Impact of Advertisement and Sales Promotion on Consumer Cognitive Buying Behavior: A Study of Low Involvement (FMCG) Products

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Abstract
The purpose of this study is to identify the differential impact of advertisement and sales promotion on consumer cognitive buying behavior. As compared to previous studies, this study involves low involvement, less complex, routine and frequently purchased products, i.e. Toothpaste and Bath Soap. General survey guided by structured questionnaire through convenience sampling has been administered across a valuable sample of 428 customers. Specific print and television advertisements, cent-off (sales) and buy one get one free price-promotion campaigns were used for identifying differential impact of sales promotion and advertisement on consumer cognitive buying behavior. Using mall intercept method, this study disclosed that advertisement generates stronger brand recalls as compared to sales promotion, while, sales promotion boost higher brand awareness and effectively stimulate cognitive buying behavior as compared to advertisement. Unexpectedly, there exist ignorable differences among both promotional techniques in strengthening consumer beliefs towards promoted brands. Overall results of paired sample t-test for ‘consumer cognitive buying behavior’ elucidated that as compared to advertisement, sale promotion seems more effective promotional tool for low involvement, less complex, routine and frequently purchased products.

Keywords: Cognitive Buying Behavior, Brand Awareness, Brand Recall, Brand Beliefs, Advertising, Sales Promotion.

1. Introduction
In today’s competitive world, attaining and maintaining customer loyalty is extremely difficult and challenging even for big market giants. Despite of the fact that researchers have suggested various marketing strategies like advertisement, sales
promotion, publicity, relationship marketing, experiential marketing, buzz marketing etc. to attain customer preferences, still partnering customers remain the most challenging job for the marketers. Numerous studies have explored different aspects of advertisement and sales promotion on customer commitments. Explicitly, the impact of advertisement and sales promotion in establishing brand credibility and brand loyalty have been explored (see for example: Begonia and Rodolfo, 2005; Dawes, 2004; Pawls, et al., 2002; Reed and Ewing, 2004). The outcomes of these studies suggest that once companies earn customer loyalty they use it as competitive weapon to create entry barrier for the new entrants. For companies who intend to market new brand(s), overturning brand loyalty of the competitive products is as significant as establishing and maintaining customer loyalty of their own brands.

In this regard, the significance of consumer cognitive processing has been acknowledged as the starting point of psychological progression, which ultimately leads towards acceptance or rejection of a brand. Numerous studies have explained the role of cognitive processing and its affect on various purchasing situations. Authors are of the view that much cognitive efforts are required for highly complex and high involvement products. Interestingly, arguments have been elicited to nullify the fact that much cognitive efforts are required to make a purchase decision especially for low involvement products. Similarly, the role of integrated marketing communication tools, in respect of hierarchy of effects models, has also remained a matter of interest for many researchers. The underlying motives of these studies were to identify how marketers can effectively stimulate cognition process and establish long lasting customer preferences and brand loyalties through marketing tools (especially advertisement and sales promotion).

Conversely, limited attempts have been made to probe effectiveness of sales promotion in overturning customer loyalty and creating gaps for the acceptance of new brands. Similarly, there is a need to measure differential impact of advertisement and sales promotion on cognitive processing and purchase behavior. Keeping these gaps in mind, an attempt has been made through this research to explore the differential impact of sales promotion and advertisement on cognitive buying behavior and to identify strategies that can help the firm to overturn existing (competitive) brand loyalties. Using survey method, data was collected from FMCG sector involving two most frequently purchased products i.e. Toothpaste and Bath Soap.

II. Literature Review

Cognition is important initial phase of tripartite theory of cognition-affection-conation, which began during the Enlightenment Period (Haggard 1980). The tripartite theory was early adopted by Scottish, British and American psychologists. The theory states, what individuals know about an issue (cognition), how they feel about the issue (affection) and their intention to act (conation) are based upon their (subject) knowledge and feelings. Forges (2008) describe cognition as a rational attribute of a customer’s response. It considered as the first and most significant step that triggers psychological process of attitude formation (Durvasula et al., 1999; Kim and Morris, 2007). Mezirow (1997) viewed cognition as a basic component of transformative learning. The transformative learning occurs when a person’s frame of reference is affected in a way to change it. Explaining further, Mezirow (1981) states conation as a line of action that helps to move towards a goal. Interestingly, every act of individual remained unique, however, it based on individual cognitive processing (Glowa, 2002). Many marketing
theorists propagate that the order of traditional hierarchy of effects model starts from behavior followed by cognitive processing that finally leads to act (affective) (Patwardhan and Ramaprasad, 2005; Krugman, 1965). In literature, various strategies have been suggested to shape and influence the consumer cognitive processing. In addition to behavioral studies, academia and researchers in marketing have also investigated the impact of various promotional strategies on consumer cognitive buying behavior. It is generally believed that once consumer affection being successfully established, it will automatically force consumer to act (buy) favorably. Next section explains the outcomes of various studies in context of advertisement and sales promotion and their impact on cognition-affection-conation.

A. Advertisement and Consumer Cognitive Processing

Marketers generally believe that advertisement can produce effective cognitive effects. Earlier, studies have explored how cognition process can be developed and changed through advertisement while focusing on the attributes of the product (see for example, Friestad and Wright, 1994; Mitchell, 1986; Moon and Balasubramanian, 2004). In this regard, the most seminal work has been done by Zielske (1959). He presented the theory of recall that explains how frequency of advertisements (schedules) and intensity of messages can affect consumer memory. The theory explains that human mind can retain limited contents and forget quickly, it is therefore advertisers may use repetitive advertisements to start cognitive process. In line with recall theory, Friestad and Wright (1994), explored that cognitive reactions can be generated through continuous exposure (advertisement) which ultimately have long lasting impact on consumer attitudes.

On the other hand, Moon and Balasubramanian (2004), observed that brand awareness and brand knowledge resulted from advertisement are, in fact, result of consumer attention and this awareness and knowledge strongly influence his/her attitude, intents and buying behavior. Their arguments are line with Barry and Howard (1990), who stated that knowledge affects beliefs, which in turn create impact on attitudes, intentions, and behavior. In marketing literature, this framework is referred as combination model. The model states that cognitive response emerges from the consistent exposures to the advertisement. The same has been explained by Smith et al. (2008), wherein, it is explored how advertisement exposure triggers consumer cognitive stages.

Primarily, the objective of an advertisement is to catch the attention of the customer to invoke cognitive processing for the brand which can be attained by creating interest (i.e. processing resources). This interest and attention should exist for a certain period of time so that a mental link between a brand and the product category can be established (Smith et al, 2008). Once this link established, customer awareness for the brand emerged and resultantly the brand become the part of his/her purchase consideration (Smith and Swinyard, 1988). Later on, Ruiz and Sicilia (2004) in a study on effects of cognitive and effective processing styles on consumer response to advertising appeals observed that customers generally react in different manners, some react with high degree of emotional intensity while others pretend low or moderate degree. Nevertheless, impact of advertisement on consumer cognition process cannot be ignored.

Interestingly, effectiveness of advertising on cognition has also been challenged. For example, Krugman (1975) believes that reasonable money is wasted by advertisers in
an effort to ‘over-hit’ target audience. He is of the views that advertisement remained least effective unless the customers are or near their decision making cycle. He further stated that uninterrupted advertisement spending may be unproductive to increase recognition and recall. In similar tune, Stout and Benedicta (1989) illustrated that replication of verbal and visual cues in advertisement can increase likelihood of being boredom and hence reduced advertisement effectiveness. Besides visual and verbal replication and consumer boredom, Cummings and Venkatesan (1976) empirically identified that over and excessive information (through promotion campaigns) of any specific brand increase consumer probability to be indulged in cognitive dissonance.

Colley (1961) observed that there are other marketing components that account for sale of a brand, for example the brand should be easily available to the buyer, it should be relatively better than competitor brands, it’s packaging must be attractive and relatively functional, it should be supported by other marketing activities like personal selling and promotional offers, and it should be competitively priced etc. Venkatesan and Haaland (1968) also questioned the power of advertisement to initiate cognition process especially for low involvement products. In similar tune, Dutka (1995) observed that among other marketing activities, advertising is not the only responsible activity to bring in sales. Recently, Littlejohn and Foss (2009) argued that advertisement may be of less powerful to persuade a customer to buy. Furthermore, they pointed out that advertisement alone cannot effectively reinforce and persuade consumer decision making.

Based on above stated arguments, it can be inferred that advertisement is one of the many factors that influence consumer attitudes, intention and buying behavior. On the other hand, ample criticism on effects of advertisement on cognitive-affective-behavior can also be observed. It is worth mentioning that processing a lot of complicated information about any specific brand can affect consumer’s decision making process negatively. In today’s, highly competitive marketing arena consumers prefer to follow the rule of behavioral learning with a straight forward response that can be induced by point-of-purchase displays, conditioned brand names etc.

B. Sales Promotion and Consumer Cognitive Processing

In comparison to identifying the impact of advertisement on cognition-affect-behavior, there exist limited empirical evidences regarding impact of sales promotion (e.g. free sample, reduced price, free gift etc.) on cognitive processing and how it influence human psychology and buying decisions. Table – 1 summarized the most significant work in connection of sales promotion and consumer cognition processing.

<table>
<thead>
<tr>
<th>Author (Year)</th>
<th>Research Dimensions /Theory</th>
<th>Research Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shoemaker (1979)</td>
<td>Purchase acceleration due to sales promotions.</td>
<td>Empirical</td>
</tr>
<tr>
<td>Olshavsky and Granbois (1979)</td>
<td>Involvement situation.</td>
<td>Conceptual</td>
</tr>
<tr>
<td>Blattberg et al. (1981)</td>
<td>Purchase acceleration due to sales promotions, transferring inventory-carrying costs from the retailer to the consumer.</td>
<td>Conceptual</td>
</tr>
<tr>
<td>Source</td>
<td>Description</td>
<td>Methodology</td>
</tr>
<tr>
<td>------------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>Chiu et al. (2005)</td>
<td>Consumer switching behavior</td>
<td>Empirical</td>
</tr>
</tbody>
</table>

The role of sales promotion in the buying process is more obvious because of the fact that consumer has his/her own goals and these goals lead to making of choice amongst available options. Realistically, hierarchy of effects model was evolved for highly involved purchase situations that require thorough information and it’s processing, while, in consumer goods (FMCG), purchase decisions are quick and involve last minute processing (Olshavsky and Granbois, 1979). Similar observations were demonstrated by Inman et al (1990), who stated that high need-for-cognition customers do not rely on promotional signals (e.g. displays), rather, they process all the information on promotional messages regarding the validity of the claim. On the other hand, mere announcement of a sale is sufficient to stimulate purchase by low need-for-cognition consumers.

Interestingly, number of researchers argued that sales promotions tend to serve as cues and hence affect consumer cognitive processing and purchase decisions (Currim and Schneider, 1991; Schneider and Currim, 1991; Cheong, 1993). Rossiter and Percy (1997) studied that sales promotions, at their best, regulate cognition and resultantly shape attitudes and behaviors. In similar tune, Kim and Morris (2007, p.96) validate the role of sales promotion on human cognition by stating, “during product trials, consumers can utilize all five senses to touch, smell, listen, taste and directly see how well a product suits them and such information might not only be unique but also influential”.

It means sales promotional trials are significant to shape consumer attitude towards purchase because they supply sufficient information which otherwise usually cannot be attained from any other source. Generally first customer interaction with a new realm influences how successive information is processed and incorporated into existing information i.e. recognition and recall (Anderson et al., 1979). Therefore, product trials are significant to generate product evaluations that ultimately stimulate his/her cognition process (Marks and Kamins 1988; Smith, 1993; Smith and Swinyard, 1983, 1988). Laroche et al. (2003) based on extensive literature synthesis affirmed the existence of
mental processing by customers as the first stage of reaction to the sales promotion. In
many situations, consumers vigorously search for information about prospective sales
promotions (Kalwani and Yim, 1992), and interestingly this information search leads to
comprehensive evaluation and cost/benefits analysis. As a result, it may set off the use of
sales promotions to maximize utility (Mittal, 1994; Shimp and Kavas, 1984).

It is evident from the above discussion that both advertisement as well as sales
promotion play vital role in establishing brand preference and purchase acceleration. On
one side, sales promotion encourages product sampling and trials, while, on the other,
advertisement generates product knowledge and brand awareness. It means consumer
build their preferences based on their area of interest, desires, and purchase intentions
which is generally induced by the advertisement or triggered by products trials (Batra and
Ray, 1986; Gardner, 1985; Holbrook and Batra, 1987). Despite of isolated efforts to
measure the impact of advertisement and sales promotion on consumer cognitive buying
behavior, limited attempts have been made to probe the differential impact of
advertisement and sales promotion on consumer cognitive processing. Unfortunately,
existing literature does not provide any concrete evidence about the comparative efficacy
of sales promotion and advertising to improve brand cognition especially for low
involvement and less complex products. It is therefore, following hypothesis are
developed to fill the above stated knowledge gaps;

\[ H_1: \] There exist significant difference between sales promotions and
advertisement to generate stronger brand recalls.

\[ H_2: \] There exist significant difference between sales promotion and
advertisement to strengthen consumer beliefs towards promoted brand.

\[ H_3: \] There exist significant difference between sales promotions and
advertisement to boost brand awareness (cognition).

III. Methodology

This study has been initiated to explore the differential impact of advertisement
and sales promotion on consumer cognitive buying behavior (CCBB). Nevertheless, few
studies have explained the differential impact of advertisement and sales promotion on
consumer cognitive buying behavior. Unfortunately, the focus of these studies remained
only on highly complex products that need high consumer involvement. Comparatively,
the uniqueness of this study is its focus on FMCG sector that involve less complex
products and low consumer involvement. For such products, consumer spends most of
their time and budget (70 to 75 percent) and mostly makes point of purchase decisions
(Gomez et al. 2007). Therefore, low involvement and routine products can be effectively
marketed through sales promotion and advertisement. Among routine products,
Toothpaste and Bath soap are the most frequently purchased items and hence selected for
this study. Moreover, there is stringent competition in these categories due to
proliferation of available brands. Hence, studying these categories can provide deep
insights and can help the researchers to measure the differential impact of sales
promotion and advertisement on consumer cognitive buying behavior.

A survey instrument (structured questionnaire) was used to collect the data. Print
& television advertisements and cent-off (sales) and buy one get one free price-promotions were used for the survey. The content of the questionnaire was based on
variables (items) mostly grounded in literature (Li, 2006; Rundle-Thiele, 2005; Eiser and
Morse, 2001; Hausman, 2000). Questionnaire was divided into two sections, i.e. open end questions and items on semantic differential scale. To measure the differential impact of advertisement and sales promotion on consumer cognitive buying behavior, ‘brand awareness’ (ability of the customer to recognize and identify a brand) and ‘brand recall’ (ability of the customer to recall) were used. These two fundamental constructs, ‘brand awareness’ and ‘brand recall’ were further operationalized through two measures, i.e. ‘top-of-mind’ and ‘aided recall’. Measures of ‘top-of-mind’ brand and ‘aided brand recall’, has been adopted from Kim and Kim (2004).

Brand comprehension was used as measure to probe into consumer’s belief towards a brand. Product-related beliefs were measured by asking, “How likely do you believe it is that (the brand) has Attribute X (which you are confident it has)”. To measure brand comprehension, 7-point scale was used with endpoints labeled as “Zero likelihood” and “Completely certain” as suggested by Kempf and Smith 1998; Marks and Kamins, 1988; Smith, 1993. Smith and Swinyard, (1983) proposed ‘indicate degree of certainty/uncertainty that belief estimate was accurate’ with endpoints ‘extremely uncertain – extremely certain’ as measures of brand comprehension. Alpha reliability of the scale with the actual sample remained within the acceptable standards i.e. Cronbach’s alpha = 0.758.

Mall intercept – a data collection technique was used because of two reasons, first, the study objects were conveniently located and second, it deemed beneficial to get immediate response from customers coming out of a store with first hand purchase experience. Eight hundred customers were targeted and requested to participate in the study, however, 428 finally agreed and spare time to fill the questionnaire. Out of 428, 243 (56.77%) were males, while, 185 (43.22%) were females. It was ensured that participants are actively engaged in decision making and hold key position in household buying process. To ensure demographic diversity, data was collected from eight cosmopolitan cities of Pakistan.

IV. Findings & Discussion

As stated in methodology section, two measures, ‘top-of-mind’ brand and ‘aided brand recall’ were used to measure ‘brand awareness’ and ‘brand recall’. To measure top-of-mind, respondents were asked to “write down four brand names that comes first in their mind.” The responses were scored on five point scale and were coded as suggested by de Pelsmacker et al. (2002), wherein, 1 stand for one brand recall; 2 for two brands recall; 3 for no brand recall; 4 for three brands recall and 5 for four brands recall. Such codes allow researchers to transfer responses to metric scales. Amazingly, statistical findings revealed that 100% customer were aware about the four prominent brands available in both category of products i.e. Toothpaste and Bath Soap.

For aided and unaided brands recall, respondents were requested to “list four other brand names that come in their mind at this moment”. The same procedure was used (as stated above) for the scoring and codification of the responses. Later on, aided and unaided responses were compared to evaluate awareness and recall. This method has been recommended by de Pelsmacker et al. (2002) as a measure of cognitive elaboration. Expectedly, the findings revealed that in case of advertisement, unaided brands recall remained 99%, while, this ratio with aided recall were 96.5%. Similarly, in case of sales promotion, unaided brands recall remain 98%, while, aided brand recall ratio were
58.5%. The results signal significant difference between advertisement and sales promotion especially in case of aided brand recalls. These findings are in line with the findings of Buil et al. (2013), wherein, it is determined that promotional (advertisement) spending improves brand awareness and brand recalls. Table 2 presents a summary of responses (in percentage) in each category of products i.e. Toothpaste and Bath Soap.

Table 2: Response Rate of Aided and Unaided Brand Recalls

<table>
<thead>
<tr>
<th>Categories</th>
<th>Tooth Paste</th>
<th>SOAP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Advertisement</strong></td>
<td>Aided Recall</td>
<td>Unaided Recall</td>
</tr>
<tr>
<td>Four Brands</td>
<td>96.5%</td>
<td>99%</td>
</tr>
<tr>
<td>Three Brands</td>
<td>1.4%</td>
<td>1%</td>
</tr>
<tr>
<td>Two Brands</td>
<td>1.4%</td>
<td>nil</td>
</tr>
<tr>
<td>One or Less</td>
<td>0.7%</td>
<td>nil</td>
</tr>
</tbody>
</table>

**Sales Promotion**

<table>
<thead>
<tr>
<th>Categories</th>
<th>Tooth Paste</th>
<th>SOAP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Four Brands</td>
<td>58.5%</td>
<td>98%</td>
</tr>
<tr>
<td>Three Brands</td>
<td>10.5%</td>
<td>1%</td>
</tr>
<tr>
<td>Two Brands</td>
<td>9.5%</td>
<td>1%</td>
</tr>
<tr>
<td>One or Less</td>
<td>21.5%</td>
<td>nil</td>
</tr>
</tbody>
</table>

Comparison of brand recall results with that of brand awareness reflects that advertisement attributed more conspicuously than sales promotions. Again these findings are in line with the observations of many international studies, for example, Kazmi and Batra (2009), Erdem and Sun (2002) and Reed and Ewing (2004). Finally, in context of brand belief, ignorable mean difference between sales promotions and advertisement were recorded.

**Hypotheses Testing: Paired Sample t-test**

Hypotheses were tested using paired sample t-test. T-test mostly used to make comparison between a sample group’s scores before and after an intervention. It explains how a group of subject performs in two different conditions (Tang et al, 2003). The paired t-test considered appropriate for this study because the measuring scale was ordinal and it satisfied the central normal theorem condition i.e. the sample size was greater than 30 for all the variables. Table 3 summarized the results of paired sample t-test.

Table 3: Results of Paired Sample T-Test

<table>
<thead>
<tr>
<th>Variables</th>
<th>Paired sample statistics</th>
<th>Paired sample test</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sales Promotion</td>
<td>Advertising</td>
</tr>
<tr>
<td></td>
<td>Mean</td>
<td>Standard Deviation</td>
</tr>
<tr>
<td>H1: Recall</td>
<td>7.8832</td>
<td>2.54061</td>
</tr>
<tr>
<td>H2: Beliefs</td>
<td>16.1682</td>
<td>6.51425</td>
</tr>
<tr>
<td>H3: Cognitive</td>
<td>33.2266</td>
<td>7.08315</td>
</tr>
</tbody>
</table>
The outcomes of paired t-test for all the three hypotheses i.e. brand recall, beliefs and awareness (cognitive processing) for both advertisement and sales promotion remained statistically significant. Based on values presented in Table – 3, it can be inferred that sales promotion and advertisement do not produce same effects on brand recalls, consumer beliefs and consumer awareness (cognition). Rather, it is imperative to note that advertisement generates stronger brand recalls as compared to sales promotion, while, sales promotion boost higher brand awareness and effectively stimulate cognitive buying behavior as compared to advertisement. Astonishingly, there exist ignorable differences among both promotional techniques in strengthening consumer beliefs towards promoted brands. Overall results of paired sample t-test for ‘consumer cognitive buying behavior’ elucidated that sale promotion seems more effective promotional tool as compared to advertisement.

V. Conclusion & Managerial Implications
This study identified the differential impact of advertisement and sales promotion on consumer cognitive buying behavior. As among the most frequently used promotional techniques, advertisement and sales promotion generate significant affects on consumer cognitive buying behavior. The outcomes of this study provide significant managerial implications, especially for the managers of the FMCG sector of Pakistan. For the purpose of this study, consumer cognitive buying behavior was conceptualized through three major constructs i.e. brand awareness, brand recalls and brand beliefs. The outcomes of this study disclose that advertisement generates stronger brand recalls as compared to sales promotion. On the other hand, sales promotion boosts higher brand awareness and effectively stimulates cognitive buying behavior as compared to advertisement. Astonishingly, there exist ignorable differences among both promotional techniques in strengthening consumer beliefs towards promoted brands.

In earlier studies, advertisement was found effective promotional tool that generates long lasting impact on consumer cognitive buying process, especially for brand awareness and brand recalls (Percy and Rossiter, 1992; Cobb-Walgren et al., (1995); Valkenburg and Buijzen, 2005; Radder and Huang, 2008). Advertisement creates special affects in consumer’s mind and generates long lasting brand impressions which keep brands to remain in customer’s instant memory. As a result, customer can easily recall the brand at the point-of-purchase which turns up into favorable purchase decision. The findings of this study confirm the results of previous studies. Based on the empirical validity of the results, this study suggests that brand managers can confidently rely on advertisement for stronger brand awareness and brand recalls.

Interestingly, in case of stimulating consumer cognitive buying process through brand awareness, sales promotion has edge over advertisement. Most specifically, sales promotions have been proven more effective in establishing consumer awareness towards product financial and non-financial benefits i.e. available at less (discount) price, product posses some premium/gift, etc. Existing literature points out that in case of low involvement purchase decision where customer spend less time to gather information to make purchase decision, sales promotion considered being a better promotional technique than other options (Kachenchart, 2006; Krugman, 1965). In short, sales promotion is also an important tool to increase the sale of a brand after creating reasonable awareness. Managers of a new brand should initially start from advertising to generate brand awareness and afterwards utilize sales promotion offers to effectively generate trials/sales. Finally, frequent offers will help to overcome the psychological barrier of
loyalty for even other brands. The manager of an established brand may employ sales promotion offers to attract the customers loyalty and to induce stockpiling amongst own loyal customers.

This study has been conducted while considering the advertisement and sales promotion campaigns launched in Pakistan. Moreover, the scope of the study was fixed to only two FMCG products i.e. Toothpaste and Bath Soap hence it limits the generalization of the results. Toothpaste and bath soap are low involvement products and need less information and efforts by customers to decide in favor or against any brand. Similarly, due to low switching cost and limited consumption span (few days) such products gain very low attention in decision making process. For such products, brand managers have to put lot of efforts to convince customer to buy their products and later on hold their brand loyalties. It is therefore, the cognitive buying behavior may vary from one segment to another. As sales promotion offers on FMCG are not much frequent in advanced countries, these results remain inapplicable there. A research on the same lines may yield different results in economically advanced countries. In particular, a comparative study in Europe would be of great interest for getting deeper insights into the importance of sales promotions vis-à-vis advertisement in perspective of customer decision making process. In future, more product categories could be involved to get real insight into the sector. For this study, only two types of price promotions were selected i.e. cent-off and buy one get-one-free, which do not represent sales promotions as a whole. There should be research on other monetary and non-monetary promotions like prizes, lucky draws, bonus/extra product offer etc. A comparison of these types of incentives with advertising may give different results.

References


