along with the type of town in which he resides (substantial town, town, country-side, etc.) To get a new or perhaps a merchant, it can be intriguing to spot, know, quantify and review everything will be the standards and also individual elements which help determine the purchasing behavior in their clients so as to accommodate. By way of instance, it's a lot more than potential that shoppers dwelling in New York don't need precisely the exact same behavior and acquiring habits compared to people at Nebraska. To get a merchant, truly have a profound comprehension and accommodate to all these gaps are going to be described as a true advantage to improve earnings.

Life Style

The life span of the user will have an effect on his behavior and getting choices. By way of instance, a person using a wholesome and well balanced life style may want to try to eat organic services and products and also move into specific supermarket shops, is going to perform a little running routinely (and thus will purchase footwear, outfits and special services and products etc.)

Personality and self-concept

Disposition could be your list of faculties and also special aspects of every person. It's the item of this interaction of physiological and psychological features of the person and contributes to constant behaviors. It divides in to a faculties like self-confidence, sociability, freedom, charm, vision, willingness to other people, shyness, fascination, adaptability, etc. As the ego - theory is really that the picture that the man has or might love to possess him he communicates to his own entourage. As an instance, because its launching, Apple hastens a picture of

invention, imagination, boldness and singularity that has the ability to draw buyers who establish into these values and that believe appreciated inside their self-concept by simply buying an item from Apple.

Occupation

The job of the individual has important effect on his acquiring behavior. As an instance a marketing director of a business will attempt to obtain firm wear, where as a very low level employee inside an identical company will buy solid work clothing.

Economic situation

Purchaser economic position has amazing effect in his acquiring behavior. In case the savings and income of an individual is elevated then he'll purchase a lot higher priced services and products. About the flip side, someone who has low savings and income can purchase products that are inexpensive.

Disposition of clients is yet just another anti variable influencing the user buying behavior. Life style denotes just how an individual resides in a modern society also can be voiced from the matters in their environment. It's dependent on customer pursuits, remarks, pursuits and so forth and contours that his whole layout of behaving and interacting on earth (Golembiewski, R. T. & McConkie, M. (1975)).

Personality

Disposition varies from individual to individual, time and set to set. Hence it might substantially help determine the purchasing behavior of clients. Truly, Character isn't just what one conveys; relatively it's the totality of behavior of the person in various conditions. Behavior is dynamic interaction and communication between consumers and marketers doing the stock market (Peter P, Olson J (2008)). It's different faculties such like: dominance, aggressiveness, self-confidence and so forth that could be helpful to fix the buyer behavior for special merchandise or support.

Psychological factors

This impacting us obtain decision comprises enthusiasm (Maslow's hierarchy of requirements), understanding, education, attitudes, and beliefs. Additional of us frequently impact a user's order choice. The marketer should understand that folks take part with the purchasing choice and what precisely role each individual plays with, therefore that promotion strategies may likewise be geared towards those persons (Dindyal, S. (2003)). On the list of factors impacting user behavior, emotional elements might be broken into four classes: enthusiasm, understanding, mastering in addition to attitudes and beliefs. Psychologists have been scrutinizing the reasons which lead to decision-making and buying. This has been replied by Maslow in his hierarchy of needs. The behavior of the individual at a particular time is resolute by his strongest needs at that time. This displays that needs have an urgency. First, they satisfy the simple needs and then continue for secondary needs. The buying process and behavior is administered by motivational forces. Motivation motivates people into the act. Motivation starts with needs. It is a powerful force and a mental phenomenon. Need arises when one is destitute of something. A strain is created in the minds of the individual which mains him to an aim directed behavior which pleases the need. Once needs are satisfied, the process is continuous and a new need arises.



Figure 2: Maslow's hierarchy of needs

Motivation. This really is just what will induce users to come up with a getting behavior. It's the saying of the demand is that became urgent to direct the user to

wish to meet it. It's almost always working in a sub conscious level and it is frequently hard to quantify. The degree of drive additionally impacts the purchasing behavior of clients. Every individual has various demands like bodily needs and biological demands, societal demands etc., The character of these demands is the fact that, a number of those are pressing while some the others are at pressing. Hence a demand gets to be a reason as it really is significantly more pressing to guide somebody to find gratification. Psychotherapy is regarding the necessity and can be expressed at an identical sort of classification as outlined from the phases of their user purchasing decision procedure. During the last ten, the importance of free sampling as a promotional tool in the field cosmetics are growing (Ben A Insaf, Guilbert Francis (2009)). To improve earnings and invite shoppers to get, brand names need to decide to try to generate, create mindful or fortify a demand from your user so mind to ensure he develops a buy determination. He'll soon be far more thinking about believing and acquire their goods. They have to additionally, depending on analyze, the sort of solution they promote and also the shoppers they aim, find the enthusiasm and also the requirement for that their products react as a way to generate sure they are appearing since the remedy to their consumer's desire.

Perception. Notion is the procedure by which a person chooses, organizes and adjusts the advice he gets in sequence to perform something which is logical. The understanding of the position in a specific time could pick whether and by what method the individual can behave. Finding, organizing and distributing facts in a means to generate a purposeful connection with earth is termed understanding. You'll find 3 diverse perceptual processes that are discerning awareness, selective distortion and selective retention. In the event of discerning focus, entrepreneurs attempt to pull in the client care. But, just in the event of discerning stimulation, clients attempt to translate the info in a manner that'll encourage exactly what the clients by now consider. Perception has become easily the most significant psychological aspect which affects individual behavior. Its process composed of

numerous sub-processes. All these are stimulation, enrollment, interpretation, reaction, and feedback. The very first rung on the ladder would be that the current presence of stimulation, or perhaps the condition that someone confronts. That really is followed closely by enrollment that affects both the emotional organs. Ergo, the person exerts (attaches significance into this stimulation) and also learns. Facets such as learning assist from the perceptual procedure. Feedback may be your fourth largest part also the last facet is that the consequent behavior of the person. Our understanding of this stimulation and also the specific situation has a significant part of the behavior is your crucial task that connects the human user to some class, marketer and situation impacts. When somebody has been confronted with a stimulation, he can reveal interest from the vulnerability. His attention attracted in the direction of the thing and also the nerves carry the feeling into the mind for processing. The interpretation could be your mission of significance to this received senses. That really is kept from the memory (simply part of this documented information could possibly be kept from the memory). This contributes to ingestion behavior that might involve negative or positive responses to your own person.

Figure below displays that the individual is showing to the stimuli. His attention is fascinated. He interprets the situation and the stimuli which the reactions shown by means of purchases and, goes to his memory (Figure 3).

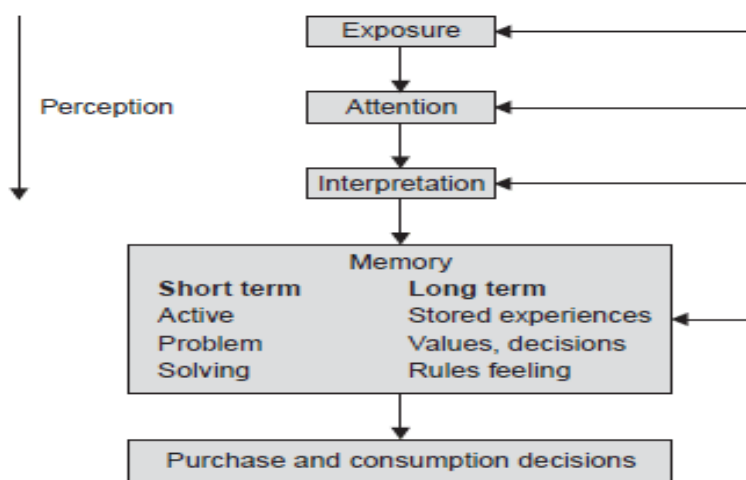


Figure 3: Information processing for consumer decision-making

Selective Attention: Your person concentrates solely on some particulars or stimulation to that he could be exposed. The form of stimulation or information to that someone is sensitive is based upon the individual. For advertisers and brands successfully catch and keep the interest of shoppers is now difficult. As an instance, a lot of users pay extra focus, automatically, to banner ads adverts online. This form of course of action can be known as Banner Blindness. The care amount also changes dependent on the game of the person and also the range of different factors from the surroundings. By way of instance, an person who's tired over the course of a subway vacation will probably be more careful into a brand-new ad exhibited from the tube. It's a brand new stimulation that violates the excursion regular because of him. Consumers may be far more careful to stimulation associated with a necessity (Reynold et al (2005)). By way of instance, a user that wants to get a fresh car can cover extra focus to automobile manufacturing companies adverts. While failing those such as pcs. Last, folks may be careful to stimulation which are fresh or outside of their standard. By way of instance, an advanced advertisements or perhaps a marketing material generally unique from its own competitors is much more inclined to become recalled by users (Morgan, R.M. & Hunt, S.D. (1994)).

Selective Distortion: In most scenarios, a couple different people aren't likely to translate a more advice or some stimulation in an identical manner. Every person is going to have an alternative understanding predicated upon his encounter, frame of thoughts, attitudes and beliefs. Selective stimulation leads visitors to translate situations to be able to create sure they are in keeping with their own faith and worth.

For makes, this usually means that the material that they convey will probably not be sensed specifically in an identical fashion with users. And everyone might have another understanding of this. That is why it's crucial to routinely inquire consumers as a way to understand their true brand awareness. Selective stimulation regularly benefits into popular and strong makes. Sampling is less

presenting technique number of goods as cost-free to customers, try and buy the product in the near future (Pramataris KC (2001)). Various studies have demonstrated that both the understanding and also new image performs a central function in how consumers judged and perceived this item. Some experiments have demonstrated that if we provide them exactly the exact same solution, shoppers see the item tastes or is better whenever they have been instructed it from the new they prefer compared they have already been instructed it a generic variant.

Selective Retention: Folks usually do not conserve all of the advice and stimulation they've been confronted with. Selective retention signifies that which the patient may retailer and maintain in the given position or perhaps a specific stimulation. In terms of selective stimulation, most individuals often incorporate advice that'll fit together with their current beliefs and beliefs (Allam Ahmed. (2008)). By way of instance, shoppers will keep in mind notably some great benefits of a product or brand which they enjoy and also certainly will your investment pitfalls or rival services and products gains.

Learning. Mastering is during activity. As soon as we behave we know. This implies that a big change in the behavior stemming from your ability. The training affects the behavior of a individual since he communicates experience and information (Dopico et al (2000)). As an instance, in the event that you're sick soon after drinking milk, then you'd an adverse encounter, then you connect the milk on this specific condition of distress and also you also realize you need to perhaps not ingest milk. For this reason, you don not acquire milk (Sterngold, A et al (1997)). Fairly, in the event that you had a fantastic working experience using the item, you'll have far longer wish to purchase it next moment. The training concepts may be utilized in promotion from makes.

Beliefs and attitudes. An opinion is just a certainty an individual gets something. Throughout the adventure he accelerates, his schooling along with his outside influences (family members, good friends, etc..), he'll grow faith that'll impact his

purchasing behavior (Alvensleben, R. v. (1997)). Customer owns special mindset and belief towards many services and products. Ever since such attitudes and beliefs create up new picture and have an effect on client buying behavior hence entrepreneurs' enthusiastic about these. Advertisers can alter the attitudes and beliefs of clients by establishing exclusive campaigns within this respect. To alter the newest s no advertising material or adapt its own placement as a Way to get customers to Modify their new awareness

2.3. Main features of sales promotion

If we step out in the market, we will find a shop suggesting discounts on all its products. Likewise, we might find a dealer powerfully pushing one brand over other. These are appropriate examples of Sales promotions in this action.

What is sales promotion?

Revenue marketing is a significant software of advertising that supplements private marketing and marketing campaigns. As stated by American marketing and advertising Association, "Revenue advertising comprises those advertisements tasks, besides personal marketing, promotion, and promotion, which excite client acquiring and trader usefulness, like screens, displays and expositions, presentation, and assorted non-recurrent marketing campaigns not at the standard regimen." Revenue advertising includes methods such as free samples, and premium available for the market, earnings and dealer incentives, competitions, fairs and displays, general public relations tasks, etc. Revenue campaigns are such tasks, apart from personal and advertising marketing which excite market need for the products. The fundamental goal will be to excite the area acquiring by potential clients throughout short term gains. These incentives are also essentially nonpermanent and non-recurring. Revenue advertising differs from affiliate marketing that's persuasion of consumers from the earnings

individuals to obtain products that are certain. In addition, it's different in the advertisements. With the exception of advertisements by way of direct email, advertisements prices together with networking possessed and regulated from the business by itself. Commonly, earnings promotion copes together with non-recurring along with non-routine techniques compared to particular advertising or marketing. As an issue of simple fact, earnings promotion tasks aim in advertising and coordinating own advertising and marketing (Hajiyeva L.A., 2013)). Revenue promotion involves things to do of non-routine natural to market earnings, e.g., a supply of samples, discount vouchers, competitions, an exhibit of items, fairs, and exhibitions, etc. However, it doesn't include things like ad, promotion and personal promotion. Revenue promotion comprises all of those tasks that promote earnings like the supply of samples, discount vouchers, competitions, an exhibit of products, fairs, and exhibitions, etc. Advertising and marketing, on the opposite side, isn't any paid form of non- personal presentation and advertising of ideas, merchandise and solutions. The targets of the earnings advertising and advertisements are somewhat alike and also match each other. They're interrelated in the feeling which they're key components of their 'advertising combination' of the company. Marketing promotes earnings promotion tasks by notifying people concerning those attempts of the provider. Likewise, earnings promotion pursuits remind people of this information promoted with the industry firm.

Company businesses utilize promotional instruments to successfully reach.

These advantages are:

Attracting Care: The very first target of earnings promotion would be always to draw the interest of their future buyers and also let them know regarding the accessibility, features, and applications of the specific item.

Highlighting Power of Product or Service: Promotion aids in enabling the people today find out more about the usefulness of their products that are new. In

addition, it informs them just how a product that is concerned is likely to soon be useful in gratifying their particular requirements.

Stimulation of Need of New Product or Service: Promotional tasks are all utilized to produce interest from the newest product and also to convince folks to purchase the exact same. This aids in launch the newest item.

Merchandise Differentiation: Promotion assists in identifying certain merchandise of their business from your competing services and products of different corporations. A business may additionally utilize statistics demonstrating the way the product contrasts with one other service and products.

Synergy in Promotional Routines: Revenue advertising pursuits supplement particular marketing and marketing campaigns of this business. They contribute to the total potency of their business's promotional pursuits.

Stabilization of Earnings Quantity:

In today's era of rivalry, it's a significant aim of promotion to aid in stabilizing earnings quantity by encouraging the clients in regards to the caliber and purchase price of the goods. It's likely that the client working with a specific manufacturer can purchase yet another as the brand new brand is encouraged at an effective method.

Functionality Evaluation or Advertising and Marketing Get a Grip on: The managing of the business may continue to keep a productive check to the outcome realized through earnings promotion strategies, as it's in a place to reevaluate the fees incurred as well as the advantages based.

Arranging Gross Sales Promotion: Appropriate preparation is necessary for your good results of marketing strategy since it demands high expense on advertising merchandise and implementation of promotion pursuits. With developing rivalry in the industry and the should discharge whole gain of earnings promotion, it takes a proper approach predicated on advertising terms and temperament of goods.

Sales promotion has many types which was given below:

1) Discounts

Even the absolute most frequently encountered kind of earnings promotions is purchaser special discounts or commerce savings. I do will need to explain that to every one as we're bombarded with reduction provides regular. Can it be e commerce merchants, stores or any such thing else. The main reason is used is really because it functions! When there exists really a 10% reduction to your product to get the user, then it's called consumer reduction. But if there's really a 10% reduction into this trader if he could be paying for by the business, it's called transaction reduction. In exchange discounts, either the trader might or might not forwards the reduction towards the client. It's perhaps not vital the trader can provide additional 5 percent reduction to clients whether he could be receiving 10% more reduction. But lots of traders know the value of reaching earnings amounts so they move discounts to clients any time they acquire commerce discount rates.

2) Gifting

Probably one among the absolute most frequently made tactics to publicize your shop during holiday period or if there's really a very big walk if anticipated is Gifting. It's likewise a means to grow the earnings of their services and products because clients possess an expectation they may acquire a present by the shop. Still another favorite means to utilize non-toxic is always to market "Assured gift suggestions". Ostensibly, you've got various presents on feature including a mixer-grinder along with perhaps a steam iron. An individual that buys a fixed quantity of services and products are certain to find that the "Assured present" in you personally. This produces delight from mind of their purchaser and he also received something to get "no cost". He would see over and over.

3) Coupons

Codes Quite widely utilized to inspire men and women to get whenever they assume the purchase price is substantial or it may be incentive to purchase your merchandise over the competitions. Domino's, Pizza hut and McDonalds quite

reluctantly utilize coupons inside their own promotion. In the event you've got their voucher hand, you obtain yourself a reduction of X number onto this buy price. What exactly the voucher will do would be, it even compels one to do it. If now I receive yourself a voucher saying I'll get 10 percent away whatever I acquire from an X Y Z retail store, then we can get off my bum and also proceed paying for. I can buy all of the services and products. However, the voucher made me acquiring against the X Y Z show-room. That is the purpose of this voucher that it's realized.

4) Financing

Funding is innovative between the assorted sorts of revenue advertising. It's a mix of varied elements. Businesses that have tremendous resources normally behave as Financers. They let users to buy an item on EMI or about different lending choices. This happens to get a tiny processing price and not as much interest rates. Like a consequence, the purchaser, that doesn't need entire dollars to purchase the item, will probably buy the merchandise utilizing financing choices. Such lending enables the trader to liquidate the product or service speedier and helps the purchaser for making buying choices.

5) Sampling

It's mostly utilized from the FMCG marketplace for fragrances, deodorants, additives as well as eatables. Sampling can be a superior means to present your goods on the current market and in an identical period to raise the consciousness of the product or service. The clients that are now being targeted at sampling take an immense life price. The moment they get hooked on your goods they won't make it early. Therefore, earnings may possibly be at high cost into this organization. however, it's rather successful within the respective varieties of revenue promotions.

6) Bundling

Bundling is the thing you set a combo of services and products available at equal selling price. Thus, as an instance, commonly A100 dollars could purchase you

merely a top notch. But with merchandise overload, a hundred bucks could get you some record of pants and shirt. Like a consequence, the user is far more inclined to obtain this bundled deal when compared with one deal.

7) Contests

You'll find various kinds of competitions that may be conducted to assemble more purchaser info or maybe to inspire the client to try out the solution or maybe to produce knowledge in regards to the brand new Re-Tail location. Contests are often as easy as profitable a talent by means of a scratch card or it may be a in-house match at a retail store or it may be a on-line competition for that users need to input their own advice. As a result of incredible growth of the web, on the web competitions are now super simple as well as very important. Additionally, they permeate quicker and attain a whole lot of clients.

8) Refunds & Rebates

As its name implies, prices really are a marketing strategy for those who really get yourself a tight sum reimbursed for your requirements predicated in an activity you've taken. As an instance - in the event that you attract the parking ticket into the showroom, then your own parking number is going to be reimbursed by your shop. Such concessions create the purchaser eager to pay a visit to a shop. Likewise, rebate can be really a kind of partial discretion that can be popular at the U.S., nevertheless much popular in most different nations. Additionally, you fulfill forms while still assessing from the stores. Of course in case you've won the lien, you might need to email your facts on this organization and also the business is going to repay you that the lien level on your own bank or by means of a paypal account.

9) Exchange offers

Exchange deals can be widely utilized all over the entire world and utilized ardently in joyous season if earnings will probably be and folks come at an paying for disposition. In market deal, you could swap an obsolete product to get a brand new merchandise. You're going to get a reduction depending on the evaluation

of one's previous item. Consequently, in case you'd an older washer in your residence and also there has been an exchange market on the current market, then you're going to get an X level to your own automatic washer that's made a decision from the parent firm or even the merchant. This X level is going to be subtracted from your last payable volume and also will probably be paid down underneath the header of "trade offer you nonprofit".

10) Free trial

Odds are, you've come along with a few software's or internet apps that supply a completely free trial offer for your requirements until you get the item. Shareware packages are likewise some sort of completely free trial offer apps at which you may utilize the merchandise for a while but down the road need to get the merchandise to use it thoroughly. That is achieved so the buyer receives an opportunity to examine conduct the merchandise prior to he pays to get its merchandise at entire (Darby, M. & E. Karni. (1973)). Apps such as Adobe Photoshop, even Microsoft Office 365 along with many others are all understood to provide completely free trial apps of over per month in order for the consumer can learn more concerning this item, they may make an effort to after invest in.

11) Email marketing

Email promotion has been, is well known to consistently be certainly one among the greatest strategies to publicize your company. This really is but one among the very most frequently used kinds of earnings promotions all over the earth for the simplicity of execution and due to its own penetration. Each and each one among those comes with a contact accounts that we get routinely. So, a mail is individual to people received inside our mobile and also we're jump to test out it. Odds are, marketing with email bundled using a very intriguing and irresistible feature can truly lure the purchaser in paying for your merchandise. Like a consequence, electronic mail promotion is in fact trusted, make sure it on the web offline or industry.

12) Exhibitions

Additionally, utilized in meals, Jeweler, outfits, chemical compounds and alike industries exactly where sellers would like to exhibit these services and products that they need certainly with their own clients. All these buyers may possibly be shoppers or they could possibly be commercial potential buyers. A display broadly speaking is composed of an individual player who's displaying his merchandise. But, it might likewise become a mix of gamers who're around to flaunt their own products.

13) Trade Shows

While displays are geared in the direction of human potential buyers, Tradeshow are geared towards wholesalers, traders, vendors and majority potential buyers. A trade series is normally a screen tip for most top organizations in a business. These firms will there be to contend also to grab the very most numbers of merchants, sellers and traders. Even though Exhibitions are focused generally on human potential buyers, commerce shows have been focused towards majority potential buyers.

14) Demonstrations

Probably one among the absolute most widely used services and products to be purchased through merchandise presentations ended up vacuum cleansers that was sold residence. But as of privacy problems, this kind of sort of promotional actions were all ceased. As an alternative, you may find water heaters being marketed throughout presentations in areas, show rooms along with other regions. Demonstrations really are an superior means to produce more knowledge of this item and also to produce clients comfortable to get an specialized item. Technicality of this product may be barrier to buy. By displaying that the true operating of the item, you're getting rid of a barrier to buy. Thus demonstration can be really a kind of sales-promotion chiefly employed for specialized kind of services and products.

15) Continuity Programs

One among many optimal/optimally case of Qualifications apps would be that the typical flyer application released by the majority of air companies. These air companies provide greater "kilometers" into those clients that are traveling increasingly far more with all the airline. As you're given gift suggestions that the further you fly one airline, then you're most likely to keep on traveling with this particular airline in order to obtain greater miles off per hour. The following instance of the pragmatic app is every time a superb market frees that clients who acquire five days within this thirty-day period out of this superb market may find yourself a present. In this way that the purchaser isn't going to change anyplace else however may perform shopping out of this superb industry. Such allocation apps maybe not merely aim at obtaining new clients, however additionally they maintain elderly clients effortlessly.

16) Quantity Discount

The greater money of this product that you purchase, the greater could be that the reduction. Therefore, as an instance, a lone soap can cost \$ inch however a joint deal of 5 components of soap could run you more 4, providing you with a 20% reduction to your buy price. Such a form of volume reduction is normal for clients. Nevertheless, the number reduction isn't pertinent simply for shoppers. In addition, it's important in commerce by which a trader or dealer may be supplied a reduction of 510 percent when he buys a greater sum of merchandise. Thus, an appliance supplier may be supplied a reduction when he purchases higher quantity of components at the joyous year. The larger he sells and also the much more competitive he could be; he will soon get. Over are the different varieties of product sales promotions. Every company differs and thus, the kind of product sales marketing utilized by every single firm desires to differ. Fully being truly a competitive universe, many businesses utilize a mixture of varied earnings promotional procedures to conquer competitions, draw and maintain clients and most of all, to raise the selling in their goods or solutions.

3. METHODOLOGY

In this chapter the techniques used for managing the research is debated. Chapter explains the research methods and designs, research Strategy, reliability and validity of research results, data analysis and limitations of the study. This chapter will represent the constructive methodology and the theoretical hypothesis that support the methodology intended for this research. Methodology of research determines the scientific and systematic procedures that drive the findings of the study and study to the results.

3.1. Sampling and population

The population for the learning is comprised of all kinds of customers. Population was heterogeneous because population comprised of all kinds of customers. In this research, a technique of random sampling was used to sample 537 and concerned variety of variety for more applicable result for the research questions. Non-probability technique of sampling was intended for this research to define the influence on the behavior of consumers for sales promotion they come crossways. This technique was measured for appropriate use by sampling from different populations and a questionnaire was applied to find answers to the consumer's questions. Furthermore, this research includes a large population, such as any marketing research, that is almost inaccessible when each member of the population has to be included in the study. Thus, to represent the entire population, several examples are selected for the applicable response.

3.2 Data collection procedure

The data were collected from customers which age range between 16-35. The data consists just the primary data which were collected through administering the questionnaire to randomly selected samples in Google form. Questionnaires were completed by respondents with approximately average of five minutes. Aim

of collecting data was to establish influence of sales promotion on consumers purchasing behavior.

3.3. Research instrument

The questionnaire was used such as the key data collection tool. The survey proves that the researcher is the most common research tool to help him / her to ask questions and obtain data easily. In all, the questionnaire consists of two types questions. First type relates to demographics questions. Second type relates to psychological questions. The questions were mostly closed-ended and in major part contained multiple-choice grid such as “Strongly Disagree”, “Disagree”, “Neutral”, “Agree” and “Strongly Agree”. The questionnaire was administered over the google forms online for make it quick and influential to randomly selected consumers.

3.4 Research designing and methods

Research design related to Kerlinger (1986) is “the structure and the plan of the investigation considered to obtain answers to questions of research”. The design represents the research methods and procedures that obtain the necessary information. Research methods represent the general framework of the study, which provides for the information to be collected and the sources and information collection procedures. The research methodology can be a combination of both, for quantitative, qualitative or data analysis. While the data are quantified and statistical methods are used for quantitative methods, the understanding of the phenomenon given in the qualitative research is carried out through verbal or visual data. Various customers were selected for the answers, and the researcher used Google forms as a quantitative approach to collecting data to obtain data. The impact of sales promotion on consumer behavior of research and research questions of this research is carried out by collecting data from random customers.

4. DATA ANALYSIS AND INTERPRETATION

Evaluating data involved arranging and reducing the data, combining searching for significant discovering and patterns what was essential. Ary et al (2002) have noted 3 steps involved in evaluating data: summarizing, interpreting and organizing data. Statistical tools for example tables, pie chart and bar graphs were used for giving data collected for this education. The evaluating was done with help of Statistical Set for Microsoft Excel and Social Science (SPSS). The closed completed questions were specified numerical codes which were finished in a varying scale be contingent on the replies. Data was analyzed in form of reliability and correlations analysis. The data analysis is essential part of this investigation and Microsoft Excel and SPSS 20.0 have been intended for measurement and calculation of the data. This data had been collected for analysis and outcome. The data is moved in SPSS for output of the data and the systematic analysis and were collected randomly.

4.1 Description of questionnaire results

Data collected from 16-35 age people in Azerbaijan on Google Form. Form consist of 14 questions and all respondents asked them which were required answer. 543 respondents participated in totally and 66.3 per cent of respondents are female, 33.7 per cent of respondents are male (Figure 4).

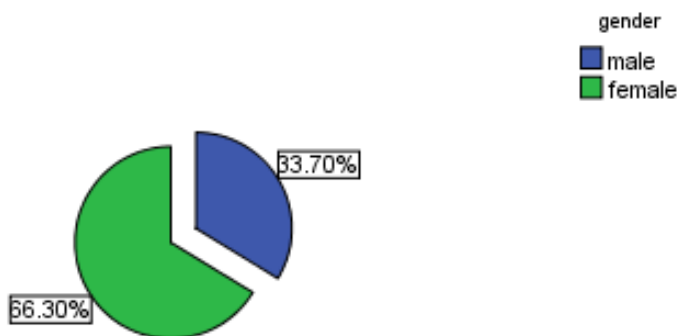


Figure 4: Gender of respondents

Majority of respondents' (305) age range is 21-25, 201 respondents' age range is 16-20, 27 respondents' age range is 26-30, 10 respondents' age range is 31-35 (Figure 5). 465 respondents' education level is bachelor degree which contain 85.6 per cent of all of respondents and also 8.1, 5.7, 0.6 per cent of respondents have master degree, doctoral degree and high school education respectively.

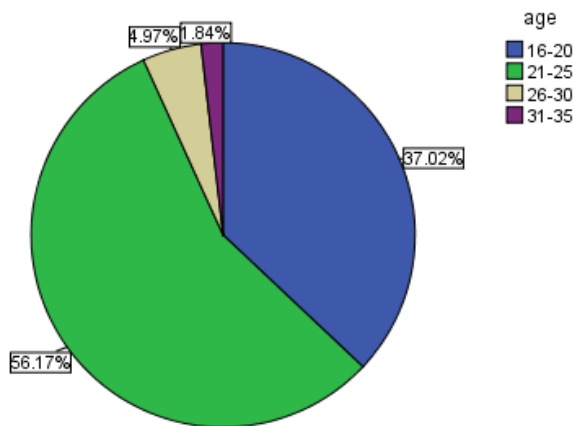


Figure 5: Age range of respondents

Percentage of student, private sector employee, public sector employee, entrepreneur, freelancer, unemployed equal to 70.3 (382 respondents), 11.2 (61 respondents), 5.9 (32 respondents), 6.1 (33 respondents), 3.9 (21 respondents), 2.6 (14 respondents) respectively. In this data, also was shown that all respondents' wage range for a month. So, 66.3 per cent of respondents (360 participants) earn 0-250 AZN for a month. Because, majority of form's participants were students. From this reason, they earn less money than others. And 17.5 per cent of respondents (95 participants) earn money between 251-500 AZN, 11.4 per cent of respondents (62 participants) earn money between 501-1000AZN, 4.8 per cent of respondents earn money more than 1000 AZN for a month (Figure 6).

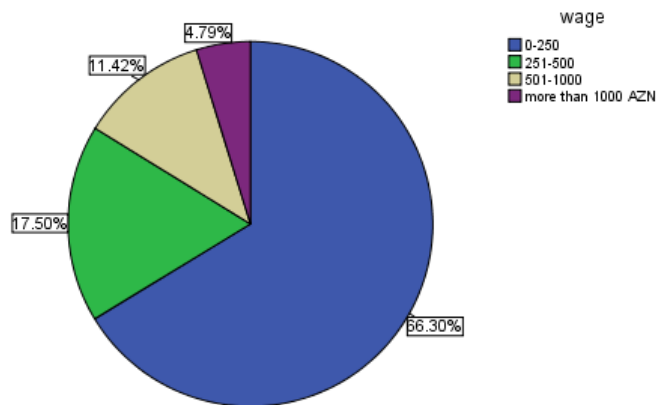


Figure 6: Wage of respondents

Research especially targeted young people in Azerbaijan who like to do shopping. From this reason, 458 respondents (84.3%) like to do shopping and 85 respondents (15.7%) don't like to do shopping. In this survey results were also display that majority of respondents (287 respondents - 52.9%) have gone to do shopping once a month or later, 192 respondents (35.4 per cent) usually like to do shopping for a week, 45 respondents (8.3 per cent) like to do shopping four or five times in a week, and just 45 respondents like to do shopping every day (Figure 7).

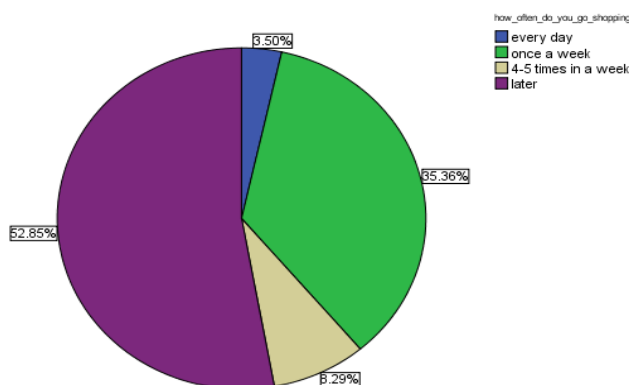


Figure 7: Frequency of going to shopping of respondents

Most of participants don't like to spend time more than one hour for a week so, 245 participants (45.1%) selected "one hour and less" option from four options. Also, 152 participants (28%) selected spending 2 hours, 94 participants selected spending 3 hours and 52 respondents selected spending 4 hours for a week.

There were some psychological questions such as factors (quality, price, service, availability of product) which attract people for buying. So, quality impact to 459, price attract to 415, service impact to 118, availability of product impact to 112 respondents' buying behavior. Most of participants attracting from quality and price.

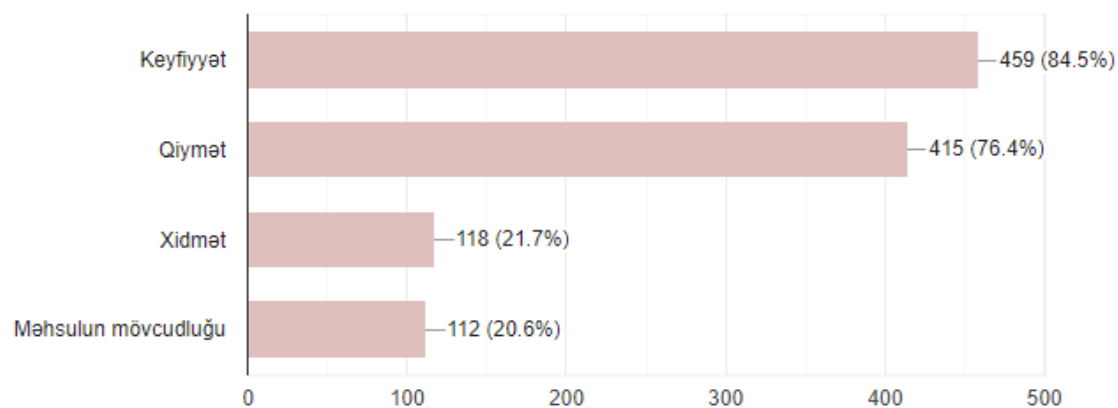


Figure 8: Percentage of factors which attract people for buying

Another question is "Does sales promotion impact your buying habits during to do shopping?". For this question, 421 respondents (77.5 per cent) were impacted by sales promotion activities during to do shopping bur other 122 respondents (22.5 per cent) weren't impacted by sales promotion activities during shopping. During survey was wanted from participants to indicate on the scale between one (1) to four (4), where one as least favorable, two as less favorable, three as favorable and four as most favorable, the degree to which they as satisfied with the sales promotion tactics. Firstly, was wanted from respondents to evaluate price discounts. From 543 respondents, 34 respondents selected "least favorable" option, 67 respondents selected "less favorable" option, 274 respondents selected

“favorable” option and 168 respondents think that price discounts are most favorable option during answered survey. At the second, was wanted from respondents to evaluate coupons. From 543 respondents, 131 respondents selected “least favorable” option, 240 respondents selected “less favorable” option, 153 respondents selected “favorable” option and 19 respondents think that coupons are most favorable option during answered survey. After, was wanted from respondents to evaluate sampling. From 543 respondents, 163 respondents selected “least favorable” option, 171 respondents selected “less favorable” option, 146 respondents selected “favorable” option and 63 respondents think that price discounts are most favorable option during answered survey. Next, was wanted from respondents to evaluate testing. From 543 respondents, 153 respondents selected “least favorable” option, 202 respondents selected “less favorable” option, 142 respondents selected “favorable” option and 46 respondents think that testing is most favorable option during answered survey. At the fifth, was wanted from respondents to evaluate buy one get other one free. From 543 respondents, 53 respondents selected “least favorable” option, 103 respondents selected “less favorable” option, 255 respondents selected “favorable” option and 132 respondents think that buy one get other one free are most favorable option during answered survey. At the last, was wanted from respondents to evaluate buy bonuses. From 543 respondents, 83 respondents selected “least favorable” option, 189 respondents selected “less favorable” option, 210 respondents selected “favorable” option and 61 respondents think that bonuses are most favorable option during answered survey.

In other question, was asked from respondents that select sales promotion strategy for each product category during to do shopping process. For daily product, 118 respondents selected “bonus” option, 41 respondents selected “coupon” option, 235 respondents selected “price discounts” option, 15 respondents selected “sampling” option, 11 respondents selected “testing” option and 123 respondents selected “buy one get other one free”. For clothes, 33 respondents selected

“bonus” option, 23 respondents selected “coupon” option, 429 respondents selected “price discounts” option, 4 respondents selected “sampling” option, 4 respondents selected “testing” option and 50 respondents selected “buy one get other one free”. For technological product, 75 respondents selected “bonus” option, 58 respondents selected “coupon” option, 314 respondents selected “price discounts” option, 29 respondents selected “sampling” option, 11 respondents selected “testing” option and 41 respondents selected “buy one get other one free”. And finally, for home appliances, 67 respondents selected “bonus” option, 63 respondents selected “coupon” option, 306 respondents selected “price discounts” option, 24 respondents selected “sampling” option, 22 respondents selected “testing” option and 61 respondents selected “buy one get other one free”. All of results of this question, readers can easily identify that. consumers mostly want to use buy one get other one free, bonuses and coupons for daily product rather than other categories of products, at the same time, consumers mostly want to use price discounts for clothes rather than other categories of products, for technological products, consumers mostly want to use sampling and testing rather than other categories of products,

In research, was asked that mark the option as per their reaction to the questions during shopping. 66 respondents selected “never” option, 168 respondents selected “occasionally” option, 223 respondents selected “sometimes” option, 68 respondents selected “often” option and 18 respondents selected “always” option for reaction of “I just only search sales promotion offers during shopping”. For “Do you find the special offers provided in sales Attractive? Do you buy more compared to your shopping bills on normal days”, 55 respondents selected “never” option, 126 respondents selected “occasionally” option, 219 respondents selected “sometimes” option, 105 respondents selected “often” option and 38 respondents selected “always” option. And finally, for “When I see promotion in my wanted product, I will buy them more than my needs”, 76 respondents selected “never” option, 144 respondents selected “occasionally” option, 183

respondents selected “sometimes” option, 95 respondents selected “often” option and 45 respondents selected “always” option.

4.2 Reliability of dataset

In this chapter, was shown reliability analyses of results of survey in SPSS.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.737	.753	18

Figure 9: Reliability Statistics

First of all, was evaluate reliability statistics results of survey. It is important to determine “Is this survey reliable for analysis?”. So, when percentage of reliability above 70% (0.7), this survey will be reliable. If percentage of reliability below 70%, this survey will be disreputable. For this survey, Data is reliable because percentage of reliability equal to 73.7% (0.737) which above 70% (Figure9).

4.3 Correlation of independent variables

After reliability test, was analyzed correlations (Figure 10) between independent variables.

Correlations			
		do_promotions_impact_to_your_buying_behavior	evaluate_favorable_of_promotion_in_below_discount
do_promotions_impact_to_your_buying_behavior	Pearson Correlation	1	-.141 ^{**}
	Sig. (2-tailed)		.001
	N	543	543
evaluate_favorable_of_promotion_in_below_discount	Pearson Correlation	-.141 ^{**}	1
	Sig. (2-tailed)	.001	
	N	543	543

Figure 10: Correlations between impacts of sales promotion for respondent's behavior and independent and suitability of price discounts.

Thus, independent variables are “impacts of sales promotion for respondent's behavior” and “suitability of price discounts”.

For correlation, was created hypotheses. The hypotheses are given below:

H0: there is relationship between impacts of sales promotion for respondent's behavior and suitability of price discounts. Hypothesis is accepted

In these correlations, “suitability of price discounts” results negatively influenced to “impacts of sales promotion for respondent's behavior”.

Correlations			
		do_promotions_impact_to_your_buying_behavior	evaluate_favorable_of_promotion_in_below_bonus
do_promotions_impact_to_your_buying_behavior	Pearson Correlation	1	-.125 ^{**}
	Sig. (2-tailed)		.004
	N	543	543
evaluate_favorable_of_promotion_in_below_bonus	Pearson Correlation	-.125 ^{**}	1
	Sig. (2-tailed)	.004	
	N	543	543

Figure 11: Correlations between impacts of sales promotion for respondent's behavior and suitability of bonus.

Also, was analyzed correlations (Figure 11) between independent variables. Thus, independent variables are “impacts of sales promotion for respondent's behavior” and “suitability of bonus”.

For correlation, was created hypotheses. The hypotheses are given below:

H0: there is relationship between impacts of sales promotion for respondent's behavior and independent and suitability of bonus. Hypothesis is accepted.

In these correlations, suitability of coupon negatively influenced to “impacts of sales promotion for respondent's behavior” analysis.

Correlations

		do_promotions_impact_to_your_buying_behavior	evaluate_favorable_of_promotion_in_below_coupon
do_promotions_impact_to_your_buying_behavior	Pearson Correlation	1	-.123"
	Sig. (2-tailed)		.004
	N	543	543
evaluate_favorable_of_promotion_in_below_coupon	Pearson Correlation	-.123"	1
	Sig. (2-tailed)	.004	
	N	543	543

Figure 12: Correlations between impacts of sales promotion for respondent's behavior and suitability of coupon.

In Figure 12 was analyzed correlations between dependent and independent variables. Thus, dependent variable is impacts of sales promotion for respondent's behavior and independent variable is thoughts for coupon.

For correlation, was created hypotheses. The hypotheses are given below:

H0: there is relationship between impacts of sales promotion for respondent's behavior and independent and suitability of coupon. Hypothesis is accepted.

In these correlations, "suitability of coupon" negatively influenced to "impacts of sales promotion for respondent's behavior" like Figure 10-11.

Correlations

		evaluate_favorable_of_promotion_in_below_discount	evaluate_favorable_of_promotion_in_below_coupon	evaluate_favorable_of_promotion_in_below_sampling	evaluate_favorable_of_promotion_in_below_testing	evaluate_favorable_of_promotion_in_below_buy1get1	evaluate_favorable_of_promotion_in_below_bonus
evaluate_favorable_of_promotion_in_below_discount	Pearson Correlation	1	.250"	.241"	.200"	.495"	.187"
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	543	543	543	543	543	543
evaluate_favorable_of_promotion_in_below_coupon	Pearson Correlation	.250"	1	.369"	.337"	.215"	.369"
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	543	543	543	543	543	543
evaluate_favorable_of_promotion_in_below_sampling	Pearson Correlation	.241"	.369"	1	.709"	.213"	.224"
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	543	543	543	543	543	543
evaluate_favorable_of_promotion_in_below_testing	Pearson Correlation	.200"	.337"	.709"	1	.245"	.249"
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	543	543	543	543	543	543
evaluate_favorable_of_promotion_in_below_buy1get1	Pearson Correlation	.495"	.215"	.213"	.245"	1	.373"
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	543	543	543	543	543	543
evaluate_favorable_of_promotion_in_below_bonus	Pearson Correlation	.187"	.369"	.224"	.249"	.373"	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	543	543	543	543	543	543

Figure 13: Correlations between suitability of all types of sales promotion

Correlation analysis of these six variables illustrates that there are some significance relationships between these six. If one of them change, others will be affected this change (Figure 13).

As a result, Figure 10, 11, 12, illustrate that generation Y negatively will affect from sales promotion strategy if firms extremely use them in Azerbaijan. Because consumers can think that, if firms often use sales promotion strategy, their product can be low-quality product. From this reason, companies keep balanced level of sales promotion strategy.

CONCLUSION

In introduction, was given two main questions for searching and analyzing and this thesis was built questions which was given in below:

RQ1: Which types of sales promotion have impact on Azerbaijani consumers' behavior?

For finding right answer for this question, was collecting information with questionnaires from consumers which belong to 16-35 years' age group. During collecting data from these age group people, was asked some demographical and psychological questions. And when collected data from respondents, was analyzed data for answering first thesis questions in SPSS. First of all, data was evaluated with reliability test and result was reliable which readers can see in Figure 9. Then was created correlation between suitability of three types of sales promotion and impacts of sales promotion for respondent's behavior. These correlations are illustrating to Figure 10, 11, 12. As a results, these correlations showed that, 16-35 years' age group was negatively affected by types of sales promotion strategy.

RQ2: Association between sales promotion strategies and their influence on one another?

Another questions were formulated after finding answer to first research question. When was found negative correlation between suitability of three types of sales promotion and impacts of sales promotion for respondent's behavior, was created new correlation model among main types of sales promotion strategy. As a result, in this correlation, all main types of sales promotion strategy will be affected small changes of other.

At the end, when some firms often use types of sales promotion strategy in Azerbaijan, this will be cause for decreasing interests of 16-35 years' age consumers for their products. Because, majority of respondents (84.5%) think that quality is key factor for their attracting which was illustrated in Figure 8, and they

can think that when companies mostly use sales promotion strategy, they can offer low-quality products. So, companies must try to keep balanced level of sales promotion strategy in Azerbaijan for these consumers.

BIBLIOGRAPHY

- Acebron, L B., Mangin, J. L. & Dopico, D. C. (2000) A proposal of the buying model for frsh food products. *Journal of International Food & Agribusiness Marketing*, 11(3), 75-96.
- Aitelmaalem, H., Breland, P. & Reynold, L. (2005). Canadian halal meat market study. An alternative market for Alberta's meat industry. Retrieved from <http://www.1.agric.gov.ab> Ca web assessed on 14/4/2009.
- Allam Ahmed. (2008), Marketing of halal meat in the United Kingdom supermarkets versus local shops. *British Food Journal*, 110(7), 655-670.
- Alvensleben, R. v. (1997). Consumer attitudes and behavior on the meat market in Germany. In: Alvensleben, R.v., S.v.
- Ansari S (2011) The effect of sales promotion on consumer interest to purchase in IKCO automotive company. *Journal of knowledge management, economics and information technology*.
- Ary, Jacobs et al. 2002. *Introduction to Research in Education*. Belmont: Wadsworth
- Baker M (2006) *Marketing*. Scotland: Westburn Publishers Ltd.
- Banerjee S (2009) Effect of product category on promotional choice: comparative study of discounts and freebies. *Management Research News* 32: 120-131.
- Barnes B, Marshall GW, Mitchell V, Solomon MR, Stuart EW (2009) *marketing,real people, real decisions*, European edition, Pearson education limited, Essex.
- Ben A Insaf, Guilbert Francis (2009) Influences on free samples usage within the luxury cosmetic market, *Direct Marketing: An International Journal* 3: 67-82.

- Blattberg RC, Neslin SA (1990) Sales Promotion: Concepts, Methods, and Strategies, Prentice-Hall, Englewood Cliffs, NJ.
- Chunnawala SA, Sethia KC (1994) Foundation of Advertising Theory and Practice, Himalaya Publishing House, Mumbai, pp.17.
- Cohen N, Dibb S (2004) Religious Influences on shopping behavior. An exploratory study. *Journal of marketing management* 20: 638-712.
- Consumer Behavior: Buying, Having, and Being. Eight Edition. Upper Saddle River, New Jersey: Pearson Education. Michael R. Solomon (2009).
- Darby, M. & E. Karni. (1973). Free competition and the optimal amount of fraud. *Journal of Law and Economics*, 16, 67-88.
- De Pelsmacker, Patrick – Geuens, Maggie – Van den Bergh, Joeri 2001. Marketing Communications. Pearson Education Limited.
- Dindyal, S. (2003). How personal factors, including culture and ethnicity, affect the choices and selection of food we make. *Internet Journal of World Medicine*, 1(2), 27-33.
- Evans J, Berman B (1997) Marketing. New Jersey: Prentice Hall International.
- Garbarino, E., & Johnson, M. (1999). The different roles of satisfaction, trust and commitment for relational and transactional consumers. *Journal of Marketing*, 63(2), 70-87.
- Golembiewski, R. T. & McConkie, M. (1975). The centrality of interpersonal trust in group processes. In: C. L. Cooper (Ed.), *Theories of group process*. New York: John Wiley & Sons.
- Hellman K (2005) Strategy-driven B2B Promotion. *Journal of Business & Industrial Marketing* 20: 4-11.
- Hermann, R. O, Warland, R. H. & Sterngold, A. (1997). Who reacts to food safety scares? Examining the AAR crisis. *Agribusiness*, 13(5), 511-520.
- Jobber D, Lancaster G (2006) Selling and sales management, (7th edn), Harlow: Pearson Education.

- Kerlinger, F.N. (1986) Foundations of Behavioral Research. 3rd Edition, Holt, Rinehart and Winston, New York.
- Koekemoer L, Bird S (2004) Marketing Communications. Juta and Company Limited.
- Kotler P, Peter C, Linden B, Stewart A (2000) Marketing in Australia and New Zealand, third edition, Sydney-Australia, Prentice Hall Pty Ltd.
- Kotler PJ, Armstrong GM (2010) Principle of Marketing, Global Ed. New York: Pearson.
- Kotler, P. & Armstrong, G. (1993). *Marketing: An introduction (3rd. ed)*.
- Kumar, H. M.; Gajaria, S. C.; Radha, K. S., 2004. Growth and development of catla (*Catla catla*) fed with different levels of diet containing *Spirogyra* sp.. Biores. Technol., 95 (1): 73–76
- Lindridge A (2009) Acculturation, Religion and Consumption in Normative Political Ideology. Advances in Consumer Research 36: 16-17.
- Maddock, S. & Foxall, G. (2000). Situational determinants of fish consumption. *British Food Journal*, 102(1), 18-39.
- Morgan, R.M. & Hunt, S.D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58, 20-38.
- Morgan, R.M., & Hunt, S.D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20-38.
- Ndubisi N, Oly, Moi CT (2006) Awareness and usage of promotional tools by Malaysian consumers: the case of low involvement products, Management Research News 29: 28-40.
- Pramataris KC (2001) Personal interactive TV advertising: The imedia business model. Elect Mark 11: 17-25.
- Raos, et al. (2011) Signaling at the gate: phosphorylation of the mitochondrial protein import machinery.
- Rowely J (1998) Promotion and marketing communications in the information. Library Review 47: 383-387.

- Solomon, M.R., Marshall, G.W., Stuart, E.W., Mitchell, V. and Barnes, B. (2009) Marketing: Real People, Real Decisions. Pearson, Harlow.
- Aşurov A.S. Marketingin kommunikasiya sistemi. Dərs vəsaiti, Bakı, “İqtisad Universiteti”, 2008, 168 s.
- Məmmədov A.T., Marketing. Dərslik, Bakı, 2014, 667 s.
- Hacıyeva L.A. Xidmət sahələrinin marketingi. Bakı, “Biznes Universiteti”, 2013, 276 c.
- Xeyirxəbərov İ.M. Marketing tədqiqatları. Bakı, İqtisad Universiteti nəşriyyatı, 2015, 364 s.

Reference Links

- <https://www.marketing91.com/what-is-sales-promotion/>
- <https://www.wisegeek.com/what-is-online-consumer-behavior.htm>
- <https://www.tutor2u.net/business/reference/sales-promotion>
- <http://www.businessdictionary.com/definition/sales-promotion.htmlv>
- <https://www.emeraldinsight.com/doi/abs/10.1108/10610420510601049>
- <https://www.theseus.fi/handle/10024/142006>
- <http://repository.smuc.edu.et/bitstream/123456789/3579/1/beimnet%20final%20reaserach.pdf>
- https://www.researchgate.net/publication/228150093_Impact_of_Sales_Promotion_on_Buyer_Behaviour_An_Empirical_Study_of_Indian_Retail_Customers
- <https://www.omicsonline.org/open-access/analyzing-the-influence-of-sales-promotion-on-customer-purchasing-behavior-2162-6359-1000243.php?aid=52367>