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# **Impact Of Below-the-line Promotional Activities On Consumer's Buying Behaviour At Shopping Malls In Pune City**

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### **Abstract:**

Shopping Malls have been one of the most rapidly growing markets in the world for the last decade; to stay competitive, mall retailers use effective sales promotions tools and that become an important technique for marketers to stimulate client shopping for behavior towards getting towards any product. The aim of this study is to determine the impact of the most used tools of below-the-line promotion in retail sector such as: coupons, samples, price discount, free gifts, exchange offers, in-store discounts and buy one get one free on consumer buying behavior. Shopping malls are increasingly using below-the-line promotional activities to differentiate the shopping mall from competitors through image or brand communication, to increase traffic (visits) and to stimulate merchandise purchases, in progressively competitive surrounding characterized by over capability and declining customers. The result shows there has been a significant impact posed by below-the-line promotional activities of shopping malls in influencing the consumers' buying behavior

**Key Words:** Below-the-line, Promotional activities, Consumer buying behaviour, shopping malls.

### **Introduction:**

Below –the -line Promotion could be a tool that's employed by the retailers or manufacturer to ask shoppers to buy additional. The results that we have a tendency to get by these promotional tools are the employment of high quantity of reserve, tantalizing tons of latest customers and extra increase in sales. All the promoting activities are joined with these promotions that offer outcome in growing client purchases and up intermediaries or retailer's potency and co-operation. The rising interest within the use of those promotions as a promoting strategy has resulted in an exceedingly stunning growth of analysis during this space. as an example, there's a large body of literature on client response thanks to advertisements. The increasing interest within the use of below–the–line promotional tools as a promoting plan of action has resulted in an uncommon growth of analysis during this space. one in all these promotion tools edges is that it will encourage the shoppers to assume and judge whole and get opportunities. Hence, differing kinds of below–the–line promotion tools and promotion methods are utilized by the shopping precinct retailers in order that they'll apprehend client initial alternatives and boost their sales. in line with Gilbert (1999), apart from value alteration, coupons or refund given by the retailers yet as alternative promoting tools like free sample and obtain-one-get-one-free were found to be causing client buy additional then they expect. Completely different sorts of promotion ways are employed by the sellers to draw in the purchasers and increase their sales. the sooner studies has shows that framing of advertising messages and presentation of value

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data influence the consumer's views regarding costs and their disposition to buy (Das, 1992; Sinha and Smith, 2000 and Sinha et al., 1999).

The core purpose of this analysis paper is to review the impact of various below-the-line promotion tools on client shopping for behaviour. Hence, the analysis on these promotional tools is definitely important to acknowledge the foremost influencing tools to contend with its competitors. the aim of analysis is to review closely the fondness of shoppers on a spread of below-the-line promotional tools. the same old below-the-line promotion tools includes samples, value discounts, buy-one-get-one-free, Coupons, in-pack premiums, value offs and then on. However, during this study, we'll discuss the impact of obtain one get one free, value discounts, coupons and Demonstrations, future Disc, on the patron shopping for behaviour.

## **Review of Literature**

HARDY (1992), in his study "Consumer satisfaction towards shopping centre" since the early 1992 the need for effective marketing of shopping centre has been brought into sharp focus. However many studies have pointed out the noticeable lack of marketing orientation among shopping centres.

Chandon, Wansink, and Laurent (2000) indicated that marketing is also attractive for well promotion-prone shoppers for reasons on the far side worth savings. Many shoppers modification brands so they might receive bigger deals that replicate and build up their sensible customer self-perception, and these consumers are favorably promotion prone, these consumers make a trial to undertake a brand new product or service that are promoted.

The term sale promotion refers to many forms of commerce incentives and strategies cotyloidal to yield immediate sales effects (Totten & Block, 1994).

Parsons (2003) [2] in his paper analyzed common promotional activities employed by shopping mall marketers, which were ranked by a sample of customers on their likelihood of encouraging increases in the two key performance indicators employed by searching malls – sales and visits. Whilst mall-wide sales square measures the popular promotion, a combination of general entertainment and price-based promotions were found to be a strong alternative way to encourage visits and spending

According to Joncos (1990) sales promotion is an effective way of competitive retaliation rather than marketing activities.

Belch and Belch (1996) outline commercials as sales promotions as direct encouragements give a further stimulant for the products to be oversized distributed in an in an exceedingly short amount of your time. Brassington and Pettitt (2000) give a brand new definition for marketing as "a vary selling [of promoting] techniques designed at intervals a strategic marketing framework to feature additional worth to a product or service over and on top of the "Normal" giving so as to realize specific sales and promoting objectives. This additional worth is also a brief term military science nature or it's going to be a part of a longer-term franchise-building program".

According to Cotton and Babb (1978) another trend of sales promotion used to increase consumer purchases which known as in-store promotion, it is more effective during the period

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when a deal is going on. Some researchers have totally different views that promotion is a chic tool and it's going to have an effect on negatively on retailers profits (Walters and Mackenzie, 1988).

## **Objectives of the study**

The following are the objectives of the study

- . To analyze the perception of consumers in purchasing at shopping malls.
- . To analyze the below-the-line promotional tools and their impact on motivating consumer buying behavior and purchase decision of consumers.

## **Research Methodology**

The research, which is used in this study, is descriptive in its nature. Research that explains the present situation instead of interpreting and making judgments is descriptive research (Creswell, 1994). The core purpose of descriptive analysis is to establishing the accurateness of developed hypothesis that replicate this position. This kind of analysis provides data regarding this situation and consider past or present for an instance in an exceedingly community quality of life or client angle toward any marketing activity (Kumar, 2005). The pilot study has been done before conducting the particular analysis. The core purpose of pilot analysis was to calculate the reliableness of the form things that were used during this analysis. A total 150 Customers were selected to make sure that items of the questionnaire were understandable without difficulty by the person who answers that questionnaire. Throughout this study the researcher self-assurance has developed and she make sure that questionnaire that was used was healthy for this research.

## **Sample and Data Analysis**

About one hundred and fifty respondents were asked to participate in a self-administrative study so as to assemble the information for understanding the condition regarding the patron shopping for behavior. The people for the current research are common people, students or any customers who have experience in buying some kind of products. The non-probability sampling technique utilizes in the current analysis. The non-probability sampling is very ease because in this sampling technique information can be collecting from the relevant sample or the unit of the study that are conveniently available (Zikmund, 1997). The convenience sampling is used for collecting a large number of fulfilled surveys quickly and inside limited cost. The questionnaire contains two main portions. The first half contains the background of an individual who answers the questionnaire; the second half shows the consciousness with respects to a range of promotion tools and buying behaviour of persons who answer the questionnaire. To analyze the data the Statistical Package for Social Science (SPSS) version 20.0 was used.

Hypothesis: Customers prefer "Buy one get one' over other below-the-line promotional tools for motivating customers to buy more in shopping mall.

## **Discussion**

The major objective of this research was to study the impact of different below-the-line

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promotion techniques, which can affect the consumer buying behavior, and it can also be used by the mall retailers to increase their sales and improve their business. For this purpose, we have taken seven promotional tools and additional Mall Facilities, which can affect the consumer buying behavior. These tools are free sample, buy-one-get-one-free, discount offers, exchange offers, sales contests, demonstrations and coupons. Additional Mall Facilities that can be used to measure the buying behavior of the consumer. The result of this learning gave some vital information concerning impact of promotion tools client shopping for behaviour. With respect to customer proneness to below-the-line promotions, research found that additional mall facilities and Buy-One-Get-One-Free and discount offers played the greatest significant role in developing consumer-buying behavior. The above results show that, buy-one-get-one-free has significant relationship with the buying behavior (Cochran's  $Q = 616.300$ ,  $p = 0.000$ ). Additional mall facilities also has an important factor which has a strong positive impact on buying behavior (Cochran's  $Q = 199.487a$ ,  $p = 0.000$ ).

The result of this study also additionally explained that buy-one-get-one-free is considerably joined with client shopping for behaviour, therefore the more the product has included at no extra cost, than it can influence customers to purchase products for test. It revealed that advertising instrument such as buy-one-get-one-free can appeal and persuade customer's favorable attitude on buying behavior. Therefore, it can be explained that buy-one-get-one-free is one of the essential element persuading buying behavior of customers, particularly in the repurchase of new product. The results of this research showed that there is major association at 5% significance level among coupons and consumer buying behavior, awareness with coupons has significant positive effects on customer attitudes toward coupons. Another main important factor, which is shown in this research, is additional facilities given by mall retailers such as variety of brands, store services, store cleanliness and facilities of the store. The results of this study estimate that the variety of brand and store cleanliness is also significant relationship with buying behavior of consumer. In this research, shoppers were inquired about shops likings that contain interior decoration of shops, music, brightness, shopping in large retail shops and when the shopping mall is nicely in odors. The result of this study shows that consumers get pleasure from looking in and sitting with music and in large retail outlet in addition as once the shopping precinct is bright lightening. The cleanliness has significant impact on consumer buying behavior. Therefore, we can say that additional facilities of mall retailers are very important during shopping by the consumers.

## **Conclusion:**

Below-the-line promotional activities play an essential role for the mall retailers in the Shopping malls Below-the-line Promotion generates large revenues and by sales can be increased. The overall conclusion of this research is we found positive customers attitude towards various below-the-line promotion tools on buying behavior. The study confirmed that consumers buying behavior can be motivated through various kinds of elements, including promotion techniques such as coupons, buy-one-get-one-free and additional mall facilities. Furthermore, the structure offers new visions to understand that how different consumers respond to numerous below-the-line promotion tools offered by mall retailers and their impacts on consumers buying behavior, which may in order to use perfect promoting strategies and promotional tools to promote products.

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