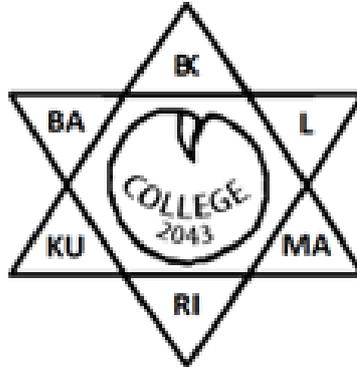


A Mini Research Report On

**Impact of Sales promotion on consumer shopping behavior
(with reference to branded electronic products in Chitwan)**



by

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Submitted to:

Research Management Cell (RMC)

Balkumari College

Narayangarh, Chitwan

July, 2020

APPROVAL SHEET

This is to certify that the
Mini research proposal

Submitted by
Mahesh Prasad Upadhyay

Entitled
**Impact of Sales promotion on consumer shopping behavior
(with reference to electronic products in Chitwan)**

has been prepared and submitted by Mahesh Prasad Upadhyay in the prescribed format of Research Management Cell (RMC) of Balkumari college is approved and grant permission to do mini research.

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Dr. Guna Raj Chhetri
Head, RMC

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Jagadishwar Khanal
Principal

Date: 12th July, 2020

DECLARATION

I hereby declare that this mini research work reported in the entitled "**Impact of Sales promotion on consumer shopping behavior (with reference to electronic products in Chitwan)** " submitted to the Office of the Research Management Cell, Balkumari College, Narayangarh, Chitwan is my original work completed in the prescribed format under the supervision and guidance of “ Professor Dr. Bhoj Raj Aryal”

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Mahesh Prasad Upadhyay

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Date: 12th July, 2020

RECOMMENDATION SHEET

This is to certify that this Mini Research

Submitted by

Mahesh Prasad Upadhyay

Entitled

Impact of Sales promotion on consumer shopping behavior

(with reference to electronic products in Chitwan)

has been recommended and forwarded for the approval.

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Prof. Dr. Bhoj Raj Aryal

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Date: 12/07/2020

ACCEPTANCE SHEET

We have conducted the Presentation work of the Mini Research

Presented by

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Entitled

Impact of Sales promotion on consumer shopping behavior

(with reference to electronic products in Chitwan)

and found the mini research to be the original work of the research and written according to the prescribed format. We accept this mini research.

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|--|----------------|
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Mahesh Prasad Upadhyay

July, 12/07/2020

Executive Summary

This study is concluded that different sales promotion tools positively affect the purchase decisions of consumers. It is because they motivate the consumers to buy the electronic product due different offers. Price discount is most influential offer for purchase decision. And purchase decision is affected by different factors and among them social class is the most influential factors. Consumers are quality conscious that's sales promotion doesn't affect sales of product maximum.

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CHAPTER-I

Introduction:

Marketers increase the value of its products by offering extra incentives to purchase through sales promotion. The prime objective of sales promotion is to encourage consumer and dealer actions. However, some sales promotion tools such as sampling and participation in exhibition and fairs are targeted at achieving brand awareness.

Sales promotion refers to the activities of non-recurrent nature that are used to reinforce personal selling and advertising for stimulating consumer purchasing and dealers effectiveness. Sales promotion is a type of pull marketing techniques. It sellers have a product which is new in the market or which is not receiving a lot of attention, then they can promote this product to customers via sales promotions. Businesses can target sale promotion at three different audiences: consumers resellers and the company's own sales force.

Sale promotion acts as a competitive weapon by providing an extra incentive for target audience to purchase or support one brand over another. It is particularly effective in spurring product trial and unplanned purchases. Most marketers believe that a given product or service has an established perceived price or value and they use sales promotion to change this price value relationship by increasing the value and lowering the price.

Compared to other components of the marketing mix (advertising, publicity, and personal selling) sales promotion usually operates on a shorter timeline, uses a more rational appeal, returns a tangible or real value, fosters an immediate sale, and contributes highly to profitability.

The basis goal of sales promotion is to achieve faster and higher sales of a product during the promotion period. (Dr Koirala K.D. 2019)

1.1 Background of the study:

Consumer shopping behavior is dynamic which makes harder for sales or sales growth of high involvement purchase electronic products such as laptop. Mobile and T.V. that's why for more than decades, sales promotion have grown in importance, chiefly to increase the sales temporarily to increase the sale volume or market share.

Moreover sale promotion have grown importance and worked as marketing kit for the today's marketing world. Wathie and Murre 2007 "many purchase situations are so habitual that customers conduct very little cognitive activity" for the marketers it is difficult to motivate the behavior of customers for brand switching or increase numbers of unit purchase the sales promotion activity stimulates the customer for rethink and evaluates the brand and the quantity that they may not have been realized. So, the sales promotion has grown as important tools for the marketers and retailers used with different promotional tools and strategies in order to understand customers shopping behavior and boost the sales of their business.

Moreover, the use of electronic product in 21st century has been attracting the global population especially teenagers all over the world. So, they are so dependent on electronic products, without electronic products their lives don't move forward towards growth direction. So the Nepalese consumers are also addicted to use the electronic products. In the globalization age there are numerous companies selling substitute electronic products. Similarly, Chitwan market is highly competitive for selling electronic products. So; companies of electronic products have been increasingly realized about the impact of sales promotion on consumer shopping behavior. However, sales promotion is the major promotional tools in Nepalese and Chitwan Market too. In Nepal sales promotion is generally launching by the soap, tea, noodles, biscuits and soft drinks. It is also used by the companies selling motor cycle, television and computers. Dr. Shrestha Prakash 2019.

Generally sales promotion is the short term incentives to encourage trial or purchase of product. It creates a stronger and quicker response. It supplements advertising and facilitates personal selling. It can be directed at consumers, middle men and sales force. The tools for consumer promotion includes sample, coupons, rebate premiums, contest, priaaff and displays. Dr. Agrawal Govinda-2016,

1.2 Statement of the problem:

The main problem of this study is to examine the impact of sales promotion tools independent variable on consumer shopping behavior such as brand

switching behavior and consumer loyalty (dependent variable) towards the branded electronic products. However, the specific research questions are as follows:

- i) What are sales promotion tools that impact on motivating shopping behavior and purchase decision of consumers?
- ii) What are the various factors that influence the consumer shopping behavior and purchase decisions?
- iii) Which are the most effective factors that influence the purchase decision of branded electronic products?
- iv) What is the impact of sales promotion on sales of branded electronic products?

1.3 Objectives of the study:

The main objective of this study is to launch attractive scheme than competitors so that consumers are motivated to purchase the branded electronic product quickly and ultimately to be the brand loyal. However specific objectives are as follows.

- i. To examine sales promotion tools that affects the purchase decision of consumers.
- ii. To analyze the factors affecting purchase decision of consumer for branded electronic product.
- iii. To assess the most effective consumer promotion tools of branded electronic product
- iv. To evaluate the most effective factors that influence the purchase decision of branded electronic product.
- v. To evaluate the impacts of sales promotion on the sales of branded electronic product.

1.4 Hypotheses:

H0: There is no association between sales promotion tools and purchase decision of consumers for branded electronic product.

H1: There is significant association between sales promotion tools and purchase decision of consumers for branded electronic product.

H0: There is no significant association between factors affecting purchase decision of consumer and branded electronic product

H1: There is significant association between factors affecting purchase decision of consumer and branded electronic product

H0: There is no significant association between most effective factors affecting purchase decision of consumer and branded electronic product

H1: There is significant association between most effective factors affecting purchase decision of consumer and branded electronic product

H0: There is no significant association between the sales promotion tools and sales of branded electronic product

H1: There is significant association relationship between the sales promotion tools and sales of branded electronic product

1.5 Limitation of the study:

Due to the time and budget constraints the study is based on Chitwan and population was taken 86 samples and branded laptop, mobile, T.V. are only assumed as electronic products. However, it is noted that there is numerous electronic products selling in Chitwan market.

Although it may not be effective against the advanced research rather than it can convey clear information about the impact of consumer sales promotion tools on the consumer shopping behavior (such as brands switching behavior and brand loyalty) of branded electronic product in Chitwan districts. However it has following limitation

- This study is limited to people of Chitwan (Narayangarh, Bharatpur and Tandi)
- Random sampling techniques will be used
- 86 samples was collected in different categories according to age, gender, income and profession.

1.6 Rational of the study:

Rationalization of this study is that Nepalese companies are investing millions of Rupees in sales promotion of branded electronic products. But they never examine the impact of sales promotion on sales and shopping behavior.

Similarly due to the globalization many Nepalese companies and foreign companies are launching the branded products in Nepal. Thus, Nepalese and foreign companies are given attractive scheme than competitors to win competitions.

Moreover, market growth rate of branded electronic product in Nepal is high and it is going to be higher day by day. Because teenager consumers are crazy for using branded electronic product. That's why they cannot imagine their lives move forward without using the electronic devices. It is noted that majority of the population due to the market growth rate, highly competitive market of electronic product and maximum focus on sales promotion by the companies in Nepalese market.

1.7 Organization of study:

Chapter Ist: contains back ground of study problem statement, objectives of the study, hypotheses, limitation of the study, rationale of the study

Chapter IInd : contains literature review:

Chapter IIIrd: contains research design, population and sample and sampling design. Nature and sources of data and the instruments of data collection research frame work and definition of variable.

Chapter IVth: contains results and discussion:

Chapter Vth: contains summary, conclusion, implications, references, supplementary section

CHAPTER-II

LITERATURE REVIEW

2.1 Review Related Books.

2.1.1 Sale promotion concept, objectives and types

Sales promotion is the most effective method of promotion. In sales promotion the quick response of purchasing is expected from the customers. It is the short terms stimulation which is increasing day by day in modern age. It can easily stimulate the consumer to make immediate buying. It can direct towards the costumer, middlemen, and sales person of the organization. In this competitive environment its importance and popularity has been increasing daily. Sales promotion plays an important role to attract potential customer. The sales promotion is defined in the following way.

According to William J-Stanton

Sales promotion refers to the demand stimulating device designed to supplement advertising and facilitate personal selling.

According prof. Philip Kotler

Sales promotion consists of diverse collection of incentive tools mostly short term, designed to stimulate quicker and/or greater purchase of particular product/service by consumers or the trade.

In conclusion sales promotion refers to the demand stimulating device which works as the bridge to link advertising and personal selling it also helps wholesaler, retailer, producers, and agents. It is a three sample, coupon, rebate, price off, premium, patronage reward contest, discount, allowance and so on. Various methods are devised to create demand for goods or services. All the short-term method devised for creating demand is called sales promotion. It works as the bridge to link advertisement and personal sale.

Generally, activity of sales promotion is conducted to expand/amplify the sales. There may variously reason and objectives of sales promotion. The main reasons and objectives are:

- i) To attract new customer:
- ii) To introduce new product
- iii) To encourage great purchases volume
- iv) To maintain selling stability

- v) To increase seller inventories
- vi) To increase brand awareness
- vii) To make better store display
- viii) To attract new channel members (Aryal, 2015)

2.1.2 Types/Methods of sales promotion

Methods of sales promotion create demand and increase the sales volume of goods. There are various methods of sales promotion. The important method can be divided into three classes as per year studies that are as follows.

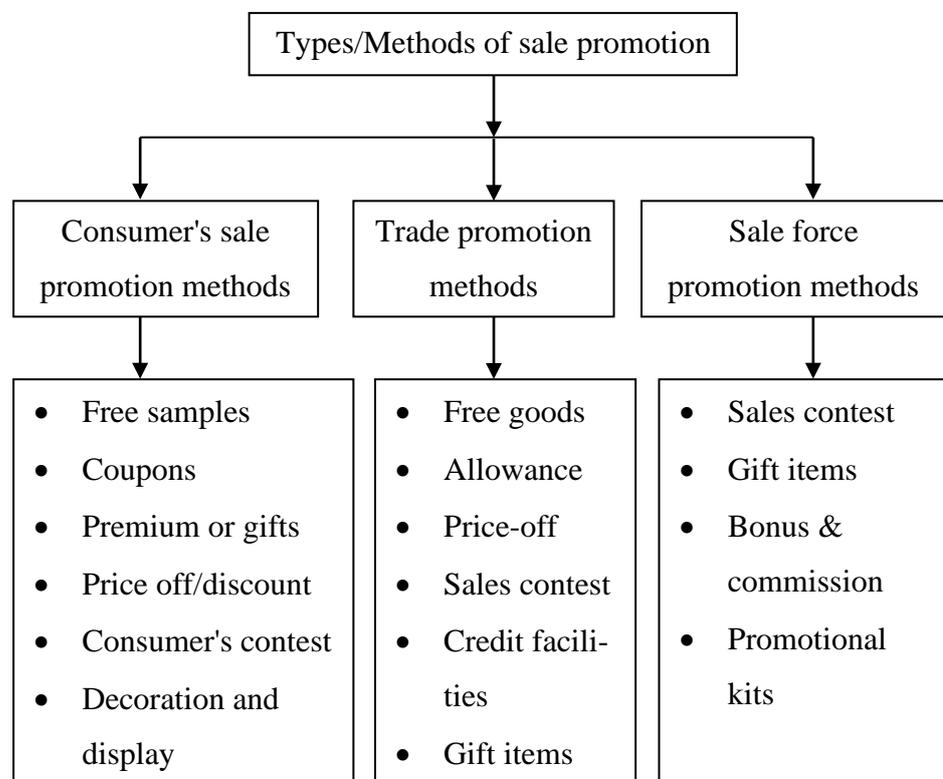


Figure No. 2. 1 Types/Methods of sales promotion

i. Consumer's sales promotion method

While selling or distributing any product of a company first priority should be given to the interest and satisfaction of the customers. The producer should think that consumers as monarch of the market. They also should be stimulated to buy goods or services. Success can be achieved only if they are attracted. Customers sales promotion attracts new customers, increases sales and helps to increase number of customers for the new

products to attract the attention of consumers. The following methods should be applied.

- a. Free sample:** Such practice involves offering a free quantity or piece of a product to the consumer. It is mostly effective for the new products. Newly introduced products can be given as gift to the consumers when they come to buy goods or products. New product can also be distributed free of price through post, shop or any other means to delivers there free samples door to door mail, landed out in store methods can be used. Although costly, this method becomes very effective for sales promotion.
- b. Coupons:** Coupons are the certificates or card which may have trading stamps products. Trade mark also can work as coupon. Such coupons can be enclosed into product package, mailed, inserted in news paper ads or handed out at the purchase time. This method encourages the customers to make repeated purchase order. There methods are largely applied for new or established product.
- c. Premium or gifts:** When the customer purchase product or service she/he gets another product free of cost or at lower price. Such lower price or free products are called premium or gifts. This helps to increase the sales of the company. Giving steel cup, glasses and spoons for buying Horlicks or boost, giving glasses for buying Horlicks or Boost t-shirt is given on buying Shikhar shoes, giving polish for buying shoes, etc. are the same of the examples of this method.
- d. Price off/discount:** Sometimes or in certain season the targets customers can be attracted by announcing price off/discount in market price. The reduction in the price of products or service on some occasions, festival or during the off-reason is called price off this kind of discount/ price off should be advertised through the effective media. The main purpose of price off is to increase the sale in short duration specially when the customer buying power increase. For example, during festivals like Dashain or Teej Nepalese people get the fancy items at discount rate i.e. 20% discount or so on.
- e. Consumer's contest:** Consumers can be drawn in contest by giving questions to the customers through any national or local newspaper and

asking them to send correct answer of the questions. the customers should win the contest applying their creativity and intelligence. In this way, the first, second and third position holders can be distributed prize of free gifts, free travel coupon, hotel facility etc. on the other hand lottery can be distributed to the customers buying certain amount of goods or attaching empty packages of the product along with the answer.

- f. **Decoration and display:** Display is carried in order to attract the customer's attention the display may be done at the shop or at the centre of city. Product can be displayed on shop's window, showroom or in an exhibition. Short introduction or explanation of the products also is giving to the customers of systematically held display may be distributed free of price from which the customers known about the quality utility, features etc. of the goods. This method stimulates the customers to buy goods as soon as possible.

ii. Trade Promotion methods

The trade promotion method is called dealer or channel promotion. Such promotional methods are used for the dealers or channel members like wholesaler, retailers, etc. for increasing sales volume the channel members should be encouraged. The following methods can be used for trade promotion

- a) **Free goods:** If the middle men purchase certain quantity during specified, period, they are given free goods. This method helps to boost the retailers or wholesaler to buy more products from manufactures. It also encourages intermediates/middle men to keep more inventories.
- b) **Allowance:** The middle men or intermediaries who sell goods in more than determined quantity can be encouraged by giving allowances. The manufacturer may give the advertising allowance to resellers for advertising their goods. Manufacturer may provide display allowances for caring the special display to middle men. This facility motivates intermediaries to deal/sell goods. This is supposed as strong method of trade promotion.
- c) **Price off:** It is also called buying allowances. Price off is for specified period only. It is the discount given to the middle men from the list

price on buying certain quantity of products or goods. It encourages middle men to buy during off season as well. Generally this method becomes suitable in unfavorable reason.

- d) **Sales contest:** This is the method which is used to boost sales among the middle men. The sales contest is conducted and reward is given on the basis of high quantity of purchase, but window display or best store display. This award can be cash, gift, items, refrigerators, wall watch etc.
 - e) **Credit Facilities:** Manufacturer or company provides the credit facilities to the regular and sincere middle men. Providing such credit facilities encourages the middle men to buy more products. These types of facilities also increase their inventories.
 - f) **Gift items:** Immediately after buying any products gift is given to the buyer or intermediary. Even by giving small gifts, the middle men can be encouraged to sell or deal with products. Dairy, calendar, ball pen, wall-clock, key-ring, lighter, glass, cup, t-shirt, astray are the examples of such small gift this also increases sale quantity.
- iii. Most of the company employs the sales person or sales representative to sell their products in the market. Such group of sales persons or sales representatives is called sales force. Thus sale force promotion encourages the sale force personnel to work effectively. Proper arrangement of incentive should be made to create pleasant and suitable environment for motivating employees to work sincerely. They are mentioned as follows.
- a) **Sales contest:** - Sales contest are generally focused to sales force to increase the sales volume. The sellers should be encouraged or motivated for selling maximum quantity of goods. For this sales contest should be conducted. In sales contest, the criteria are mentioned and the person who sells the maximum quantity of product as specified period is awarded. Such contest high encourages and motivates sales person.
 - b) **Gift items:** - Sales can be promoted by giving low priced goods to the sellers. Even if such goods may be cheap, they are useful in household use. The sales personnel are given the gift items like ball pens, diary,

key ring, calculator, calendar which bears company's name or logo. Such gift items are distributed to the customers free of cost.

- c) Bonus and commission: - Sellers can be given commission on the basis of sale volume. The seller who can sell more quantity or volume than others, gets cash commission. Similarly if any seller sells more volume than a certain limit, additional amount can be given as reward or bonus or commission. This highly motivates the sales persons to work more actively and effectively.
- d) Promotional kits: - Besides all the sellers can be given catalogue, brochure and other information about goods. The concerned sellers need to know about the goods intended to sell. Similarly, sellers should also be encouraged by displaying some models of goods(Aryal, 2015).

2.1.3 Concept of buyer's behavior

Buying behavior is the decision processes and acts of people involved in buying and using products. Buyer's behavior is the study of individuals, groups and organizations and the processes they use to select, secure, and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

It is very difficult process of understanding the buyer's behavior. it is a psychological term that cannot be identified easily. Customer may say one thing but they do another. It attempts to understand the decision-making processes of buyers both individually and in groups such as how emotions affect the buying behavior. Customer behavior study is based on consumer buying behavior with the customer playing the three distinct roles of user, payer and buyer.

A buyer can be an individual, family organization, institution and government who demand or buy a product in the market. Therefore, a buyer is anyone who is potentially willing and able to buy products or services offered by the market.

The aggregate demand of the buyers or consumers for a single product of a firm is called a market. The success of the firms depends on the buyer's acts and response of market towards the firm's offered product and services. The

activities responses towards the product or brand denote the behavior of the buyers or consumers.

The analysis of buyer's behavior is very complex. It affects the various factors such as psychological demographic, personal and interpersonal. These factors directly affect the action of buyers. These actions may be either positive or negative. Positive actions of the buyers secure the future success of the firm. It helps to increase few numbers of customers from one buyer. While negative actions of the buyer create difficult situation to the firm and it decreases the large number of customers from one buyer and largely responsible to make the firm failure in the market therefore the marketer should be able to tactfully analyze the buyer's behavior in the marketing environment. Marketing provides services in order to satisfy customers. The different scholars have provided definitions that help to explain buyer's behavior.

According Carvens, Hills and Woodruff

Buyer's behavior is concerned with the activities and actions of people (and organization) that purchase and use economic goods and services including the influences on the activities and actions.

According to N.U Mowen

Consumer behavior is the study of the decision-making units and processes involved in acquiring, consuming and disposing of goods, services, experiences and ideas

The above buyer's behavior definitions are emphasized on the activities and actions of customers, involved in selecting, buying and using the economic products and services to satisfy their needs and desires. Such activities affect the different factors: mental, physical, emotional as well as environmental.

Buyers are the deciders of the market for a product. The buyer's decision process starts from the problem recognition or desire or needs of the customers. All marketing efforts and actions focus on the satisfaction of customer. The choice of the product, brand, quality, price time and other so many customer decision factors depend on the difference in each customer, only one factor cannot predict for all if a product is rejected from the customer, the marketing search helps to identify the actual customer

acceptance but some times it takes adverse effect in the market. Buyer's positive or negative issues are unpredictable. For the buyer's behavior analysis the marketer can develop the six WH questions to understand the buyer's behavior and their market.

Who participates in the buying?	(Participate in buying decision)
What do they buy?	(Objects of buying)
Why do they buy?	(reasons for buying)
When do they buy?	(occasions for buying)
Where do they buy?	(channels for buying)
How do they buy?	(frequency for buying)

(Aryal, 2015)

2.1.4 Importance of Understanding Buyer's Behavior

The following points are the importance of understanding buyer's behavior.

2.1.4.1 Customer needs satisfaction

Buyers are the essential partners in exchange process buyer's needs and desire are changeable. The marketer should develop their marketing mix that helps to satisfy marketing needs. To understand the buyer's preferences marketers, need to make analysis of buyer's behavior.

2.1.4.2 Marketing mix development

All marketing efforts target customer satisfaction. Buyer's behavior analysis provides information about marketing mix responses in the market and it suggests to the marketer to continue or correct it.

2.1.4.3 Locale new market opportunity

From the understanding of buyer's, it helps to identify competitive situation new market opportunities and customer's desires in the market. The marketer can easily find the new market opportunity and launch customer's desired product.

2.1.4.4 Selection of target market

Market segmentation is very difficult functions to the marketer. Understanding the buyer's behavior, they can select appropriate segment or target market for the product and develop suitable strategy for selected target market segment.

2.1.4.5 Product positioning

Positioning means building company's image in the market. It helps to differentiate the firm's product from its competitors. By understanding buyer's behavior marketer can succeed to find better market position to their product

2.1.4.6 Efficient use of resources

Organizations productivity/success depends on the utilization of resources. Through the buyer's behavior analysis, organization spends their all efforts and resources to maximize the organizational performance (Aryal, 2015).

2.1.5 Models of Consumer Behavior

Understanding consumer behavior is one of a key to establish a successful business. In order to attract the target consumer it is important to manufacture a product or a service with exceptional quality, price, utility and other features. By studying, these factors that affects consumer buying patterns and behavior will help the marketer to identify the consumers needs, wants and demand. This will establish a more successful business.

The stimulus- response model (black box model) helps to identify what factors are stimuli which directly affect the consumer behavior? What are the influential factors? And what are the decision factors or responses of the consumers in the market? It is very popular mode. This model assesses to understand stimuli, influences and response factors of the consumer.

Table No. 2.1: Consumer behavior model

Stimuli		influences		responses
Environmental factors		Buyer's black box		
Marketing stimuli	Environmental stimuli	Buyers characteristics	Decision process	
Product	Economic	Attitudes	Problem	Product choice
Place	Technological	Motivation	Recognition	Brand choice
Price	Political	Perceptions	Information search	Purchase Timing

promotion	Cultural	Personality	Alternative evaluation	Purchase amount
	Demographic	Life style	Purchase decision	
	Natural	Knowledge	Post purchase behavior	

The market and environmental stimuli create needs and desires in the customer's mind. These factors motivate the customer and they are inspired from something and they fulfill their desire. These activities work to raise buyer's consciousness. The buyers characteristics and decision process (consumer black box) refers how consumer acquire the desired product or service. It reflects the buyer's positive and negative image about the product quantity, amount, time, place, price etc. for example the sales promotion acts as the stimuli for the buyers, whereas buyer's choice for product and brand will be the response. The response will also include the purchase decision.

(Aryal, 2015)

2.1.6 Consumer Buying Decision: Process and Determinants.

2.1.6.1 Consumer Buying

Consumers are the buyers and users of goods and services that provided in the market and get current and future satisfaction consumer require different kinds of products to fulfill their objectives and they make many buying decisions that affect buying process. Buying decision may be two types are:

A) High involvement decision making

Consumers take high involvement purchase decision when purchasing of an unfamiliar expensive product or an infrequently bought item. This buying decision is more complex, buyers use different criteria for evaluating alternatives and spends more time to search the alternative and deciding on the purchase. Consumers have active interest towards the products spent high amount of money and take long purchase time to select the product an they can take long term product benefits. This product has few brands and risk is fairly high both financial and socially. Consumes use

"high involvement" when purchasing such items: car, building, motorcycle etc.

B) Low involvement decision making

Consumers take low involvement purchase decision, when purchase of a familiar and frequently purchases low cost items, they require very little search and decision effort. Consumers have passive interest but positive attitude toward the product. These products have many brands, low risks and short-term product benefits. Consumers uses low involvement when purchasing of such items: milk, bread, soap, tea etc.

2.1.6.2 Consumer buying decision/process

Marketing scholars have developed five stages models of the buying decision process. These steps are most effective in high involvement purchase but for the low involvement purchase consumers rarely show this rational behavior. Sometimes high involvement purchase product also doesn't follow the different stages. A rational customer usually follows certain process while buying products. These five stage models are explained one after another.

(a) Problem/need recognition the buying process

Starts when the buyers recognize a problem, desire or need are activated through internal and external stimuli needs. Consumers are motivated to purchase a product form internal desire like hunger, shelter, sex, sleep, and become a drive or a need. Similarly; customers are motivated through external forces like advertisement, publicity or other promotional forms. The internal needs are functional needs, it creates particular situation. Similarly; external desire is an additional or optional need. It arises when almost all the internal needs and desires of the customers are satisfied.

(b) Information search

At the next step, the customers enter in an active information search. Information search helps to reduce consumer uncertainty and provide the basis of evaluation of alternatives. Information sources may be internal or external. The information sources vary

with the product category and buyers' characteristics internal information sources are associated with the personal knowledge, experience, practice etc. stored in the customers mind. Consumers receive the information from external or commercial source too external information may require the expenditure of time, effort and money. Each information source performs a different function in influencing in buying decision. There are several sources of information.

- ❖ **Personal sources:** - This is also the primary sources of information which the consumer can get during their buying decisions. They can get suggestion, inspiration, and recommendation from their family members, friends, neighbors, acquaintances.
- ❖ **Commercial Sources:-** Information about the product or services can be also accessed from the commercial sources. Advertising sales promotion, personal selling dealers, branding, packaging, displays etc. are the major commercial sources of information.
- ❖ **Public Sources:** - This is the widely available sources of information for consumers. The various forms of public media like the newspaper, magazines, radio, television and social organizations can be used to get relatable and descriptive information regarding the product or services that buyers want to purchase from the market
- ❖ **Experimental sources:** - During purchase time the buyer can observe and test the product by handling, examining and using the product. The consumers try to collect information from related products. In addition, the company should identify the consumer's information sources and evaluate their relative importance. It helps to support for implementation of market plan and strategy.

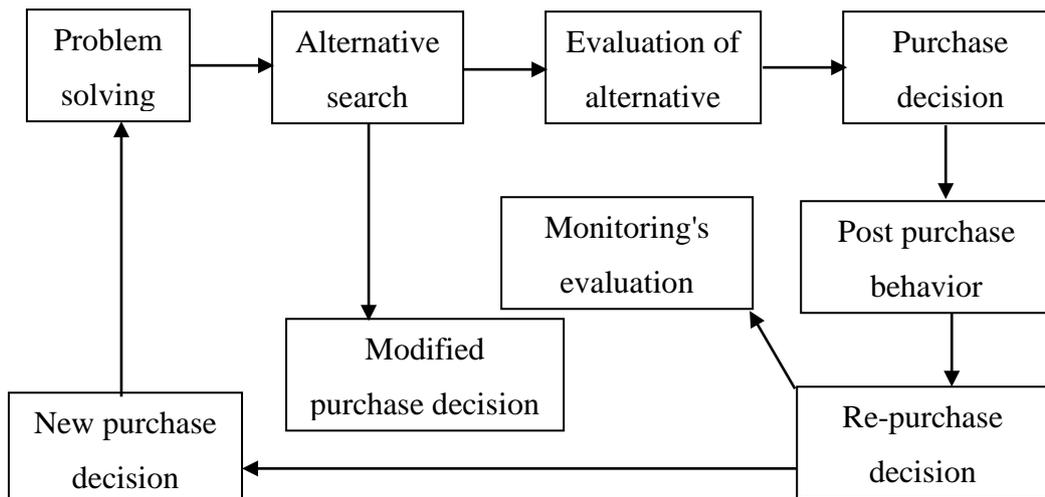


Figure No. 2. 2: consumer buying process

(c) Evaluation of alternatives

The evaluation of alternatives is a rational power of consumer. There is no single process used by all consumers or by one consumer in all buying situation. The evaluation of alternatives depends on consciousness and rational level of the consumers. It supports the different sources of information. They can use the information to clarify all alternatives and their relative feature, brand, quality and alternativeness. At the evaluation process they can determine certain criteria or standard for reducing the long range of alternatives. Normally consumers use evaluation of alternatives in terms of product class attributes such as product, price, quality, quantity, brand, service, features, warranty and guarantee. In the alternative evaluation process, consumers are not motivated to all attributes of the product. The prioritize and pay attention to attributes that deliver the benefits.

(d) Purchase decision

Purchase decision is the most important step for the consumers. When the alternatives products are properly evaluated, the consumer will make a purchase decision. In this stage, the consumers normally decide to the brand, quality, quantity, vendor, timing and payment method. Purchase decision summarizes selecting one alternative from another.

(e) Post -purchase behavior

After purchase decision, consumers will experience different level of satisfaction or dissatisfaction. After post purchase the consumers can react about the product characteristics and services, term and conditions and many others. Satisfied customers continue their purchase and show positive actions after product use. The satisfied customer will make re-purchases of the same brand from the same store or any available store. The satisfied customers will motivated the other potential customer to make the same product purchase decision. However, dissatisfied customer presents the negative reaction it is very dangerous for the producer or seller. They discourage other for buying it. When consumers react negative action or anxiety over their purchase decision, marketers should take further steps to reduce this anxiety through different post sales service such as follow up, repair and maintenance, home delivery services, warranty and guarantee, on the spot handling of consumer's grievances and persuade with them. If the consumers are dissatisfied from their purchase decision they may make new purchase decision. In this condition consumers have to go through the whole buying process. A dissatisfied customer doesn't only create new purchase decision. But also damages the good will of the firm and distracts several other potential customers of the firm.

2.1.6.3 Factor Affecting Determination of Consumer Buying Behavior

Consumer buying decision is affected by several factors. The consumer behavior analysis helps the marketers in determining and formulating meaning but marketing program. Consumers buying decisions are influenced by economic, personal, psychological and socio-culture factors.

(A) Economic factors: -

Economic factors are the primary determinants of the consumer. Consumer's purchasing power and willingness affects the economic condition of the customer. Economic factors consist of

a) Level of personal income

The ability to pay is determined by the level of customer's personal income. Product choice and brand choice depends on the consumer purchasing power. The incomes of other family member help to increase the level of income. If the consumer's personal income has increased, they can change their buying pattern in the existing condition.

b) Availability of Liquid Assets

Consumer's spending level depends on the availability of liquid assets. Liquid assets are those assets that can be turned into cash whenever required. The examples of liquid assets are bank balance, cash in hand, shares, government bonds etc.

c) Saving, debt, availability of credit facility a consumer saving habit, availability of debt from different sources and credit facility from vendors affect the buying behavior saving habit or high saving results in lower interest rate. Availability of credit facility encourages customers to purchase large amount of high involvement product.

d) Attitude towards spending

A consumer's attitude towards spending affects the buying behavior. Some consumers are money minded. They are not ready to do in quick decision and some are flexible in purchase decision.

e) Expectation of future income

Expectation of the future income also determines the level of his current expenditure. If consumer expects that in the near future they would receive additional income from any other sources. In this condition, they will go on spending more money on the contrary if they do not expect an increase in future income. They try to save money and they spend less.

(B) Personal factors (demographic factor)

Consumer buying behavior is also affected by personal factors. The factors are individual characteristics such as age, gender, family

size and life cycle, occupation education, marital status etc. these factors can also be called demographic factors.

- a) **Age structure:** Buying habits and choices of different age structure differ one another. Different age groups determine their different requirements, taste, size, shape and demand interest.
- b) **Gender:** Buying habits and performances on male people differ from those of women consumer. The product requirement, choices, taste, interest and many others differ in male and female. It also affects the buying behavior.
- c) **Family size and life cycle:** The size the family also determines the level of expenditure and product choice. The product quality purchase frequency and quantity of demand depends on the family size. The family life cycle affects the consumer's consumption pattern, buying habit and buying authority of family members.
- d) **Occupation:** Different occupational pattern shapes the consumer buying behavior consumer's product requirement is based on occupation. Government employee, bankers, workers, professional people demands their dresses on the basis of their occupation.
- e) **Education:** Academic qualification and status of the customer influences the consumer buying behavior. Education level determines their choice on the product quality, brand, packaging, hygiene, price, uses etc. literate people behave rationally in buying whereas illiterate customers don't show rationality while buying.

(C) Psychological factors (Behavioral Dimension)

A consumer's buying choices are influenced by five major psychological factors which are as follows.

- a) **Motivation:** A motive is an internal energizing force that orients a person's activities toward satisfying a need or achieving a goal. Actions are affected by a set of motives not

just one if the marketers can identify motives then they can better develop a marketing mix.

- Maslow's hierarchy of needs: Motivation is the inward drive we have to get what we need. In the mid-1900s, Abraham Maslow, a American psychologist, developed the hierarchy of needs. " Maslow's Hierarchy of needs" Maslow used the terms physiological, safety, belongingness and love, esteem, self-actualization needs to describe the pattern that human motivation generally move through.
- Self-actualization needs: include morality, creativity, problem solving etc.
- Esteem needs: Include confidence, self-esteem, achievement, respect etc.
- Social needs: include love, friendship, intimacy, family etc.
- Safety needs: include security of environment, employment resources, health, prosperity etc.
- Physiological needs: include air, food, water, sex, sleep,

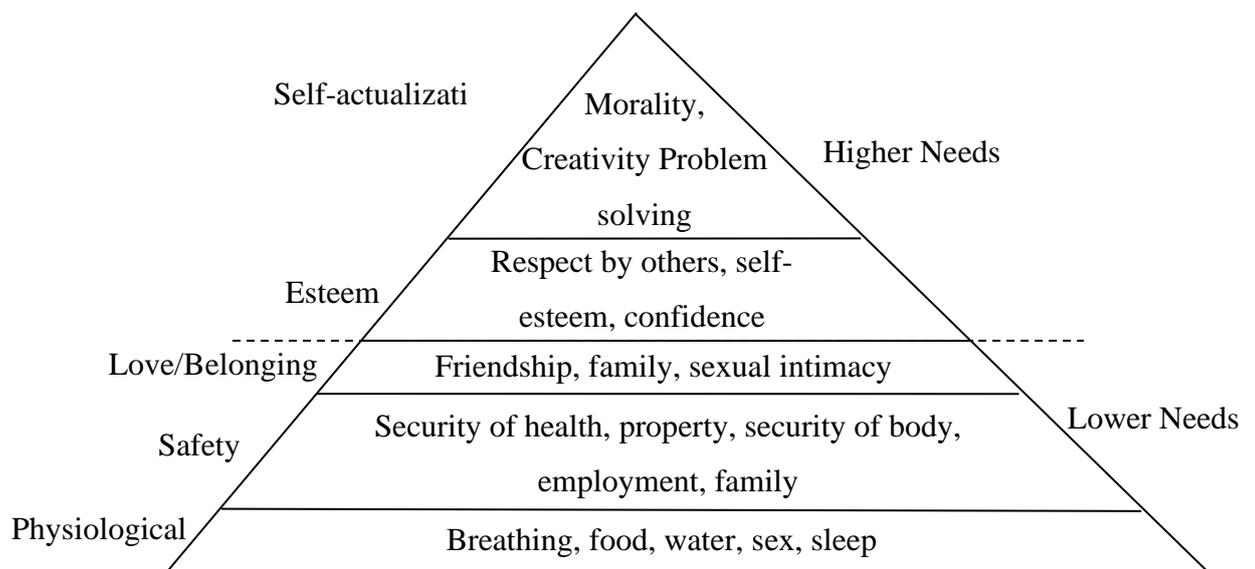


Figure No. 2.3: Maslow's need hierarchy

- Herzberg's Develops a "two factor theory" of motivation which are known as dissatisfiers and

satisfiers. This theory is popularly known as "Herzberg's motivation- Hygiene model" Herzberg theory can be clarified from the following figure

Table No. 2.2: Herberg's theory of motivation

Factors for satisfaction (Motivational factors)	Factors for dissatisfaction (Hygiene factors)
Achievement	Companies policies
Recognition	Supervision
The work it self	Relationship with supervisor & peers Work condition
Responsibility	Salary and security
Advancement	Status
Growth	Personal life

According to the "Herberg's two factors theory" dissatisfier factors include lower level needs such as physiological needs safety needs, and social needs. Satisfiers factors include higher level of needs such as esteem and self-actualization needs. The tower level needs are the most essential needs which must be fulfill by a people for survival. Therefore, these needs cannot motivate the people. Similarly, higher level needs, provide prestige, freedom and respect. These needs help to motivate people towards a particular product the marketers should try to identify satisfiers and motivate them to the selection of market product.

- b) Perception:** Perception is the process of selecting, organizing and interpreting information inputs to product meaningful picture of object. In the other words, perception is a process where by a person derives or perceives the meaning of an object or situation. Buyer's individual perception affects the buying decision.
- c) Learning:** People learn through experience learning guides the people through their direct or indirect experience on their

buying decision. The indirect experience comes from their future buying habits. Marketers should try to provide consumers with the direct experiences even before they purchase the products.

- d) Attitudes and beliefs:** Attitude is a way of thinking about object or situation. The attitude or beliefs may be positive or negative. Individual learns attitudes through experience and interaction with other people.

Consumer attitudes towards a firm and its products greatly influence the success or failure of the firms marketing strategy. Belief develops on knowledge, opinion or faith belief reflects on consumers buying behavior. It makes up product and brand images and people act on their images. Sometimes beliefs play an important role in the marketing.

- e) Personality:** Personality is an internal structure or traits and behavior that makes a person's unique distinguish psychological characteristics. Personality is usually described in terms of trait and behaviors that makes a person unique. Uniqueness exists from the person's heredity and personal experience. Personality is usually described in terms of traits and work holism, compulsiveness, self-confidence, self-control, dominance, friendliness, adaptability, ambitiousness, dogmatism, authoritarianism, introversion, extroversion, aggressiveness, competitiveness, defensiveness etc. traits affect the way people behave. Marketers try to match store image to the perceive image of their customers. Consumer's personality is reflected in the cloth, vehicle, hotel, jewelry etc. when they are using.

- f) Life styles:** Life style are the consistent patterns people follow in their lives. It reflects in the activities interest and opinions. These reflect their on the process of buying and choosing the product such as shopping, sports, snacks, items, etc. similarly, interest reflects on their family, home, job, fashion, food etc. and opinion reflects on their society, policies, business,

products etc. Healthy food for a healthy lifestyle, choosy cloth for fashionable life style. In this way lifestyle affects consumer buying pattern.

(D) Social- cultural factors

Marketing involves both technical and social elements, technical elements are generally universally and social elements are market specific and display the cultural differences of a given society. The impact of the social cultural factors on marketing is important in understanding consumer behavior and planning for an appropriate marketing strategy.

- a) **Family:** Family may be the most influencing factor for an individual. It forms an environment of socialization in which an individual will evolve, shape his personality and acquire values. It also develops attitudes and opinions on various subjects such as politics, society social relations or himself and his desires. Also on his consumer habits, his perception of brands and the products he buys. We all kept, for many of us and for some products and brands, the same buying habits and consumption patterns that the ones we had known in our family. Perceptions and family habits generally have a strong influence on the consumer buying behavior. People will tend to keep the same as those acquired with their families.
- b) **Reference groups and membership groups:** We come across with many people in our daily life. Many of these people we meet and see directly and daily whereas some of the people or groups are there whom we see and known about them but never met these people or groups of people can be reference groups, membership groups, avoidance groups or aspirant groups.
- c) **Social class:** social classes are defined as groups more or less homogeneous and ranked against each other according to the social hierarchy. Even if it's very large groups we usually find similar values, lifestyle, interests, and behaviors in individuals belonging to some social class.

We often assume three general categories among social classes: lower class, middle class and upper-class people from different social class and to have different desires and consumption pattern rent. Disparities resulting from the difference in their purchasing power but not only. Sometimes, behavior and buying habits would also be a way of identification and belonging to its social class. For example, consumers from the middle class and upper class generally consume more balanced and healthy food products than those from the lower class. A consumer from the lower class will be more focused on price. While a shopper from the upper class will be more attracted to elements such as quality, innovation, features or even the social benefits that s/he can obtain from the product.

- d) Social roles and status:** The position of an individual within his family, his work, his country club, his group of friends etc. all this can be defined in terms of role and social status. A social role is a set of attitudes and activities that an individual is supposed to have and do according to his profession and his position at work, his position in the family, his gender, etc. and expectation of the people around him. Social status means while reflects the rank and the importance of this role in society or in social groups some are more valued than others. The social role and status profoundly influence the consumer behavior and his purchasing decisions.
- e) Culture and subculture:** Culture refers to the set of values, ideas and attitudes that are by a homogeneous group of people and transmitted to the next generation. Culture includes values, attitudes, beliefs, language, religion, customs, tradition etc. that determines what people wear, eat, reside and travel. It changes over time all marketing effort should be related to the cultural norms and values. Against the cultural norms these are not acceptable for the society. While going to the purchase decision these factors affect the consumer buying behavior (Aryal, 2015).

2.1.6.4 Sales Promotion Practices in Nepal

The popularity of sales promotion has increased over the last 30 years. It is highly used by the noodles, soap, tea, soft drinks, biscuits and electronic industries. But the government regulation prohibits sales promotion for cigarettes, beer and liquor.

a) **Objectives:** Sale promotion in Nepal is generally customer oriented. But the objective of such promotion is to increase sales rather than attract the new customer or launch new product. The objective of trade promotion are off season sales and increase resellers inventories. The Pepsi and Coca Cola launch similar sales promotion to offset competition. Sales force promotion has remained very much neglected.

b) **Methods of sales promotion**

- **Consumer promotion:** The most popular methods are coupons, premium (gift), price off, contest and prize. Free samples and Rebates are not popular. Advertising specialities are used by the most business firms.
- **Trade promotion:** Free goods, price off, allowances and contest are the popular method
- **Sales personal promotion:** Bonus, commission and contest and gifts are used.
- **Programme development:** sales promotion program in Nepal are not properly developed and implemented. The same methods gets respected year after year. Creativity is lacking some program last for longer period. Innovative schemes are rare (Agrawal, 2016).

2.1.6.5 Sales promotion and consumer shopping behavior

No doubt, that sales promotion and consumer shopping behavior have direct relation. It is because if the attractive shemes are given by the company than competitors then consumer quickly makes the purchase decision of that branded electronic product.

Moreover, according to Quelch (1980) promotional tools, materials and techniques have dramatically increased in the recent years by the marketers. Then Blattberg and Neslin in (1990) admitted that sales

promotion has an impact on consumer buying behavior by focusing on promotion occasion. Schneider and Currin (1991) are good example that customer's promotion is based on out and in stores sales promotion. Later on Schultz (1998) indicated that sales promotion has direct effect on customer's behavior. Chandon, Wansink and Lauren (2000) pointed that there are other factors that can influence consumer buying behavior rather than reason beyond the price saving. Pramataris (2001) are good about sampling which is a good technique and it has less cost and effective tools to attract customers. Fill (2002) indicated that promotion tools has a huge impact on consumer buying behavior during any competition. Therefore, discounted price of this tools which effect customer decision.

In regards Pickton and Brodrick research (2005) sales promotion can result increasing sales volume with less profit. Others also agreed that sale promotion in aiming to influence consumer buying behavior by introducing new brand product which is going to be targeted customers who have no previous experience with it. (Solomon, Marshall and Stuart, 2008, Kotler and Armstrong, 2004). However, Esfahani and Jafrzadeh (2012) found that psychological variables have a significant relationship with sales promotion. Thus, there is direct relationship between sales promotion and consumer behavior (Dawood, 2016).

2.2 Review Related with Previous Research:

Nakarmi Anuraj 2018 "effects of sale promotion on consumer behavior. Its main objective is to analyze effect of sales promotion on consumer behavior in terms positive behavior (Brand loyal) or negative behavior (brand switching behavior) towards company's products the main problem of this research is that how to make positive consumer behavior toward company's product through sales promotion. Population sample is taken as 50 consumers having different demographic features.

Both descriptive and qualitative research methods are used. After analysis of data findings are most of the respondents feel embarrassed to such deals. They search after but most of them doubting the quality of product on sales. There is

no significant relation between people looking for promotion and monthly salary.

There is no significant relationship in time spent for shopping and search after similarly, there is no significant there is no significant relation between gender and spending more on their shopping bills with sales promotion. The conclusion is the sales promotion had nominal effect on the volume of sales and consumer behavior. That's why it is recommended that not to invest heavily on sales promotion to the company. Otherwise it creates negative behavior of consumer rather than positive behavior to the company's products. So, it is recommended that sales promotion awareness should be created to the consumer by company

Sthapit Arhan and Bajracharya January 2009 management of sales promotion in Nepal (A perspective of construction – material markets) the main objective of this study is to manage sales promotion effectively in the areas of construction materials markets. The main problem of this study is that how to manage the sales promotion given by suppliers of construction materials.

Both descriptive and qualitative research methods are used. Population sample are taken as 232 buyers and 150 retailers of construction materials in Kathmandu valley. Majority of respondents answered that sales promotions an effective tool to motivate them to purchase construction materials quickly. Majority of respondent preferred the Panchkanya brand they are brand loyal towards that brand due to this its effective schemes. Majority of buyers were aware of sales promotion by themselves.

The Himalayan times was the media vehicle for awareness of sales promotion program to the buyer. Most of the buyers actively participate on the sale promotion program. Majority of buyers showed keen interest in sales promotion program launched by steel rod companies' cash-based sale promotion are more effective to encourage buyers to make purchase decision. Most of the retailers and dealers (86%) of steel product in Nepal are fully aware of cash-based sales promotion. After above analysis it is concluded that in construction material market sales promotion were effectively managed because majority of buyers and dealer had positive response impact of sales promotion on construction materials market. It makes them brand loyal rather

than brand switching behavior. It is recommended that cash-based sales promotion is focused by construction materials suppliers.

Weerthunga A.K. & path mini M.G.S.- 2015 impact of sales promotion on consumers buying behavior (study in supermarkets in Anuradha purcity, shrinka) the main objective of this research is to measure the effectiveness of sales promotion for impulse buying behavior. Here impulse buying behavior means unplanned buying behavior exposed by consumer due to having the attractive schemes

The main problem of these research is that how to make sales promotion attractive so that consumers are ready to do impulse buying. Both descriptive and qualitative research methods are used population sample are taken as hundred consumers having demographic features living in the Anuradha Purcity Shri Lanka. The findings of this research are that sales promotion has great impact on the computer buying behavior towards supermarket. More specific findings are price discounts, free sample, buy one get one free and loyalty program hybrid impact on impulse buying behavior. thus, it is concluded that more attractive schemes is launched by supermarket of Anuradha purcity in Shri Lanka). however, it is recommended that in sales promotion price discounts free sample buy one get one free and loyalty program are focused by the supermarkets.

Shamout Dawood Mohamed, January, 2016 impact of promotion tools on consumer behavior in retail market. The main objective of this study is that to analyze the sales promotion tools that impact on consumer behavior towards retail market in Cyprus. So that due to promotion consumer behavior is positive towards retail market and they immediately purchase the goods from retail market. However, research problem is that how to make promotion tools effective so that consumer behavior is positive towards retail market and they immediately purchased the goods from retail market and brand loyalty towards retail markets. Through analysis of data findings are consumers are not motivated to purchase the goods due to have coupons. But they are motivated to purchase the goods due to have buy one get one free, price, discounts, and free sample schemes. Analysis above facts it is concluded that except coupons, other sales promotion tools have great impact on the consumers purchase decision.

In this regards it is the recommended that retailers most focus on price discount buy one get one free, free sample scheme more effectively which had great impact on consumer buying decisions.

2.3 Research Gap

All the previous research has focused on the effect of sales promotion on consumer buying behavior on the different type of products. However, these studies do not research impact on sales promotion on consumer shopping behavior regarding electronic products. But this research focuses on these facts. The research of this study is that in Nepal sales promotion is highly emphasized by the electronics company. It market growth rate is high because most of the teenagers consumers are crazy for using electronic product and they imagine that without electronic product their lives do not move forward towards the growth. These factors are not mentioned in previous researches. Previous resources do not measure the effect of sales promotion on sales volume. But this research measures the effect of sales promotion on the sales volume of electronic products. Due to above reason this research is different from the other research.

Chapter III

Research methodology

3.1 Research Design

A research design is a basic frame for which provides guideline for the rest research processes. Research design is prepared after formulating the research problems and need to be more suitable to solve the problem. This study will be utilized survey research design and will be qualitative and quantitative in nature. A self-administered questionnaire will be developed and the same will be used to examine the shopping behavior of target population towards electronic locks due to having the schemes launched by the different companies in Nepal.

3.2 Population and sample and sampling design

According to 2011 census Chitwan population was 579984. Among them hundred population are selected as example who use the electronic products. simple random sampling is used as and calling design because data are homogeneous nature. And resource has a list of all elements of the population and population are known. Inference drawn through this sampling is also valid in reliable.

3.3 Nature and sources of data and instrument of data collection

Nature and sources of data and instrument of data collection primary and secondary data are used. The sources of data are primary and secondary source. The instruments of data are primary and secondary data primary data are collected from questionnaire and secondary data are collected from books, journals, articles in Google from. These are the instruments used for data collection.

3.4 Method of analysis

Analysis methods are descriptive and quantitative in this methods table, percentage, pie chart, correlation, regression standard deviation, hypothesis, bar diagrams, pie chart are used for analysis of data through SPSS software program.

3.5 Research framework and definitions of variables

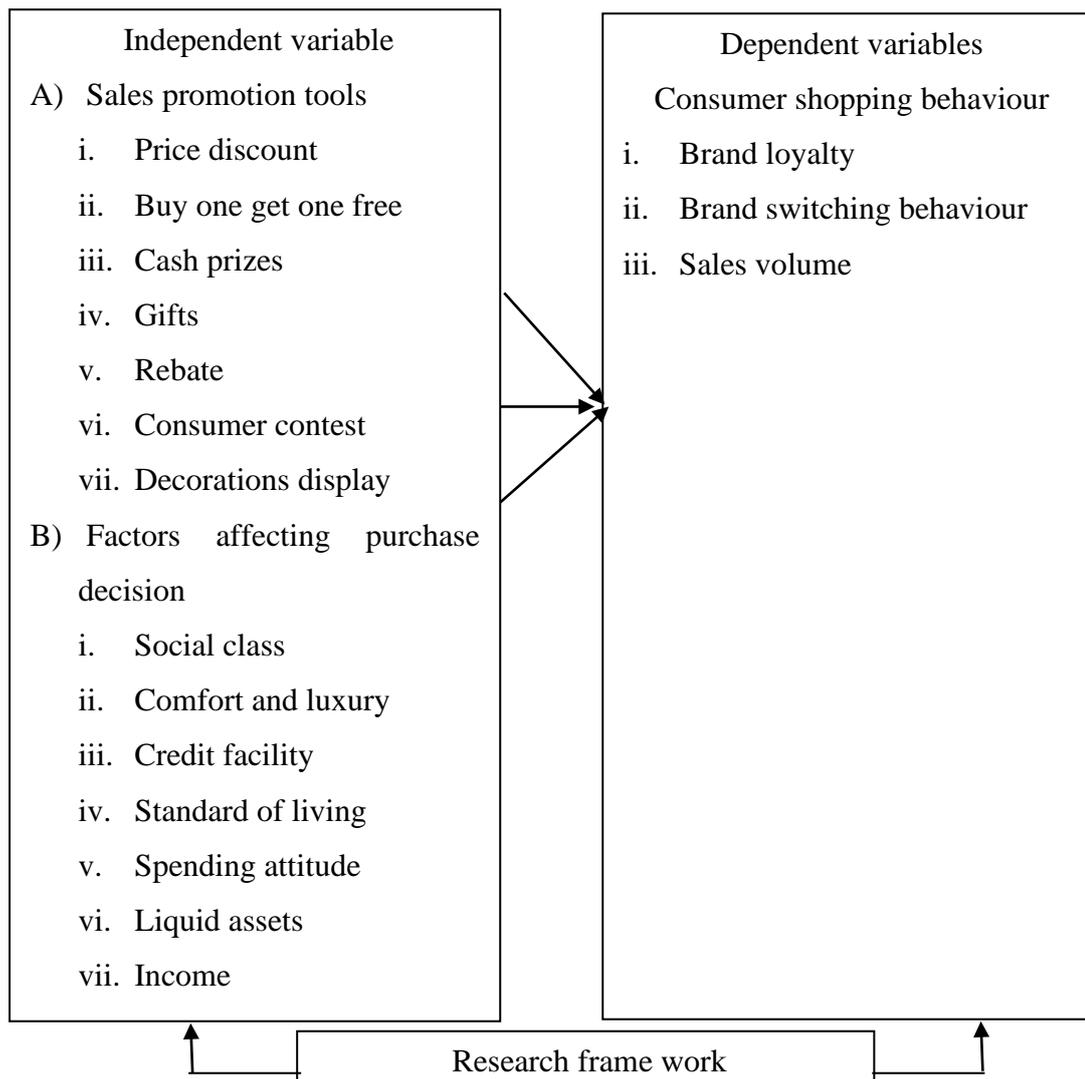


Figure No. 3. 1

3.5.1 Definitions of variables:

(A) Sales promotion tools:

- i) **Price discount:** the reduction in the price due to the purchase of specified quantity of goods by consumer which motivate consumer to purchase more goods to get more discount.
- ii) **Buy one get one free:** if the consumer processes one item then he is provided other item of same goods. It also motivates the consumer to buy the goods.
- iii) **Cash prizes:** 1 dog consumer purchase goods then he is given a scratch card if the scratch card is open then is rewarded cash amount

printed in the scratch card which also motivate to purchase the goods.

- iv) **Gifts:** when the consumer purchased product or service he gets another product free of cost which also motivate to purchase goods.
- v) **Rebate:** rebates are many reforms generally used by the company to reward consumer for the purchase of a product which encouraged to take purchase decision.
- vi) **Consumer contest:** consumers can be drawn in a contest by giving questions to the consumers through newspaper and correct answers given consumers are rewarded which encourage the consumers to take purchase decision.
- vii) **Decoration and display:** display is carried in order to attract the consumers attention. The display may be done at the shop or at the Center of city. It also encourage to take purchase decision.

(B) Factors affecting purchase decision

- i. **Social classes:** our society is divided into high low, minimum. Social classes determine purchase decision of electronics product.
- ii. **Comfort and luxury:** electronics products are purchased for making comfort and luxury life.
- iii. **Credit facility:** more credit facility insurance to increase the expenditure or capacity of consumer which resolved in purchase decision of electronic product.
- iv. **Standard of living:** for increasing the standard of living the consumer purchase the electronics product.
- v. **Spending:** spending attitude is positive the consumer makes purchase decision of electronic products.
- vi. **Liquid assets:** liquid assets means cash in hand and at Bank, gold share etc. if the consumer has enough liquid assets then he make the purchase decision of electronics products.
- vii. **Income:** if the consumer has income then he makes the purchase decision of electronic products.

3.5.2 Consumer shopping behavior

Consumer shopping behavior depends on the attractive scheme given by the company. It is because if the attractive scheme is given the consumer

shopping behavior is positive it means that he may be brand loyal. If the company does not give the attractive schemes age compare to the competitor's product then consumer shopping behavior is negative. It means expose the brand switching behavior so these are dependent variables.

Chapter IV

Results and Discussion

4.1 Demographic profile of respondents

Table No. 4.1: Demographic profile of respondents

SN	Variables	Response	n	Number of Respondents	Percentage
1	Gender	Female	86	38	44.2
		Male		48	55.8
2	Age	16-25 years	86	26	30.2
		26-35 years		27	31.4
		36-45 years		13	15.1
		46-55 years		14	16.3
		Above 55 years		6	7.0
3	Education	High School	86	17	19.8
		+2		25	29.1
		Bachelor		31	36.0
		Masters		12	14.0
		Above Masters		1	1.2
4	Profession	Students	86	16	18.6
		Farmer		5	5.8
		Business man		19	22.1
		House Wife		15	17.4
		Job Holder		28	32.6
		Others		3	3.5
5	Income	20,000- 40,000	86	42	48.8
		40,000-60,000		22	25.6
		60,000-80,000		6	7.0
		80,000-1,00000		7	8.1
		1,00000 above		9	10.5

Source: Field survey- 2077

Out of 100 customers respondent administered during study, the survey received response from 86 respondents. it has posted 86% response, a satisfactory success-rates Above table shows that population of respondents are 44.2% of female and 55.8% of male. Similarly, among them maximum percent i.e. 31.4% of age group 26-35 and least percent i.e. 7% of age above 55 years. that's why most of purchase decision is taken by 26-35 years age group.

Similarly on the basis of education maximum percent of population i.e. 36% are bachelor and minimum percent of population above master it is because, similarly in this study survey of master level studying students are done.

Similarly, maximum percent of population on the basis of profession are job holders. Their percent is 32.6 % and minimum percent of population is 3.5% who involved in the other profession it is because survey is done job holders master studying students whose percent are maximum and least percent is clerical jobbers who have low income. maximum percent of income group respondents are 48.8% of (20,000-40,000) and least percent of income group respondents are 7% of (60,000- 80,000), it is because maximum survey is done on basis of job holders master studying students.

Table No. 4. 2 Awareness of sales promotion

Communication Media	Number of Respondents	Percent
Radio	5	5.8
TV	37	43.0
Newspaper	15	17.4
Social Media	24	27.9
Other	5	5.8
Total	86	100.0

Source: field survey -2077

Above table states that maximum percent of consumer i.e. 43% of consumer aware about sale promotion through Television and minimum percent of consumers through other i.e. 5.8% through others such as magazines it is because Television coverage is high in urban and sub-urban area of Chitwan district.

Table No. 4.3: Most popular offer given for television purchase

	Frequency	Percent
price discount	44	51.2
buy one get one free	10	11.6
cash prizes	9	10.5
Rebate	16	18.6
consumer contest	4	4.7
decoration & display	3	3.5
Total	86	100.0

Sources: Field survey- 2077

Most popular offer for consumers is price discount it is because it's percent is high i:e51.2% so maximum number of consumers are attracted towards price discount for Television purchase and least percent of consumers i:e 3.5% of consumers attracted toward the decoration & display for Television purchase.

Table No. 4. 4Table 4.4: Brand switching behavior

Reasons	Frequency	Percent
Yes	49	57.0
No	27	31.4
May not know	10	11.6
Total	86	100.0

Sources: Field survey- 2077

Above table indicates that maximum number consumers i:e 57% of consumers switch brand if offer is not given it is because maximum companies of television give offer for television purchase and least percent i:e 11.6 are not aware of offer.

Table No. 4. 5Table-4.5: Brand loyal due to offer

	Frequency	Percent
Yes	42	48.8
No	39	45.3
May not know	5	5.8
Total	86	100.0

Sources : field survey 2077

Above table states that Maximum percent of customer i.e. 48.8% of customers are brand loyal due to offer and least percent of customer may not know about brand loyal due to the offer that's why maximum television companies give offer for television purchase and least number of consumers are not aware of offer.

Table No. 4.6: Most popular offer for mobile purchase

Offers type	Offers	Frequency	Percent
Product base	buy one get one free	12	14
	Gifts	22	25.6
Money base	price discount	37	43
	cash prizes	2	2.3
	Rebate	9	10.5
Other	consumer contest	2	2.3
	decoration & display	1	1.2
	Others	1	1.2
Total		86	100

Sources: Field survey 2077

Above table indicates that most popular offer for consumers are price discount it is because its percent is high i.e. 43% so maximum of consumers are attracted towards price discount for mobile purchase and least percent of consumer are attracted towards decoration and display and other due to unaware of offer.

Table No. 4.7: Awareness about the offers

	Frequency	Percent
Radio	3	3.5
TV	36	41.9
Newspaper	21	24.4
Social Media	24	27.9
Other	1	2.4
Total	86	100.0

Sources: Field survey-2077

Above table shows that maximum percent of consumers i:e 41.9% of consumers aware about offer through TV and least percent i:e 2.4% aware about offer through it is because maximum offer is announced through TV for mobile purchase.

Table No. 4.8: Most influential offer for mobile

Offers type	Offers	Frequency	Percent
Product based	buy one get one free	17	19.8
	Gifts	13	15.1
Money based	price discount	40	46.5
	cash prizes	12	14
Other	consumer contest	3	3.5
	decoration & display	1	1.2
Total		86	100

Sources: field survey 2077

Above table spells out that most influential offer is price discount it is because maximum percent of consumers i:e 46.5% of consumers are in favor of price discount and least percent of consumers i:e1.2 of consumers are in favor of display& decoration .it is because most of mobile companies announce price discount.

Table No. 4.9:brand switching behavior

Response	Frequency	Percent
Yes	45	52.3
No	32	37.2
May not know	9	10.5
Total	86	100.0

Sources: field survey 2077

Above table indicates that maximum percent of consumers i:e 52.3% of consumers switch the brand if the offer is not given and least percent of consumers i:e 10.5% of consumers may not know to switch the brand .it means that most of consumers gives priority to offer for purchase of mobile and brand loyal due to offer.

Table No. 4. 10: most popular offer given by companies for Laptop

Offers type	Offers	Frequency	Percent
Product based	buy one get one free	10	11.6
	Gifts	13	15.1
Money based	rebate	16	18.6
	price discount	44	51.2
	cash prizes	9	10.5
Other	consumer contest	4	4.7
	decoration & display	3	3.5
Total		86	100

Sources: field survey - 2077

Above table entails that maximum percent of respondent i:e 51.2% is in favor of price discount ,it is because most of companies of laptop give the price discount and least percent of companies i:e 3.5% focus on decoration & display.

Table No. 4.11: awareness about offers

Communication media	Frequency	Percent
Radio	5	5.8
TV	37	43.0
Newspaper	15	17.4
Social Media	24	27.9
Other	5	5.8
Total	86	100.0

Sources: field survey- 2077

Above table states that most of respondents aware about offer through TV it is because its percent is high i:e 43% but least percent i:e 5.8% of respondents know about offer through other.it means that there is wide coverage of TV in Chitwan urban and suburban area.

Table No. 4.12: most influential offer for Laptop

Offers type	Offers	Frequency	Percent
Product based	buy one get one free	21	24.4
	Gifts	4	4.7

Money based	rebate	2	2.3
	price discount	43	50
	cash prizes	13	15.1
Other	consumer contest	2	2.3
	decoration & display	1	1.2
Total		86	100

Sources: fieldsurvey-2077

Above table clarifies that maximum percent of respondent i:e 50% in favor price discount it is because price discount is most influential offer while purchasing laptop but least percent i:e 1.2% may not about offer given by company for laptop purchase.

Table No. 4. 13: brand switching behavior

Response	Frequency	Percent
Yes	49	57.0
No	27	31.4
May not know	10	11.6
Total	86	100.0

Sources: field suvey-2077

Above table indicates that maximum percent of respondents i.e. 57% switch the brand if offer is not given it is because, offer determines their purchase decision and least percent of respondent i:e 11.6% may not because offers don't determine their purchase decision.

Table No. 4.14: purchased brand of TV

Brand	Number of Persons	Percent
Samsung	16	18.6
LG	39	45.3
Sony	23	26.7
Yasuda	1	1.2
CG	5	5.8
Other	2	2.3
Total	86	100.0

Sources : field survey 2077

Above table spells out that maximum percent of respondent i:e 45.3% purchase LG TV and minimum percent i:e 1.2% purchase Yasuda it is because LG TV is the multinational company and its TV has reasonable quality and price and Yasuda has lowest price as compare to the LG TV.

Table No. 4.15: preferred brand of TV

Brand	Percent	Valid Percent
Samsung	15	17.4
LG	39	45.3
Sony	27	31.4
Yasuda	1	1.2
CG	3	3.5
Other	1	1.2
Total	86	100.0

Sources: field survey 2077

Above table indicates that maximum respondents i:e 45.3% prefer LG brand it is because, it has reasonable quality and price and least respondents i:e 1.2% prefer yasuda and others due to the lowest price.

Table No. 4.16: factor affecting for brand loyal

Factors	Frequency	Percent
Price	10	11.6
Quality	45	52.3
Durability	13	15.1
Goodwill	4	4.7
Offers	5	5.8
new features	9	10.5
Total	86	100.0

Sources: field survey-2077

Above table shows that maximum percent of respondents i:e 52.3% focus on quality for being brand loyal it is because they are quality conscious and least percent of

respondents i:e4.7% focus on good will of the company it is because prestigious company automatically maintains the quality.

Table No. 4.17: choice of mobile while purchase

Brand	Frequency	Percent
Samsung	30	34.9
Apple	21	24.4
Noikia	12	14.0
Lenovo	5	5.8
Oppo	16	18.6
Others	2	2.3
Total	86	100.0

Sources: field survey 2077

Above table spells out that maximum percent of respondents i:e 34.9 make choice of Samsung mobile it is because, it gains popularity among young consumers due to affordable and latest features and least respondents i:2.3% make choice of others due to the lowest price.

Table No. 4.18: preferred brand of mobile

Brand	Frequency	Percent
Samsung	32	37.2
Apple	23	26.7
Nokia	12	14.0
Lenovo	2	2.3
Oppo	13	15.1
Other	4	4.7
Total	86	100.0

Sources: field survey 2077

Above table states that maximum percent of respondents i:e 37.2% of consumers preferred Samsung due to the popularity gains by it in Nepalese market however, it is lacking in Lenovo so least percent of respondents i:e 2.3% preferred Lenovo.

Table No. 4.19: reason for preferring brand

Brand	Frequency	Percent
Price	16	18.6
Quality	38	44.2
new features	21	24.4
Durability	3	3.5
Offers	2	2.3
Good will	6	7.0
Total	86	100.0

Sources: field survey 2077

Above table entails that due the quality maximum percent of respondents i:e 44.2% prefers Samsung brand but due to offers least percent of respondents i:e 2.3% preferred offers.

Table No. 4.20: offers that make brand loyal towards mobile

Factor	Frequency	Percent
price discount	18	20.9
buy one get one free	39	45.3
cash prizes	10	11.6
Gifts	5	5.8
Rebate	2	2.3
consumer contest	9	10.5
decoration & display	3	3.5
Total	86	100.0

Sources: field survey 2077

Above table entails that maximum percent of respondents i:e 45.3% become brand loyal due to buy one get one offer because if they purchase one mobile they get other mobile also and least percent of respondents i:e 2.3% become brand loyal due to rebate because company refund some amount of discount after presenting proof of purchase.

Table No. 4. 21: purchased brand of laptop

Brands of laptop	Frequency	Percent
Dell	41	47.7

Hp	13	15.1
Acer	5	5.8
Lenovo	5	5.8
Apple	18	20.9
Total	86	100.0

Sources: field survey 2077

Above table shows maximum percent of respondents i:e 47.7 purchase dell laptop because its performance is good and its price is affordable. least percent of respondents i:e 5.8% purchase Acer and Lenovo due less popularity in Nepalese market as compare to dell.

Table No. 4.22: What is the reason for preferring that brand of Laptop

Brand	Frequency	Percent
Price	11	12.8
Quality	37	43.0
new features	22	25.6
Durability	7	8.1
Offer	1	1.2
good will	7	8.1
Other	1	1.2
Total	86	100.0

Table No. 4.23: offers making brand loyal

Offers	Frequency	Percent
price discount	11	12.8
buy one get one free	39	45.3
cash prizes	12	14.0
Gifts	8	9.3
consumer contest	4	4.7
decoration & display	4	4.7
Total	86	100.0

Sources: field survey 2077

Above table states that maximum percent of respondents i:e 45.3% make brand loyal through getting buy one get one free it is because if they purchase one laptop they get

other laptop free of cost but it is not practiced by laptop companies in real life .least percent of respondents i:e 4.7% make brand loyal by consumer contest and decoration and display it is because they build trust of respondents towards laptop companies.

Table No. 4.24: motivating factors for purchase of electronic products

Motivation Factor	Frequency	Percent
Social Class	26	30.2
Comfort and Luxury	19	22.1
Credit Facility	4	4.7
Standard of living	16	18.6
Expending attitude	5	5.8
Liquid assets	1	1.2
Income	14	16.3
Others	1	1.2
Total	86	100.0

Sources: field survey-2077

Above table spells out that maximum percent of respondent i:e 30.2% of motivating factor is social class it is because high and middle class purchase electronic product and least percent i:e 1.2% of motivating factor is others such as prestige.

Table No. 4.25: most influential motivating factors for purchase of electronic products

Motivating factors	Frequency	Percent
Social Class	22	25.6
Comfort and Luxury	21	24.4
Credit Facility	4	4.7
Standard of living	11	12.8
Expending attitude	5	5.8
Liquid assets	5	5.8
Income	17	19.8
Others	1	1.2
Total	86	100.0

Sources: field survey-2077

Above table indicates that maximum percent of respondents' i.e 25.6% most influential motivating factor is social class it is because high class and middle class consumers purchase electronic product and least percent of respondents' i.e 1.2% most influential motivating factor is others such as prestige.

Table No. 4.26: attractive schemes than competitors

Response	Frequency	Percent
Yes	73	84.9
No	9	10.5
May not know	4	4.7
Total	86	100.0

Sources: field survey 2077

According to above table maximum percent of respondents i.e 84.9% give their opinion that if the attractive schemes is given the sales will be increased due offer and least percent of respondents i.e may not know about increasing sales due to offer because they are unaware of schemes.

Table No. 4.27: percent of sales increase

Sales Increase	Frequency	Percent
10 %	32	37.2
30 %	32	37.2
50 %	18	20.9
100 %	4	4.7
Total	86	100.0

Sources: field survey-2077

According to above table maximum percent of respondents i.e 37.2 give their opinion that sales will be increased by 10% and 30% respectively due to attractive schemes than competitors and least percent of respondents i.e 4.7% view that sales will be increased by 100% due to attractive than competitors

Table No. 4.28: ranking of brand of TV and its offer

Ranking of	Factors	Rank	Mean	Std. Deviation
Brand Ranking	Samsung	2	2.31	.973
	LG	1	1.94	.938

	Sony	3	2.59	1.409
	Yasuda	5	4.21	1.007
	CG	4	3.98	1.158
	Other Brand	6	5.95	.373
Rank of Offer	buy one get one free	2	2.35	1.049
	Price discount	1	1.58	0.901
	cash prizes	3	3.49	1.234
	Rebate	5	4.83	1.682
	Gifts	4	4.26	1.653
	consumer contest	6	5.17	1.558
	decoration & display	7	6.31	0.885
	Others	8	7.91	0.395

Sources : field survey-2077

According above table LG brand has first rank it is because, it has lowest mean i:e 1.94 and price discount has first rank it is because it has also lowest mean. LG brand has first rank because it has good quality and affordable price and price discount has first rank because it is because its mean is lowest i:e1.58 and it is popular for TV purchase. Moreover, other brand has lowest rank it is because its mean is highest:e5.95 and it has less brand value .likewise, regarding offer decoration& display has lowest rank it is because it has highest mean i:e 6.3 and consumers focus is less towards decoration& display

Table No. 4.29: Ranking of Mobile and its offers

Ranking of	Factors	Rank	Mean	Std. Deviation
Brand Ranking	Samsung	1	1.72	.807
	Apple	2	2.26	1.248
	Nokia	3	3.01	1.183
	Lenovo	5	4.51	.991
	Rank of Oppo	4	3.92	1.239
	Other Brand	6	5.63	.921
Rank of Offer	price discount	1	1.85	1.203
	buy one get one free	2	2.49	1.114
	cash prizes	3	3.58	1.605

	Gifts	5	4.45	1.599
	Rebate	4	3.95	1.644
	consumer contest	6	5.40	1.433
	decoration & display	7	6.31	1.181
	Others	8	7.92	0.558

Sources: field survey- 2077

According to above table Samsung has highest rank it is because it has lowest mean i:e 1.72 and it is popular in young generation due to the affordable price and good quality and latest as well whereas, other brand has lowest rank due to the highest mean i:e 5.63 it is because they have less brand value. Likewise regarding offers price discount has highest rank due to lowest mean i:e 1.85 and for purchase mobile price discount is popular whereas ,other offer has lowest rank due to it has highest mean i:e7.92 and except above offer other offer such as trading stamps is not practiced in Nepalese market for the purchase of mobile.

Table No. 4. 30: Ranking of Laptop and offers provided for customers

Ranking of	Factors	Rank	Mean	Std. Deviation
Brand Ranking	Dell	1	1.84	1.016
	HP	3	2.92	1.043
	Acer	4	3.77	.990
	Lenovo	5	4.15	1.427
	Apple	2	2.49	1.469
	Other Brand	6	5.83	0.578
Rank of Offer	price discount	1	2.07	1.327
	Rebate	5	4.07	1.693
	Gifts	2	3.21	1.480
	cash prizes	4	3.49	1.532
	buy one get one free	3	3.35	1.700
	consumer contest	6	5.48	1.135
	decoration & display	7	6.27	1.554

field survey-2077

above table states that dell laptop has highest rank because it has lowest mean i:e 1.84 due to the reasonable quality and affordable price and Lenovo is lowest rank because

it has highest mean i:e 4.15 due to less promotion in Nepalese market. Likewise, price discount has lowest means because its mean i:e 2.07 is lowest due to its popularity for the purchase of laptop and decoration & display have lowest rank because its mean is highest due to its less popular for the purchase of laptop.

Table No. 4.31: Association between Brand of TV and sales offers

Offer type	TV Brand				Chi-Square	P-Value
	Samsung	LG	Sony	Total		
Product based	1	4	3	8	1.932	0.748
Money based	14	33	17	64		
Other	1	2	3	6		
Total	16	39	23	78		

field survey-2077

While testing the association between Brand of TV and offers provided by company using chi-square test, p-value is found more than 5%, so there is no association between these two variables. Which implies that customers purchase behavior is dependent on brand of TV.

Table No. 4.32: Association between Brand of Mobile and sales offers

Offer type	TV Brand				Chi-Square	P-Value
	Samsung	Apple	Oppo	Total		
Product based	3	1	1	5	5.872	0.209
Money based	27	18	3	48		
Other	0	2	1	3		
Total	30	21	5	56		

field survey-2077

While testing association between brand of mobile and offers provided by company using chi-square test, p-value is found more than 5% so there is no association between two variables, which implies that customer purchase behavior is dependent on brand of mobile.

Table No. 4.33: Association between Brand of Laptop and sales offers

Offer type	TV Brand				Chi-Square	P-Value
	Dell	HP	Apple	Total		
Product based	3	1	1	5	5.595	0.232
Money based	36	9	4	49		
Other	2	3	0	5		
Total	41	13	5	59		

field survey-2077

While testing association between brand of laptop and offers provided by company using chi-square test, p-value is found more than 5% so there is no association between two variables, which implies that customer purchase behavior is dependent brand of laptop. Table-33:

Table No. 4. 34: Association between Brand of Laptop and sales offers

Variables	TV		Mobile		Laptop	
	Purchase frequency	Purchase time	Purchase frequency	Purchase time	Purchase frequency	Purchase time
Offers	12.503 (0.014)*	9.532 (0.049)*	0.983 (0.912)	17.267 (0.027)*	10.65 (0.100)	20.193 (0.10)
Most influential offers	11.377 (0.023)*	8.913 (0.063)	2.978 (0.562)	4.543 (0.805)	3.044 (0.803)	8.065 (0.427)

field survey-2077

Above table shows chi-square test statistics and p-value for the test of association between offers provided by the company and purchase behavior of customer, first value in the cell is chi-square test statistics and value in side the bracket is p-value for respective test. To test the hypothesis there is no association between offers provided by the company for different electronic product and purchase behavior of customer chi-square test of independence is applied. Taking level of significance 5%, test result using p-value shows no association between two variables if it is more than level of significance. Using this approach of test of hypothesis for chi square test, association of offers provided by the company with next purchase duration of TV, purchase

decision time for TV and purchase decision time for Mobile are significantly associated because p-value for these variables are less than 5%. Whereas offers provided by the company is found not associated with purchase decision time for Mobile, next purchase time for Laptop and purchase decision time for Laptop because p-value for these variables is found more than 5 %. However, association between most influential offers provided by the company for electronic devices is found associated only with next purchase time for TV and found not associated with other purchase behavior of electronic devices.

Table No. 4.35: Association between Brand of electronic devices and factors affecting purchase decision

Brand of Electronic Devices	Factor affecting		Most influencing factors	
	Chi-Square	P-value	Chi-Square	P-value
TV	0.785	0.675	2.472	0.291
Mobile	1.246	0.536	2.237	0.327
Laptop	1.599	0.45	0.438	0.803

field survey-2077

To find out the association between brand of electronic devices with factors affecting the purchase decision and most influential factors for purchase decision chi-square test of independence is applied and p-value for each variable is found more than 5% so, there is no association between these variables. Hence it can be said that customers are brand conscious for purchasing any electronic product without caring any factors associated with it.

CHAPTER V

Summary and Conclusion

5.1 Results and Discussion

For TV purchase

1. 43% of consumer aware of about the sales promotion through TV and 11.6% of consumers are aware of sales promotion through radio and other such as magazines
2. 51.2% of consumers views that price discount is most popular offer and 3.5% of consumer views that decoration and displaying are the popular offers for TV purchase
3. 57.0% of consumer switch the brand if the offer is not given and 11.6% of consumers may not know about brand switching behavior if offer is not given.
4. 48.8% of consumer are brand loyal due to offer and 5.8% consumers may not about brand loyalty.

Mobile purchase

5. 43% of consumers view that most popular offer is price discount and 2.4% of consumers view that decoration and display and others are most popular offer.
6. 41.9% of consumers aware about the offers through TV and 2.4% thought the others.
7. 46.5% of consumers most influential on offer is price discount and 1.2% of consumers most influential offer is decoration and display.
8. 52.3% of consumers switch the brand's if the offer is not given and 10.5% of consumers may know about the brand switching behavior.
9. 51.2% of consumers assume that most popular offer is price discount and 3.5 % of consumers assume that most popular offer is decoration and display.
10. 43% of consumers are aware about the offer through TV and 11.6% of consumer are aware about the offer thought radio and others.
11. 50% of consumers view that price discount is most influential offer and 1.2 % of consumers views that decorations and display is the most influential offer.
12. 57.0% of consumer switch the brand if offer is not given and 11.6% of consumers may not know about this.
13. 45.3% of consumers purchase LG TV and 1.2% of consumers purchase Yasuda TV.

14. 45.3 % of consumers prefer LG TV and 1.2% of consumers prefer Yasuda TV.
15. 52.3% of consumers focus on quality and 4.7% of consumers focus on goodwill while TV purchase.
16. 34.9% of consumers purchase Samsung mobile and 2.3% of consumers purchase others.
17. 37.2 % of consumer preferred Samsung mobile and 2.3 % preferred Lenovo
18. 44.2% of consumers preferred brand due to quality and to 40% of consumers prefer mobile due to offer.
19. 45.3 % of consumers can be brand Loyal due to the buy one get one free and 3.5% of due to the decoration and display.
20. 47.7% of consumers purchased Dell laptop and 11.6% of consumers purchased Acer and Lenovo laptop.
21. 43% of consumers focus on quality and 1.2% others.
22. 45.3% of consumers make brand loyal due to buy one get one free 9.4% of consumers Brand loyal due to consumers contest and decoration and display.
23. 30.2% of consumers assume that social class is the factors of purchases of electronic product and 22.1% of consumers assume that comfort and luxury is factor of purchase of electronics product.
24. 25.6% of consumers assume that social class is most influential factors of purchase of electronics product and 1.2% of consumers assume that others factors most influential.
25. 84.9% of consumers assume that sales will be increase if attractive schemes are given than competitors and 4.7% of consumers may not know about this.
26. 76.2% of consumers assuming that sales will be increased by 10% and 4.7% assume that sales will be increased by 100% due to the attractive schemes.
27. LG brand TV has highest rank and other brand has lowest rank price discount has highest rank and decoration and display has lowest rank.
28. Samsung mobile has highest rank and other brand has lowest rank.
29. Dell laptop has highest rank and other brand has lowest rank.
30. There is no association of brand of TV and sales offers.
31. There is no association of brand of mobile and sales offers.
32. There is association of brand of laptop and sales offers.
33. There is no association between offers provided by company for different electronics product.

34. There is no association between branded electronic products and factors affecting purchase decision and most influential factors affecting purchase decision.

5.2 Summary:

This study makes reports to analyze the impact of sales promotion on purchase of electronics product. Maximum consumers for TV, mobile and laptop are aware of sales promotion through TV and maximum number of consumers of TV, mobile and laptop switch the brand if the offer is not given. Maximum consumers of TV, mobile and laptop views that price discount is the most influential of for purchase TV mobile and laptop. Most of consumers purchase LG TV due to quality and maximum consumers purchases Samsung mobile due to quality and latest and maximum consumer purchases Dell laptop due to the quality and affordable price. Most of consumers are brand loyal due to the offer of buy one get one free. Most of consumers of electronic product view that social class is the major and most influential factors of purchase decision of consumers.

LG TV has highest rank and Samsung mobile has highest rank and Dell Laptop has highest rank. Price discount is the highest rank there is no association between brand of Tv and mobile offers. But there is association between offers and brand of laptop. There is no association between branded electronic product and offers. There is no association between branded electronic products and factors of purchase decision and most influential factors affecting purchase decision.

5.3 Conclusions:

This study is concluded that different sales promotion tools positively affect the purchase decisions of consumers. It is because they motivate the consumers to buy the electronic product due different offers. Price discount is most influential offer for purchase decision. And purchase decision is affected by different factors and among them social class is the most influential factors. Consumers are quality conscious that's sales promotion doesn't affect sales of product maximum.

5.4 Implication:

It is implicated to Nepalese electronic companies how much focus is given to the sales promotion. It is because for electronic companies' most of the consumers focus on quality. So, electronic companies first of all focus on quality then offer sales promotion attractively than competitors.

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Questionnaires

Name of the Respondent:

The purpose of this research is to analyze the impact of sale promotion on consumer shopping behavior of electronic product in Chitwan District. I humbly request you to fill up these Questionnaires correctly. Your response in questionnaires will be treated as confidential and will not be disclosed to any outside organization or individuals

Name of respondent:

Gender: male female
Age: 16-25yrs 26-35yrs 36-45yrs 46- 55yrs 55 and above
Education high school +2 Bachelor Master And above
Profession students farmer business man
house wife Job Holder others
Income level: (Rs) 20,000- 40,000 40,000-60,000 60,000-80,000
80,000-1,00000 1,00000 above

Regarding Television

1. If you purchase television, which brand of television you purchase?
a. Samsung b. LG c. Sony d. Lenovo
e. CG f. others
2. How frequently you purchase television?
a. 6 months b. 1 year c. 1 year and more
3. How much time you take for purchase decision?
a. 6 months b. 1 year d. 1 year and more
4. Which brand of television you preferred?
a. Samsung b. LG c. Sony d. Lenovo
e. CG f. Others
5. What is the reason preferring that brand?
a. price b. quality c. new features d. durability
e. offer f. good will g. others
6. Rank following brand from 1st to 6th and indicating 1st the best
Samsung LG Sony Lenovo CG others
7. How do you know about the offer of company?
a. radio b. T.V. c. newspaper d. social media e. others

5. How much time you take for purchase decision?
 - a. 6months
 - b. 1year
 - c. 1year and more
6. Rank the following brands from 1st to 6th and 1st indicating to best
 - a. Samsung
 - b. apple
 - c. Nokia
 - d. Lenovo
 -
 - e. OPPO
 - f. others
7. How do you know about the offer of the company?
 - a. radio
 - b. T.V.
 - c. news paper
 - d. social media
 - e. others
8. Which offer do you basically hear, see, and read given for mobile by companies?
 - a. price discount
 - b. cash prizes
 - c. rebate
 - d. gift
 - e. buy one get one free
 - f. consumer contest
 - g. decoration and display
 - f. others
9. Rank the following offer from 1st to last
 - a. price discount
 - b. buy one get one free
 - c. cash prizes
 - e. gifts
 - d. rebate
 - f. consumer contest
 - g. decoration & display
 - f. others
10. Which on offer is most influential for your purchase decisions?
 - a. price discount
 - b. buy one get one free
 - c. cash prizes
 - d. rebate
 - e. gifts
 - f. consumer contest
 - g. decoration display
11. Do you switch the brand? If the offer is not given.
 - a. yes
 - b. no
 - c. may not know
12. Which one factor makes you brand loyal?
 - a. price
 - b. quality
 - c. durability
 - d. goodwill
 - e. offers
 - f. new features
 - g. others
13. give your suggestions to improve the offer so as to make you brand Loyal

Regarding Laptop

1. If you purchase laptop, which one brand you purchase?
 - a. Dell
 - b. hp
 - c. acer
 - d. Lenovo
 - e. apple
 - f. apple
 - g. others
2. How frequently you purchase laptop?
 - a. 6 months
 - b. 1 year
 - c. 1 year more
 - d. others
3. What is the reason for preferring that brand?
 - a. price
 - b. quality
 - c. new features
 - d. durability
 - e. offers
 - f. goodwill
 - g. others

4. How much time do you take for purchase decision?
 - a. 6 months
 - b. 1year
 - c. 1year and more
 - d. others
5. Which brand of laptop you preferred?
 - a. dell
 - b. hp
 - c. acer
 - d. Lenovo
 - e. apple
 - f. others
6. Rank the following brands from 1st to 6th and 1st indicating the best
 - a. Dell
 - b. hp
 - c. acer
 - d. Lenovo
 - e. apple
 - f. other
7. How do you know about the offer of the company?
 - a. radio
 - b. T.V.
 - c. newspaper
 - d. social media
 - e. others
8. Which one offer do you hear, read, and see given for laptop by a company?
 - a. price discount
 - b. buy one get one free
 - c. cash prizes
 - d. rebate
 - e. rebate
 - f. gifts
 - g. consumer contest
 - h. decoration& display
9. Rank the following offer from 1st to 7th and 1st indicating the best
 - a. price discount
 - b. rebate
 - c. gifts
 - d. cash prizes
 - b. buy one get one free
 - f. consumer contest
 - g. decoration display
10. Which one offer is most influential for your purchase decision?
 - a. price discount
 - b. buy one get one free
 - c. gifts
 - d. rebate
 - e. cash prizes
 - f. decoration display
 - g. consumer contest
 - h. others
11. Do you switch the brand if offer is not given?
 - a. yes
 - b. no
 - c. may not know
12. Which one factor makes you brand loyal?
 - a. price
 - b. quality
 - c. durability
 - d. new features
 - e. goodwill
 - f. offers
 - g. others
13. give your suggestions to improve the offer so to make you brand loyal

(For all electronic products)

1. Which one factor do you motivate to purchase electronic products?
 - a. social class
 - b. comfort & luxury
 - c. credit facility
 - d. standard of living
 - e. spending attitude
 - f. liquid assets
 - g. income
 - h. others

2. Which factors are most influential for you for purchase decision of electronic products?
- a. social class
 - b. comfort & luxury
 - c. credit facility
 - d. standard of living
 - e. spending attitude
 - f. liquid assets
 - g. income
 - h. others
3. Give your opinion; if attractive schemes are given than competitors then sales will be increased.
- a. yes
 - b. no
 - c. may not know
4. If yes, how much percentage of sales will be increased?
- a. 10%
 - b. 30%
 - c. 50%
 - d. 100%

(The End)