

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	THE CONTRIBUTION OF FINANCIAL MANAGEMENT PRACTICES TO FINANCIAL CHALLENGES FACING LOCAL AUTHORITIES IN SERVICE DELIVERY IN KENYA JOHN NTOITI, ROSELYN W. GAKURE, DR. ANTONY WAITITU & DR. MOUNI GEKARA	1
2.	OUTBOUND INDIAN TOURIST'S PERCEPTION OF SINGAPORE TOURISM : A LESSON FOR INDIAN TOURISM DR. RAVINDER VINAYEK & ARCHANA BHATIA	14
3.	EVALUATION OF PRODUCTIVITY AND PROFITABILITY OF SELECT SCHEDULED COMMERCIAL BANKS IN INDIA DR. U.JERINABI & LALITHA DEVI.T	22
4.	CHARACTERISTICS OF LAISSEZ-FAIRE LEADERSHIP STYLE: A CASE STUDY DR. L. JIBON KUMAR SHARMA & DR. S. KESHORJIT SINGH	29
5.	TOTAL QUALITY MANAGEMENT AND CREATIVE THINKING IN THE HEALTH CARE INDUSTRY DR. CHRIS EHIOTBUCHÉ	32
6.	IMPACT OF CSR INITIATIVES ON CONSUMER BEHAVIOR PUSHKALA MURALIDHARAN, DR. C. MADHAVI & DR. SITALAKSHMI RAMANAN	37
7.	CAPITAL STRUCTURE (DEBT-EQUITY) OF INDIAN REAL-ESTATE INDUSTRY (IREI): A STUDY K KISHORE KUMAR REDDY & C. SIVARAMI REDDY	42
8.	CONSUMER BEHAVIOR, ATTITUDE & COGNITIVE DISSONANCE TOWARDS MWO: AN EMPIRICAL STUDY WITH SPECIFIC RELEVANCE TO URBAN MIDDLE CLASS OF KOCHI ANIL KUMAR.N & DR. JELSY JOSEPH	47
9.	VENTURE CAPITAL INVESTMENTS IN INDIA SRINIVAS K T	57
10.	CHILDREN'S UNDERSTANDING OF TV ADVERTISING: A STUDY OF THE CHILDREN IN DELHI AND NCR ZUHAIB MUSTAFA, DR. RESHMA NASREEN & DR. FAROOQ AHMAD SHAH	61
11.	IMPACT OF CELEBRITIES ADVERTISEMENT TOWARDS COLLEGE STUDENTS S.JEYARADHA & DR. K. KAMALAKANNAN	66
12.	DETERMINANTS OF PROFITABILITY OF COMMERCIAL BANKS IN INDIA DR. UPASNA JOSHI & NEETI KHULLAR	71
13.	A STUDY ON ENVIRONMENT FRIENDLY MARKETING AVINASH PAREEK & DR. SATYAM PINCHA	77
14.	EMERGING TRENDS OF UNIVERSAL BANKING IN INDIA RENU SINGLA & KALIKA JAIN	81
15.	THE IMPACT OF THE PERCEIVED QUALITY, CUSTOMER SATISFACTION, BRAND TRUST AND CONTEXTUAL FACTORS ON BRAND LOYALTY MUHAMMAD RIZWAN, ALI USMAN, TAJAMUL HUSSAIN, AKASHA SHAFIQ, SANA RAUF & QURAT UL AIAN AYAZ	83
16.	HOW TO REMOVE THE UNCERTAINTY CONCERNING THE CONTINUITY OF ENTITY: THE STRONGEST EVIDENCE FROM THE VIEW POINT OF THE AUDITORS IN SAUDI ARABIA DR. BADI SALEM ALRAWASHDEH	90
17.	EMPIRICAL INVESTIGATION OF SERVICE QUALITY IN RETAIL BANKING: COMPARISON OF STATE BANK OF INDIA AND ICICI BANK, AHMADABAD RASHI M. GOPLANI	93
18.	CONSUMER LITERACY REGARDING CONSUMER PROTECTION ACT, 1986 SUDESH KHARB	97
19.	A STUDY ON ETHICAL ASPECTS OF ACCOUNTING PROFESSION- AN EXPLORATORY RESEARCH IN MSMEs CHANDRA HARIHARAN IYER & DR. G.RAVINDRAN	105
20.	THE ROLES AND CHALLENGES OF SHARE COMPANIES IN ETHIOPIA NIGUS ABERA	110
21.	CONSUMER MARKET PURCHASE DECISION: A STUDY ON DURABLE GOODS IN JAFFNA DISTRICT SATHANA.VAIKUNTHAVASAN	115
22.	RELATIONSHIP BETWEEN CAPITAL STRUCTURE AND FINANCIAL PERFORMANCE: EVIDENCE FROM INDIAN STOCK MARKET POOJA V. MEHTA	121
23.	AN EMPIRICAL STUDY ON FACTORS AFFECTING CONSUMER SATISFACTION IRSHAD AHMAD BHAT, NAFEEES AHMAD RATHER & FAROOQ AHMAD MIR	125
24.	RISKS IN HOUSING FINANCE THE COMMERCIAL BANKS EXPOSED TO – AN OVERVIEW RAJU D	129
25.	THE CAPITAL STRUCTURE PUZZLE SHIVI KHANNA	134
26.	FOREIGN DIRECT INVESTMENT IN INDIA: A CRITICAL ANALYSIS BHUSHAN AZAD	137
27.	CONSTRAINTS IN FINANCING OF SMEs: A CONCEPTUAL PAPER IN THE PERSPECTIVE OF PAKISTAN AAMIR AZEEM & ASMA RAFIQUE CHUGHTAI	143
28.	A SIMPLE PRICING MODEL FOR CALL OPTIONS TRADED IN NSE NIFTY OPTION MARKET: THEORY, MODEL & EMPIRICAL TEST JAYAPALAN.C	147
29.	AFFECT OF SALES PROMOTIONAL TOOLS ON PURCHASE INTENTIONS OF CONSUMERS MUHAMMAD RIZWAN, MUHAMMAD ATIF MAHAR, NOMAN SHOUKAT, RANA ZEESHAN JAVID, GULAN KHAN, MUHAMMAD DILSHAD BHATTI & MUSAB MAMOON KHICHI	156
30.	SOCIAL MEDIA MARKETING: AN IMPORTANT PHASE IN MODERN BUSINESS MANAGEMENT MAHESH L & DR. AMULYA.M	162
	REQUEST FOR FEEDBACK	165

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HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

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- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

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AFFECT OF SALES PROMOTIONAL TOOLS ON PURCHASE INTENTIONS OF CONSUMERS**MUHAMMAD RIZWAN****LECTURER****DEPARTMENT OF MANAGEMENT SCIENCES
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BAHAWALPUR****ABSTRACT**

This manuscript explores factors that influence customer's intentions to buy. The purchase of the respondent may affect by different promotional tools e.g. Attitude toward Price Discount (Atpd), Attitude towards Free Sample (Atfs), Attitude towards Coupons (Atc) & Social Surrounding (SS). The purpose of this study was to look at the power of sale promotion on buying behavior. Total 150 respondents were selected using orderly casual sampling method. The information were obtained using self-administrated questionnaires we summaries and evaluate the past history of sales promotion tools. An experimental study in which the contributions of the dependent variables are investigated is reported. We found that the Attitude towards price discount, Attitude towards free sample and Social Surrounding have effect on Purchase Intention.

KEYWORDS

Promotional Tools, Purchase Intention, Power of Sales Promotion on buying Behavior, Sales Promotion.

1. INTRODUCTION

 Purchase Intention (PI) offers and interest-creating actions usually these are temporary marketing events other than publicity, individual advertising and straight advertising. The objective of PI is to excite, inspire and demands the buy and extra most wanted behavioral response of the customers." The study on selling instrument in surely vital to know the most influencing tool to try to win through competitors. Through such information marketers and

retailers can plan well their possessions for getting the maximum returns. Thus this study mean to examine the liking of customer on diverse promotional tool, marketers and retailers will be able to awake of the customer attitude so by this they can use the right and the most helpful advertisement method to attract consumers. From the consumer point of view, this study will expose the customer thoughts toward PI and thus lift up the knowledge of consumers of their attitude that influenced by PI. By pamphlets concession coupon, consumers are likely to be attracted to the stores. Beside, in-store show, rate or price saving policies such as in addition pack, free of charge sample, and price allowance, have important direct and indirect effect on manufactured goods trial and re-buy likewise. Hence, promotion practitioners should influence the power of these apparatus in sketch consumers to the items that offer them (i.e. The promotional tools). It is clear, every pointer together with the vast success recorded by the countrywide jumbo sales fair that customers are value purchaser, and are willing to look for out outlets that offer the best worth for cash, and also willing to postpone definite purchases pending they can be purchased at a low-priced rate; such knowledge of the market can help businesses in their pricing decisions as well as terms of payment.

Mass of the respondent be decided that while they acquire brand that propose free sample, they experience they were getting a high-class purchase and a free of charge sample have permitted them to purchase the manufactured goods before than planned. There were also a few statement has not much change in the proportion among both group which are disagreed and agreed were not significant. However, Shimp (2003) stated a sample which is offered free has control on customers' buying actions. Shopping incorporates a group of people practice outside the residence and there is connection among time spend and with societal companion (Nichollset al., 2002). a number of customers may well to sight the shopping skill as a source of pleasure and an chance for common communication (Kim, 2002). For youth, shopping at the shopping center is a location for vacation (Lowreyet al., 2005; Matthews et al., 2000) and Taylor and Cosenza (2002) said that shoes option reflect public class and incorrect option is a societal crime. In a hectic sale promotion, it is observed that a few buyers be by you, as others by family (Dholakia, 1999) and Lowrey et al. (2005) propose together shopping among nearness or association group could give up striking results on the ritualistic behaviors.

The objectives of PI will be reaching to an improved degree while it is completed now and then, while the consumer do not expecting it. If consumer is able of expect when a PI act can done, the outcome achieved will reduce. Therefore it is necessary for the buyer not to be able to anticipate PI, and so not to incorporate such incentives to the product uniqueness. But it does not signify that PI is something improvised by the organization. PI act have to be correctly designed, prepared and incorporated in the establishment's promotion plan. The organizations have to learn the uniqueness of the division where it operates as well as its own uniqueness. No fewer important know the competitor uniqueness, the act they take out, the promotions they use, and the consumers' uniqueness. The important thing is to know the listeners being addressees, their actions, psychological and demographic distinctiveness, between others. By this it is possible to conclude and plan the promotional strategy to be developed. The organization will choose the best PI technique(s) to get to its objectives. It is essential for the organization to determine clearly the reason to be reach throughout PI. Once these have been documented, the advisability of employ one promotion technique or one more can result. Objective might in turn be of many kinds. The purpose may be to increase the visitors increase product's use or encourage trying out a new product, between others. But, it is also relevant to differentiate between temporary and lasting objectives. The former are generally meant at respond to the competition's support incentive or receiving rid of stock. Long-term objectives focus on raising the market share. The PI technique to be developed will be different depending on the objectives. There is a wide range of possibilities.

2. LITERATURE REVIEW

PI describes promotional methods using special short-term techniques to persuade members of a target market to respond or undertake certain activity. (draypin.inc) A lot of proper theoretical efforts have been heading for defining PI as effort to boost sale in temporary (Bawa and Shoemaker, 1987) There is as well a sizeable strand of the text that examine customer' response tools of PI, e.g. coupons (Bawa and Shoemaker, 1987), price discount, and samples (Mela et al., 1997; Gilbert and Jackaria, 2002). The effect of Pi was developed by the variables of apparent getting hold of value and pi (Thaler, 1985). Understanding customer's apparent worth and purchase willingness aid in additional explore the effects from PI. These growths lead to a thought of affiliation with PI effects.

The advertisement effect has a positive and significant power on loyalty, which is reliable by the prior text. Fascinatingly, advertisement effect has the most significant mass to loyalty in our tested model. One detail is there was the global economic disaster at the time of the survey. At that time, most consumers care how much they would pay and ignored low service quality and an uncomfortable shopping environment during the period of PI. The significant weights of promotion effects reveal loyalty rather, as loyalty is on the reward of a promotion. This means department stores require remaining their annual sales to build customer devotion. This kind of promotion may advantage their customers, but the provider pay more price for the prize plan, thus falling their profit. A significant and positive relationship exists among promotion effects and perceived switching cost. The power of promotion effects on the switch cost is stronger than the other two barriers. The combined benefit, such as bonuses, coupons, and free gifts from the original provider, will be lost when customers switch to a new supplier. Therefore, the promotion effects can erect customers' switching barrier.

2.1 Purchase Intention

"PI offers and interest-creating actions usually these are temporary marketing events other than publicity, individual advertising and straight advertising. The objective of PI is to excite, inspire and demands the buy and extra most wanted behavioral response of the customers." PI offer a straight encouragement to do by providing additional value above what is build into the manufactured goods at its usual cost. The temporary inducement is offered typically at an occasion where buying decisions are made. Not only are PI very common in the current competitive market conditions, they are increasing at a fast pace. These promotions are straight inducements. In spite of the directness, PI is quite complex and a wealthy instrument of marketing with numerous artistic possibilities limited only by the mind's eye of promotion planners.

2.2 Attitude towards Coupons

A coupon is a label or ticket that can be exchange for a discount or refund when purchasing a product (Wikipedia). They acknowledged that a brand offers coupon would be a reason for them to buy. It followed that respondents agreed when they buy a brand that offers coupon, they feel they are getting a good buy. While in the statement of "I have preferred brand, but most of the time I buy a brand that offers coupon", there were least people agreed. This is proved by the research of Gilbert and Jackaria (2002) who reported that coupon ranked last as the promotional least widely used by consumer. The data in showed that the score of total Atc of the respondents were commonly in range of lower than 23 points

H1: Those with more price/promotion knowledge use coupons more.

2.3 Attitude towards Price Discount

A price which is particularly cheap, or lower than the normal price. (lexicon.ft.com)

Bucklin, Gupta and Siddarth (1998) also indicated that price discounts induced households to switch brands and buy earlier than designed. This lessons also concerned in indentifying about the group of Atpd. The level of the total Atpd was then categorize into two equal groups. Respondents who scored above the mean scale were categorized as having favorable Atpd and respondents who scored below of the mean scale were categorized as having unfavorable Atpd.

H2: There is Positive effect of price discount on PI.

2.4 Attitude towards Free Sample

A free sample is a small sized version of a product that is given away at no cost. A company will give away a free sample so people can try it and hopefully like it enough to purchase the full sized product. Free samples are usually given away by mail or in stores during a promotion. A free samples has allowed them to buy more quantities of the same product" the respondents disagreed this statement. However, Shimp (2003) reported that free sample had influence on consumers' buying actions. The scale of the sum Atfs score cut point for two equal groups was mean the group who scored higher than the mean scale has favorable Atfs and respondents who scored below of the mean scale were classified as having unfavorable Atfs.

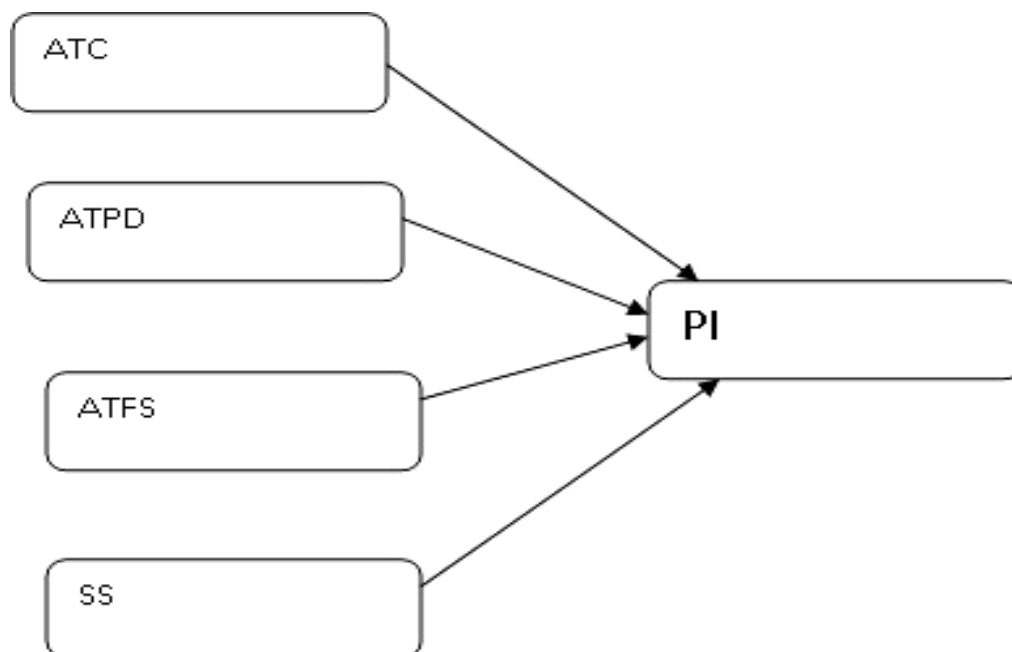
H3: There is a Relationship between PI & Free Sample

2.5 Social Surrounding

Shopping incorporates a societal skill away from home and there is a association between time consumed and with social friend (Nichollset al., 2002). A few customers might observed the shopping practice as a chance for social dealings and a pleasure (Kim, 2002). For the majority of youth, shopping in the shopping

mall is place to spend or vacation (Lowrey et al., 2005; Matthews et al., 2000) and. In a hard sale encouragement, it is observed that some buyers are single, while others with family members (Dholakia, 1999) and Lowrey et al. (2005) propose counting shopping with friendship or kinship groups could yield attractive results on the ritualistic behaviors. Companion shoppers also play the role of retail salespersons by promoting the shoppers to purchase the product with satisfaction (Lauren and Joan, 2011).

H4. Major relationship between shoppers with friends during PI.



4. RESEARCH AND METHODOLOGY

The current research is descriptive in its nature. Descriptive research can be explained as describing something, some phenomenon or any particular situation. Descriptive researches are those researches that describing the existing situation instead of interpreting and making judgments (Creswell, 1994). The main objective of the descriptive research is to verify the developed hypothesis that reflect the current situation. This type of research provides information about the current scenario and focus on past or present for example quality of life in a community or customer attitudes towards any marketing activity (Kumar, 2005).

4.1 Sample/Data

In order to collect the data for understanding the situation about adoption of PRIN, a sample of 150 respondents will ask to participate in a self-administrated questionnaire. The population for current research is Consumers, Students, Land Lords and Businessman in Pakistan. The current study utilizes a non-probability sampling technique that is convenience sampling. Convenience sampling is a sampling technique that obtains and collects his relevant information from the sample or the unit of study that are conveniently available (Zikmund, 1997). Convenience sampling is normally used for collecting a large number of completed surveys speedily and with economy (Lym et al., 2010). It has ensured that sample member possess two main qualification to participates in the self administrated survey. First, the sample member should know well about PI. We select these sample members from different area of city of Pakistan. Two main groups will target to collect the sample data like students and land lords. The selection of students and land lords are based on the previous result of studies on PI.

4.2 Instrument and Scales

The survey instrument of the current study address two major purpose: First is to analyze the relationship of different variables in the adoption of PRIN. Second, to collect information about the different characteristics of the respondent that can be used to understand the variations in different categories. The survey instrument contains two sections. Section 1 includes different personal and demographic variables. This section will obtain the respondent's information about gender, age, income and education.

Section 2 includes variables that are important in our study. These variables include attitude toward coupons, attitude toward price discount, attitude toward free sample, and Social Surroundings toward PI.

TABLE 1: SCALES OF STUDY

NO.	VARIABLES	ITEMS	REFERENCES
1	Attitude Toward Coupons	1) If a brand offers coupon that could be a reason for me to buy it. 2) A coupon has allowed me to buy another brand which I do not regularly buy. 3) When I buy a brand that offers coupon, I feel I am getting a good buy. 4) A coupon has allowed me to buy the product earlier than planned. 5) Compared to most people, I am more likely to buy brands that offer Coupon.	Gilbert, D. C., & Jackaria, N. (2002).
2	Attitude Toward Price Discount	1) If a brand offers price discount that could be a reason for me to buy it. 2) A price discount has allowed me to buy another brand which I do not regularly buy. 3) When I buy a brand that offers price discount, I feel I am getting a good buy. 4) A price discount has allowed me to buy more quantities of the same product. 5) A price discount has allowed me to buy the product earlier than planned.	Gupta, S. (1988).
3	Attitude Toward Free Sample	1) If brands offers free sample that could be a reason for me to buy it. 2) When I buy a brand that offers free sample, I feel I am getting a good buy. 3) A free sample has allowed me to buy another brand which I do not regularly buy. 4) I usually buy the same brand even when I have a free sample on the other brands. 5) A free sample has allowed me to buy the product earlier than planned.	Shimp (2003)
4	Social Surrounding	1) How much friends/family influences you on purchasing/buying any brand. 2) If any of your relative give negative comment about the brand you going to purchase will it effects on your purchase. 3) Compare to most people I mostly like to buy brand that society likes. 4) SocSurinfluences you to buy other brand which you normally ignore it.	Dholakia, R.R. (1999),
5	Purchase Intention	1) Once I find the produce I Like I buy it regularly. 2) In general, I try to get the best overall quality. 3) I buy as much as possible at sale price. 4) It is funny to buy something new and exciting. 5) I usually buy the lower price products.	Osman,S (2011)

4.3 Procedure

The questionnaire was distributed among 200 respondents in BAHAWALPUR. These respondents are selected based on the criteria above mentioned. Before giving the questionnaire, the purpose of study and questions were explained to the respondents so they can easily fill the questionnaire with relevant responses. A total of 150 questionnaires were selected and rest of the questionnaires was not included in further analysis due to incomplete or invalid responses. After collecting the completed questionnaires, these questionnaires were coded and entered in SPSS sheet for regression analysis.

4.4 Reliability Analysis

Overall Cronbach's alpha of all variables are more than acceptable and recommended value 0.50 by Nunnally (1970) 0.60 by Moss et al. (1998). This shows that all the 24 items were reliable and valid to measure the opinion of consumers toward prin.

TABLE 2: RELIABILITY OF MEASUREMENTS INSTRUMENT

Scales	Items	Cronbach's Alpha
Attitude Toward Coupons	5	0.696
Attitude Toward Price Discount	5	0.617
Attitude Toward Free Sample	5	0.650
Social Surrounding	4	0.629
Purchase Intention	5	0.638

5. PROFILE OF RESPONDENTS

Personal and Demographic information such as gender, age, income, level of education. And occupation are presented in the following table

TABLE 3: PROFILE OF RESPONDENTS

Variable	Category	Frequency	Percentage
Gender	Male	105	70
	Female	45	30
Age Of Respondent	18-25	116	77.3
	25-32	19	12.7
	32-41	13	8.7
	41-Above	2	1.3
Occupation Of Respondent	Business Man	10	6.7
	Service Provider	11	7.3
	Land lord	22	14.7
	Other	107	71.3
Level Of Education	MATRIC	8	5.3
	INTER	19	12.7
	BACHLORS	84	56
	MASTERS	39	26
Monthly Income Of Respondent	0-25000	96	64
	25000-50000	24	16
	50000-75000	24	16
	75000-Above	6	4

5.1 Hypothesis Testing

5.1.1. Attitude towards Coupon And Purchase Intention

According to the Result of the study the variable Attitude towards Coupon has a significant Result with Prin. Has a significant positive relationship with ($\beta=0.182$) and ($p<0.05$). That Mean Attitude towards Coupon contribute more than 18% to Prin.

Results of the Current Study Validate H1

5.1.2. Attitude towards Price Discount And Purchase Intention

According to the Result of the study the variable Atpd has a significant Result with Pi. Has a significant positive relationship with ($\beta=0.225$) and ($p<0.05$). That Mean Atpd contributes more than 22% to Pi.

Results of the Current Study Validate H2.

5.1.3 Attitude towards Free Sample And Purchase Intention

While considering the significance between powerful Atfs the Result of the current study shows no significant relationship between these two Atfs and Pi with ($\beta=0.145$) and ($p>0.095$).

Result of Current Study Reject H3.

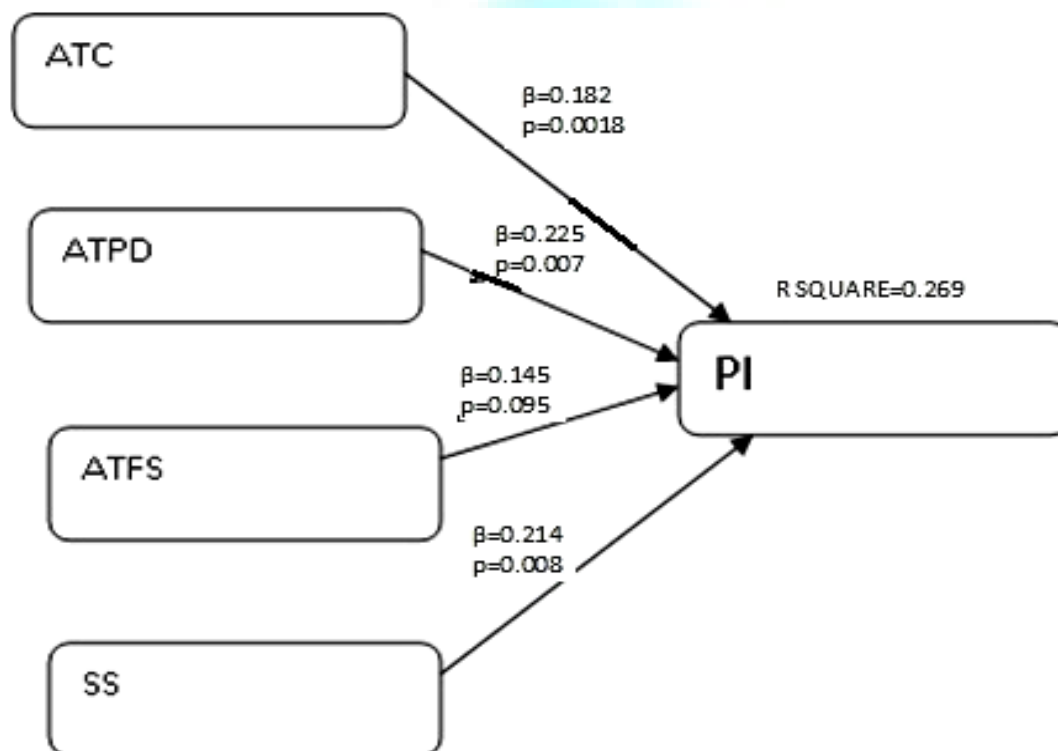
5.1.4. Social Surrounding and Purchase Intention

According to the Result of the study the variable SS has a significant Result with Pi. Has a significant positive relationship with ($\beta=0.214$) and ($p<0.05$). That Mean Atpd contributes more than 21% to Pi.

Results of the Current Study Validate H4

TABLE 4: REGRESSION RESULTS

Hypothesis	Model Variables	Estimate	S.E	C.R	p	Results
H1	ATC \rightarrow PI	0.182	0.051	2.403	0.018	Supported
H2	ATPD \rightarrow PI	0.225	0.075	2.746	0.007	Supported
H3	ATFS \rightarrow PI	0.145	0.085	1.681	0.095	Not Supported
H4	SS \rightarrow PI	0.214	0.053	2.702	0.008	Supported

**DISCUSSION**

This study tells us that higher percentage of strongly agree and agree for price discount. Most of the respondents agreed that brand which offer price discount is the reason for them to buy and by this purchase they feel that they buy good buy but some of respondents disagree this statement. In addition some respondents have their favorite brands but one time they buy that brand which offer price discount and this approach allowed them to buy the product before they planned to buy. However some of respondents disagreed and buy their favorite brand when they have price discount on other brands. By these statements we suggest that Prin is the better technique to attract the consumers of other competitors. The scale of attitude toward price discount is categorize in two steps the respondents who have score above then mean 23 points then they have favorable Atpd and who have below then 23 points have unfavorable attitude toward price discount.

Some of the respondents acknowledge that the brand offer coupons are reason for them to buy. Some respondents agreed when they buy the brand which offer coupon some of the respondents buy the same brand even when they have coupons on extra brands. The respondents follow the declaration "I have favorite brand but most of the I buy the brand which suggest the coupon." The level of attitude toward coupon is categorize in two steps the respondents who have score above then mean 23 points then they have favorable attitude towards coupon and who have below then 23 points have unfavorable attitude toward coupon.

Majority of the respondents agreed when they buy the brand which offers the free sample. Free sample allowed the respondents to buy the product earlier than they planned. In this research report some of the respondents agreed that free sample allowed them to buy the more quantities of the product. Free sample have influence on consumer buying behavior. The scale of the total attitude towards free

Samples get point for two equal groups was 23 points which mean the group who scored higher than the mean scale of 23 has favorable Atfs and respondents who scored below of the mean scale were classified as having unfavorable Atfs.

Shopping outside is a social experience. There is a relation between buying behavior and social companions. There is also some relation between time spend outside and social companions. Some consumers may view shopping experience as the enjoyment and they seem to be having opportunity of social interaction. For teenagers shopping is enjoyment and hangs out. Some of the buyers go alone for shopping and some of the buyers go with their family and some of them with their social companions and friends. Social companions play an important role in buying behavior. Some of the respondents like to go for shopping alone as compare to those who go for shopping with friends and family.

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