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#### ABSTRACT

In today's business world customers are considered to be kings. It is important for producers to meet the needs of customers in order to stay competitive. One of the marketing tools that is used in attracting the attention of the customer is sales promotion. The aim of this paper therefore is to determine the impact of sales promotion on customer buying behaviour. In the emerging business scenario various promotional techniques are used by the marketer. Through this study, an impact has been made to find out the various sales promotion tools and its impact on customers buying behaviour with special reference to online shopping with special reference FLIPKARD, NYKAA, TATA CLIQ Online shopping. For conducting the research, data was collected through simple random sampling of 150 respondents through descriptive research design technique. Later the data was analysed and the hypothesis was tested by using chi-square test.

#### KEYWORDS

online sales promotion, brand awareness, most effective sales promotional technique, customers buying behaviour.

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#### INTRODUCTION

The main aim of this research is to understand impact of sales promotion on consumer's buying behaviour. In this research the major benefits of sales promotion, various types of sales promotion tools and how stimulating these promotions are in the process of making buying decision are clearly analysed and explained. This research also tries to find out the effectiveness of various sales promotional methods with respect to FLIPKARD, NYKAA, TATA CLIQ Online shopping to study was selected to collect the primary and secondary data.

#### MEASURING OF SALES PROMOTION

It is widely known that certain sales promotion techniques help to increase brand awareness, thus encouraging consumers to try the product. Free samples are a means of increasing brand awareness by overcoming the issue of uncertainty that may surround the acquisition of the product. As can be seen, then, almost all the studies that have analysed the effect of the type of promotion on brand awareness have based their analysis on the impact of online sales promotion type on internet user recall generation of associations around the brand. However, as has been mentioned in the earlier concept of awareness, brand awareness is formed as a result of brand recognition, hence to measure awareness it would be more appropriate to use these variables.

1. Advertising certain items in web advertisements, seasonal catalogues and print media with or without discounting the item.
2. Offering special price discounts to targeted customers for a limited timeframe.
3. Offering discounted pricing on a targeted item for a limited timeframe.
4. Promoting certain targeted items directly to certain targeted customers for a defined timeframe, with or without discounting the item.

#### OBJECTIVES OF THE STUDY

1. To determine the various sales promotion techniques used in the online shopping.
2. To determine the impact of sales promotion technique in the customers buying decision.
3. To determine the most inflectional sales promotion technique.

#### RESEARCH METHODOLOGY

##### RESEARCH PLAN

Research Design	Descriptive
Sources of data collection	Primary data – Questionnaire, Personal interviews Secondary data – Books, magazines and internet
Research instrument used	Questionnaire
Research Technique Survey	Questionnaire through Google form
Sample collected	FLIPKARD, NYKAA, TATA CLIQ with reference Distt. Mandi (HP)
Sample size	150 customers

##### RESEARCH QUESTIONNAIRE

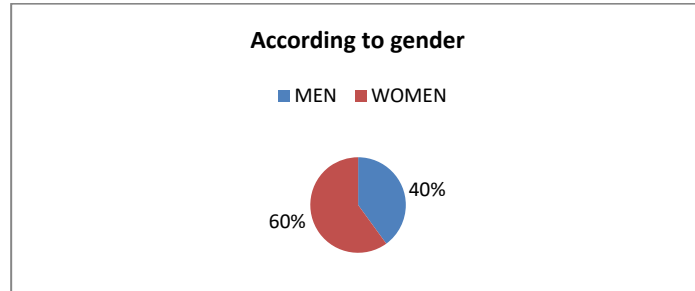
In order to successful analysis of the research, a set of questionnaires was prepared and asked to the customers who shop online. The consumers were asked whether their purchase decisions are influenced by the promotional offers like-price discount, buy one get one (B1G1) and coupon and promotional offers motivate them to buy another brand rather than regular brand. Respondents were asked to evaluate in four-point scale where "4" denotes strongly agree, agree, neutral and disagree.

**SAMPLE DESCRIPTION DATA**  
**ACCORDING TO GENDER**

**TABLE 1**

MEN	WOMEN	TOTAL
60	90	150

**CHART 1**

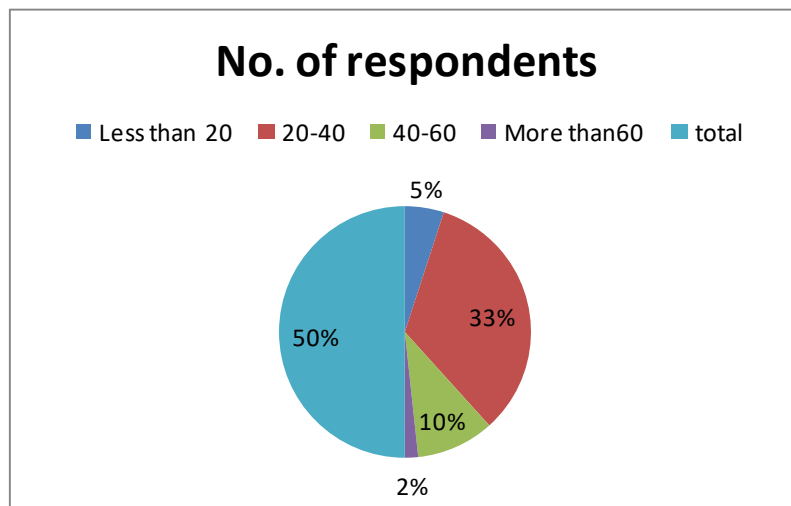


**ACCORDING TO AGE**

**TABLE 2**

On the basis of age	No. of respondents
Less than 20	15
20-40	100
40-60	30
More than60	5
total	150

**CHART 2**



**ACCORDING TO WORK STATUS**

**TABLE 3**

Housewife	30
Student	50
Employed	40
Self-employed	120
Retired	10
Total	150

**CHART 3**

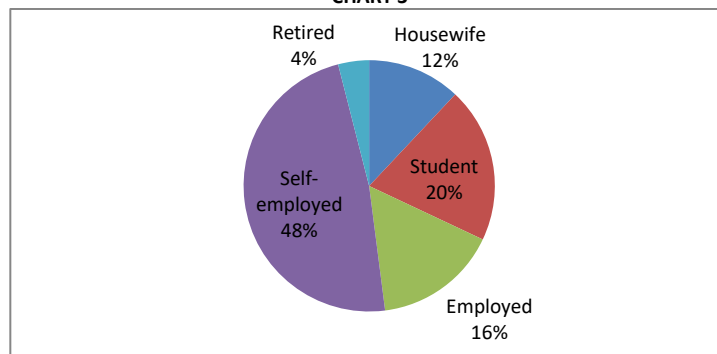
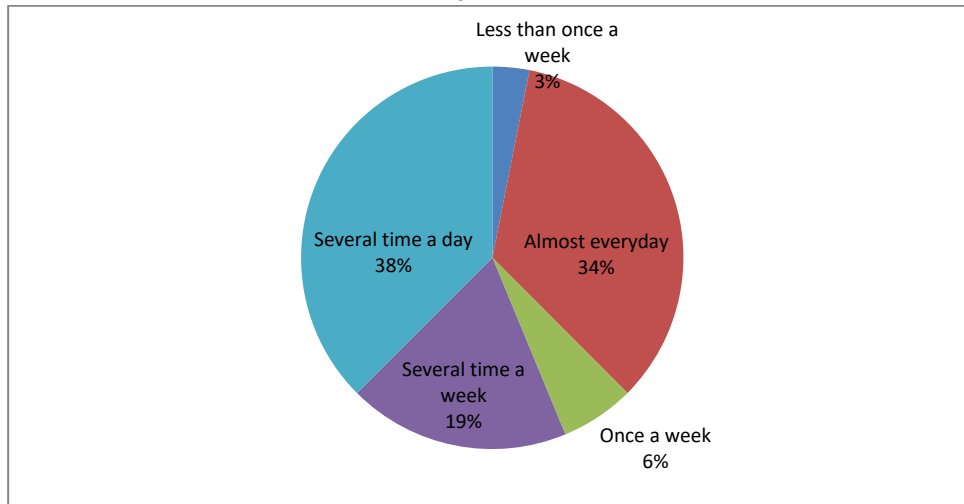


TABLE 4

Less than once a week	05
Almost everyday	55
Once a week	10
Several time a week	30
Several time a day	60
total	150

CHART 4

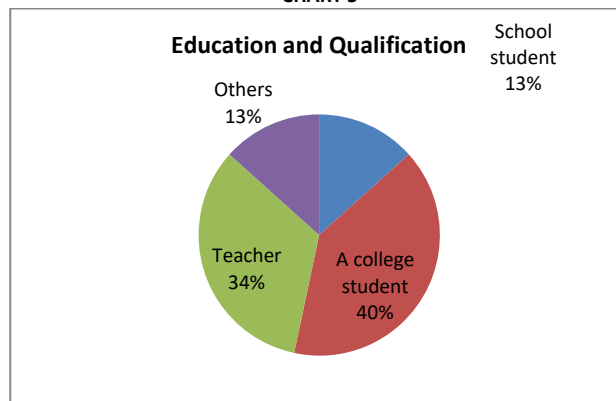


ACCORDING TO EDUCATION AND QUALIFICATION

TABLE 5

School student	20
A college student	60
Teacher	50
Others	20
Total	150

CHART 5



RESEARCH FINDING & INTERPRETATION

A total 150 people were surveyed and chosen randomly. The surveyed people belonged to different gender, age group, work status, education & qualification and internet use of FLIPKARD, NYKAA, TATA CLIQ Online shopping with reference of Distt. Mandi in (H.P). The Research was conducted in three online shopping sites.

HYPOTHESIS TESTING

H0 = "sales promotional activity is not having any significant impact on customers buying behaviour"

H1 = "that sales promotional activity is having significant impact on customers buying behaviour" Does sales promotional activity is not having any significant impact on customers buying behaviour?

TABLE 6

Category (gender)	Strongly agree	agree	Neutral	Disagree	Total
Female	72	12	2	4	90
Male	32	15	8	5	60
Total	104	27	10	9	150

TABLE 7: CHI SQUARE TEST

Observed frequency	Expected frequency	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
72	62.5	9.5	90.25	1.44
32	41.5	9.5	90.25	2.17
12	16.2	4.2	17.64	1.09
15	6	9	81	13.5
2	6	4	16	2.66
8	4	4	16	4
4	5.4	1.4	1.96	0.39
5	3.6	1.4	1.96	0.54
Total				25.79

$$Df = (2 - 1) (4 - 1) = 3$$

The calculated chi-square value = 25.79

$$Df = (2 - 1) (4 - 1) = 3$$

Table value at 0.05 of significance and 3 degree of freedom (Df) = 7.377

#### DECISION

Since the measured chi-square ( $X^2$ ) value (25.79) is greater than the table value (7.377), we dismiss the null hypothesis ( $H_0$ ) and support the alternative hypothesis ( $H_1$ ) and we can conclude that "that sales promotional activity is having significant impact on customers buying behaviour"

#### CONCLUSION

According to the findings, sales promotion efforts encourage clients to consume products on the market, resulting in higher consumption rates and sales volume. The association between sales promotion and client purchasing behaviour is substantial. According to this study, sales promotional activities have an effect on customers' purchasing decisions. Various types of incentives can be used to encourage sales promotion. Sales promotion can be influenced by a variety of factors, including promotional strategies such as free samples, price reductions, social and physical surrounds. Furthermore, the structure provides unique insights into how various consumers respond to a variety of marketing techniques and their influence on consumer purchasing behaviour and sales promotion.

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