

Impact of Sales Promotion Strategies on Consumer Buying Intention in FMCG (Personal Care) Sector of Pakistan

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Abstract

This study explored consumer perception of sales promotions on enhancing their purchase intention related to the personal care sector in the FMCG industry in Pakistan. The study found out how different promotional tools like coupons, BOGO offers (buy one get one free), price discounts, free samples, and flash sales impact consumer purchase intentions by using a quantitative study. Through literature review, five hypotheses were developed then the primary data were collected from 360 respondents living in Karachi, Pakistan employing a convenience sampling technique then descriptive statistics, reliability, and multiple linear regression analysis were conducted in SPSS 26. The results showed that price discounts, flash sales, free samples, and BOGO offers significantly affect consumer purchase intentions, however, coupons do not affect consumer purchase intentions. Marketing managers can use this information to improve their promotional activities and generate increased consumer engagement, leading to increased sales and profitability in the long run. Thus, this research is useful for theory as well as for marketing managers to efficiently and effectively utilize different promotion tools.

Keywords: *Sales promotions; consumer decisions; FMCG personal care; price discounts; flash sales; free samples; BOGO*

Introduction

Sales promotions can play a significant role in driving short-term buying intention. According to a formal definition, direct inducement that offers an added value or incentive for a service and/or product to the end consumer with the core intention of initiating a quick sale is called sales promotion (Kumar et al., 2023). Thus, marketers adopt a variety of sales promotion strategies in order to sustain their position, maintain their market share, and sway consumers' buying intention (Bhatti et al., 2018). FMCG, abbreviated as "fast-moving consumer goods", is a

sector where consumers regularly make purchases of products like toiletries and supermarket foods (Warraich & Ali, 2020). In FMCG sector, specifically in the personal care category, the rising competition has forced marketers to use various sales promotion techniques like free samples, coupons, BOGO, price discounts, and flash sales to attract more consumers (Kumar et al., 2023). It is believed that such marketing efforts help reach and appeal to a large audience in relatively less time, create and enhance brand awareness, boost sales, and increase market share (Ali Khan & Sohaib Zubair, 2019).

As a matter of fact, consumers who switch brands often are mostly intrigued by sales promotion; however, it is noticed that sales promotions require a significant budget. Kotler (2000) says that managing the company's and its shareholders' investments has turned into a fierce challenge for marketers as they find it perplexing to decide between short-term (such as a spike in consumers for a shorter duration) and long-term benefits (i.e., huge surge in sales for a longer span) associated with different sales promotion techniques to yield significant revenue. To help resolve this dilemma, this study seeks to comprehensively examine the relationship between sales promotion and consumer purchasing intent, focusing on various types of sales promotions influencing buying intention within Pakistan's FMCG sector, particularly in the personal care category. The aim is to identify which types of sales promotions result in the most favorable outcomes for marketers operating in this sector.

There are many typical buying situations that entail a minimal amount of cognitive effort on the part of the consumers, which has made it very challenging to motivate consumers to switch brands or purchase more items when they engage in such common and habitual purchases (Ismail & Siddiqui, 2019). Sales promotions come in handy for this purpose in the sense that they invigorate consumers to compare different brands and evaluate purchase options (Ismail & Siddiqui, 2019). Hence, retailers and marketers use different promotional strategies to increase sales based on consumer preferences (Ali Khan Scholar & Sohaib Zubair, 2019). Retailers provide different promotional tools like price discounts, flash sales, free samples, coupons, and BOGO offers to attract more (new and existing) customers to buy their goods, hence increasing sales (Bhatti, 2018). This research will help marketers and retailers understand the influence of sales promotions and the way they can use and allocate their resources better (Shahzad et al., 2020). As a result, organizations will be able to minimize their spending on sales promotion and yield the maximum revenue (Ismail & Siddiqui, 2019). The research in this domain is focused on identifying the sales promotion strategies that marketers mostly use in the FMCG (personal care) sector in Pakistan (Warraich & Ali, 2020). With the help of this study, marketers can analyze and comprehend the buying intention of consumers from ages 20 to 40 in Karachi. As a result, they can optimize their promotion campaigns and set up a

dedicated budget for the situational factors and tools that are bound to positively impact the consumers (Ali & Muhammad, 2021).

Nowadays, marketers in Pakistan utilize various sales promotional techniques to encourage customer purchases in the FMCG sector (Ali & Muhammad, 2021). Different types of sales promotions are evident in this sector, such as discount deals, special offers, and loyalty schemes. However, it remains inconclusive which promotional technique has the most significant impact on the consumer decision-making process (Warraich & Ali, 2020). The aim of this research is to determine the effects of various sales promotional techniques on consumer buying intentions in the FMCG sector (Mishra et al., 2024). Specifically, the focus is to identify which promotional methods significantly impact consumer purchases in the personal care sector (Kumar et al., 2023). With the development of technology, companies are eager to utilize new promotional methods to remain competitive in the market. In this context, a lack of awareness about customer preferences regarding different sales promotions can hinder their growth (Shahzad et al., 2020). This study provides useful insights for marketers to design effective marketing campaigns by understanding consumer preferences and helping them attract customers in a highly competitive environment (Islam et al., 2022).

The purpose of this research is to comprehend the most effective promotional techniques in the FMCG sector. To achieve this goal, a quantitative method is employed to assess the impact of sales promotional techniques on consumer buying intentions. Data is gathered through an online survey, aiming to provide valuable insights for stakeholders in the personal care sector (Qazi et al., 2021). At its core, this research sheds light on the impact of different types of sales promotion strategies, that are most commonly used, on consumer buying intention within the FMCG sector (personal care category) of Pakistan (Qazi et al., 2021). Primarily, this study aims to help marketers in the respective industry in examining the influence of coupons, free samples, price discounts, flash sales, and BOGO on consumer buying intention. Furthermore, marketers can decipher which type of sales promotion strategy has the most significant impact on consumer buying intention as well as the type of sales promotion strategy with the least influence on consumer buying intention in the respective sector.

The topic of this research is noted to be a neglected area for a long time in Pakistan's FMCG (personal care) sector (Bhatti, 2018). This is one of the main reasons that the present study is a beneficial addition to the literature work done on evaluating the impact of THE commonly-used sales promotion strategies such as price discounts, flash sales, free samples, BOGO offers, and coupons. Moreover, this research digs deeper into the topic and deciphers the influence of these sales promotion strategies on consumers' buying intention in the respective sector (Qazi et al., 2021). To sum it up, this study fills a major research gap as it provides researchers, academicians, retailers, and marketers with a means of understanding consumers'

buying intentions (Bhatti, 2018). For marketers, it is of utmost importance to know which marketing tool delivers the most promising results for competitive success (Ali & Muhammad, 2021). With this useful information, marketers and retailers can easily procure and allocate their valuable resources (time, energy, and effort) in the right direction that has the highest potential for profit (Ismail & Siddiqui, 2019). Therefore, the present research is targeted at investigating the consumers' responses to different promotional tools and which type of promotion technique they prefer. Marketers can also understand the consumer buying intention and response; accordingly, they will be able to employ the most useful sales promotion strategies in order to draw consumers (Ali & Muhammad, 2021). From the standpoint of the consumers, this study illustrates their attitude toward sales promotion, subsequently enlightening them about the actions that shaped sales promotion (Islam et al., 2022). The study additionally benefits buyers by providing them with information about how various promotional techniques influence their purchasing habits (Islam et al., 2022).

Literature Review

Sales Promotion and Consumers' Buying Intention

Whether directed at the sales team, distributors, retailers or the end consumers themselves, sales promotion is essentially an enticing offer or incentive aimed at spurring sales activity. Its main focal point is to generate immediate sales (Ali Khan & Sohaib Zubair, 2019). Promotions impact the quantity of purchases consumers make and expedite the decision-making process. Sales promotion serves as an incentivizing tactic aimed at boosting brand sales or purchases (Ismail & Siddiqui, 2019).

Sales Promotion encompasses three primary strategies: push, pull, and a combination of both. Push involves pushing the product from distributors to consumers through different useful promotions. Pull strategy, on the other hand, operates on a different premise where the focus is on enticing consumers to seek out and "pull" the product from distributors (Islam et al., 2022). This goal can be accomplished through tactics such as distributing samples, creating engaging games, issuing coupons, offering premiums, providing loyalty rebates, and even granting cash refunds. Sales promotions have a crucial impact on consumers' buying intentions and decisions regarding purchasing a particular product (Bhatti, 2018). There exist diverse avenues through which consumers can be persuaded to buy, including marketing, promotions, direct sales, personal interactions, discounts, and more, all contributing to increasing customer attraction (Dr. Yuhao et al., 2023). Research has proved that over time, sales promotions have evolved into crucial tools for retailers to drive immediate sales and prompt consumers to buy more, including unplanned products (Ismail & Siddiqui, 2019).

Flash Sales and Consumer Buying Intention

The popularity of flash sales within the nation's shopping scene demonstrates considerable interest and involvement with this marketing strategy (Asif & Iyyaz Billah, 2023). Flash sales involve brief promotions during which products or services are sold at significantly reduced prices for a brief period of time.

Flash sales instill FOMO (fear of missing out) or a sense of exclusivity and urgency, compelling customers to act swiftly out of fear of missing out. They are often employed to generate excitement, clear surplus inventory, attract fresh customers, enhance brand visibility, and elevate sales within a constrained timeframe (Ali Khan Scholar & Sohaib Zubair, 2019). Consumers are inclined to participate in flash sales because of the allure of substantial savings, exclusive bargains, and the thrill of limited-time offers (Warraich & Ali, 2020). Recognizing these psychological cues can assist businesses in crafting targeted marketing strategies to effectively engage consumers during flash sales leading to positive purchase decisions (Warraich & Ali, 2020). So, we can hypothesize as:

H1: Flash sales have a positive impact on consumer buying intention.

Price Discounts and Consumer Buying Intention

Reducing prices influences consumers to buy the offering (product and/or service) at a discounted rate for a specific duration, which can divert attention from competitors (Ali & Muhammad, 2021). This price reduction aims to boost short-term sales and clear out old inventory. Displaying discounts openly on products is a common practice with price reductions, enabling customers to take advantage of lower prices when making purchasing decisions (Qazi et al., 2021). Limited-time offers on price reductions attract customer attention, particularly due to their price sensitivity, encouraging them to make purchases during these periods (Ali & Muhammad, 2021). Discounts significantly impact high-priced products, influencing consumers and enhancing the perceived value of the products. Research has confirmed that pricing directly influences consumers' buying intentions (Bhatti, 2018). So we can hypothesize as:

H2: Price Discounts have a positive impact on consumer buying intention.

Coupon and Consumer Buying Intention

Customers eligible for vouchers can obtain allowances on products at their regular prices, commonly referred to as coupons (Ali & Muhammad, 2021). These vouchers facilitate price discounts on specific products, serving as a useful tool for trial purchases (Qazi et al., 2021). Free coupon offers can effectively encourage brand switching. Manufacturers or retailers utilize coupon offers as a promotional tactic to endorse their brand, product, or service (Ali & Muhammad, 2021). As online shopping gains popularity, numerous online retailers employ coupons to convert items in the shopping cart into purchases, often by providing discounts during checkout. This allows consumers to enjoy savings, such as a 30% discount or free

shipping, within minutes, thereby encouraging repeat purchases (Ahmed & Sarwar, 2018). Research indicates that coupons compel customers to purchase the promoted product due to the limited time available to redeem the incentive. Typically, customers are afforded very little time to avail themselves of the coupon offer, which motivates them to make the purchase promptly (Nawaz, 2018). So, we can hypothesize as:

H3: Coupons have a positive impact on consumer buying intention.

Free Sample Offering and Consumer Buying Intention

Free sampling, also known as product sampling, is an effective promotional strategy that marketers employ to boost their sales and increase consumers' interest in their new product launches (Qaisar et al., 2018). Offering free samples is highly effective in raising awareness of a product and allowing consumers to test it. The marketing strategy of free sampling helps in promoting new products and increasing their popularity among consumers by giving them small amounts of the products freely to familiarize themselves with (Ismail & Siddiqui, 2019). This means that the probability shift of a consumer purchasing an offering after sampling it, coupled with the growth in goodwill towards the product has received a lot of attention (Qaisar et al., 2018). However, there has been hype on online buying with product sampling becoming more common. So, we can hypothesize:

H4: Free Samples have a positive impact on consumer buying intention.

Buy One Get One Offer and Consumer Buying Intention

The opportunity to get an additional product as a bonus gift with the purchase price of only one product is known as a buy-one-get-one offer. This promotional strategy is usually undertaken by manufacturers with the aim of giving consumers more privileges thus having a free product acquisition for another (Ismail & Siddiqui, 2019). It is referred to as "buy-one-get-one" and it is used in marketing campaigns because of its ability to provide additional value to consumers through a complementary item alongside their purchase (Ali Khan Scholar & Sohaib Zubair, 2019). Buy one get one promotion packages or accessories are identified as potential triggers of impulse buying especially when strategically placed on store shelves (Qaisar et al., 2018). Hence, such promotions facilitate the trial of products and encourage brand switching among customers. Also, it is seen that customers go for buy-one-get-one deals over discounted prices even when both options possess equivalent net gain (Ismail & Siddiqui, 2019). So, we hypothesize as follows:

H5: Buy One Get One offers have a positive impact on consumer buying intention.

Research Framework

In this research, a total of six constructs have been used with one endogenous and five exogenous constructs. The conceptual framework is as follows of this research:

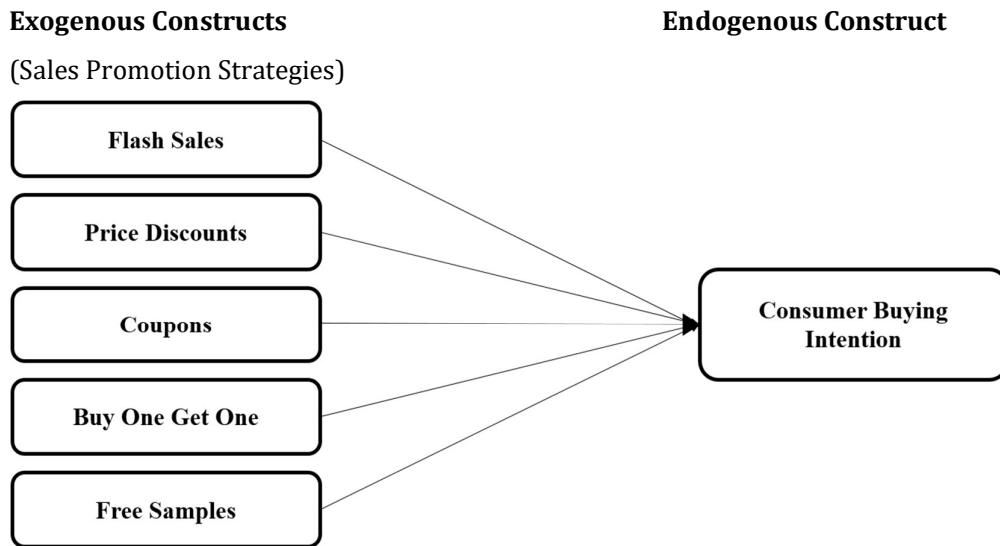


Figure 1

Methodology

Sample

Primary data was collected from 360 respondents through online surveys. The survey approach entailed the distribution of online questionnaires designed to understand the extent of consumer awareness, attitudes, and intentions regarding sales promotions. The study utilized a non-probability sampling technique, specifically employing convenience sampling. This method was selected to gather responses conveniently and efficiently, given the practical limitations of time and resources. The population chosen for this study was residents living in Karachi, within the age range of 20 to 40 years. This segment was selected based on previous research suggesting that individuals within this age group typically exhibit a more prominent attitude toward sales promotions (Ali & Muhammad, 2021).

Measures

The questionnaires were classified into two broad sections. The initial section focuses on demographic analysis of the survey respondents, capturing information like age, gender, education level, and income level. The second part explores which type of sales promotion consumers are more inclined to avail. The study's scales were adopted from prior literature and published studies. Specifically, variables such as price discounts, coupons, BOGO offers, and free samples consisted of eight items each, drawing from studies conducted by (Rizwan et al., 2013;

YinFah et al., 2011). Flash sales, on the other hand, were assessed using four items sourced from the study by (Vannisa et al., 2020). Lastly, the consumer buying intention variable is measured using seven items adopted from the research (Rizwan et al., 2013). This questionnaire utilizes a 5-point Likert scale to gauge respondents' perceptions. For the data cleaning process, we downloaded the survey responses into an Excel file. Next, we utilized Professor Gaskin's tool to screen for invalid responses. Fortunately, the screening identified no invalid responses. Finally, we imported the cleaned data file into SPSS for further analysis.

Data Analysis

For the analysis of the data, SPSS version 26 was utilized. Descriptive statistics, correction analysis, and regression analysis are employed to achieve the required objectives. The demographic profile of respondents is given in Table 1

Profile	Frequency	Percentage%
Gender		
Female	183	50.8
Male	177	49.2
Age (years)		
20 -25	152	42.2
26 -30	94	26.1
31 -35	62	17.2
36 -40	52	14.4
Education		
Intermediate	49	13.6
Bachelor	109	30.3
Master	148	41.1
M Phill	54	15.0
Monthly Income		
Full time student	135	37.5
10,000 – 30,000	45	12.5
30,001 -60,000	55	15.3
Above 60,000	125	34.7

Table 1: Demographic Profile of the Respondents

RESULTS AND INTERPRETATIONS

Normality Analysis

As shown in table 2, the data appears to be normally distributed. Skewness values for different factors (constructs) ranged from -0.019 to 0.146, with consumer buying intention (Mean = 3.4977) having the highest skewness and price discount (Mean = 3.4271) the lowest. Similarly, kurtosis values fell between -0.044 and -0.512, with flash sales offers (Mean = 3.2988) showing the highest kurtosis and coupons (Mean = 3.2726) the lowest. Because skewness and kurtosis both fall within generally acceptable ranges (± 2.5 for skewness and ± 7 for kurtosis), it's safe to assume the data is normally distributed.

Table 2: Normality analysis

Construct	Mean value	Skewness	Kurtosis
FSOM	3.1653	.142	-.512
PDM	3.4271	-.019	-.153
CM	3.2760	-.059	-.044
FSM	3.2988	-.081	.290
BOGOM	3.3726	-.034	-.119
BIM	3.4977	.146	.379

(FSOM –Flash sale offer Mean , PDM – Price discount Mean, CM-Coupon mean, FSM- Flash Sale Mean, BOGOM- Buy one get one mean, BIM- Buying intention mean)

Reliability Analysis

The internal consistency of the constructs was evaluated using Cronbach's Alpha Coefficient. The results, presented in Table 3, demonstrate that Cronbach's Alpha values ranged from 0.714 to 0.791. The construct measuring flash sale offers exhibited the highest value, while price discount yielded the lowest. As all obtained Cronbach's Alpha coefficients surpass the established threshold of 0.7, we can confidently conclude that the internal consistency of constructs is reliable.

Table 3: Reliability analysis

Construct	Cronbach's Alpha
FSOM	.791
PDM	.714
CM	.736
FSM	.724
BOGOM	.739
BIM	.758

(FSOM –Flash sale offer Mean , PDM – Price discount Mean, CM-Coupon mean, FSM- Flash Sale Mean, BOGOM- Buy one get one mean, BIM- Buying intention mean)

ANOVA

The overall significance of the model in predicting consumer buying intention was assessed using an Analysis of Variance (ANOVA). The results presented in Table 4 shows that ANOVA p-value is equal to 0.000, which is significantly lower than 0.05, means that the model successfully predicts the value of consumer buying intention based on the included sale promotion techniques. Additionally, the adjusted R-squared value of 0.276 suggests that a 27.6% variance in Consumer buying intention is explained by included sale promotion techniques.

Table 4 : ANOVA

Adjusted R ²	F value	Sig
.276	28.382	.000 ^b

Hypotheses Testing

The multiple regression analysis was used to determine the effect of sale promotion (flash sale offer, price discount, coupons, free sample, and buy one get one) on a dependent variable Consumer buying intention. The results of the hypotheses suggested that most of the hypotheses are supported as given in Table 5. The first hypothesis proposed that price discount has a positive impact on consumer buying intention. The regression analysis results showed that the p-value for price discount is 0.046 which is less than 0.05 shows price discount has a significant impact on consumer buying intention. Furthermore, the beta coefficient (β) for price discount is 0.40 units. This implies that for every one-unit increase in price discount, consumer buying intention is expected to rise by 0.40 units keeping other things constant, hence hypothesis is supported. The VIF value of the price discount is 1.71 which is less than 5 shows that there is no multicollinearity in the price discount.

The second hypothesis proposed that coupons have a positive impact on consumer buying intention. The regression analysis results show that the p-value for coupons is 0.000 which is less than 0.05 showing coupons have a significant impact on consumer buying intention. Furthermore, the beta coefficient (β) for coupons is -0.095 units which implies that for every one-unit increase in coupons, consumer buying intention is expected to decrease by 0.095 units keeping other things constant, hence hypothesis is not supported. The VIF value of coupons is 1.641 which is less than 5 showing that there is no multicollinearity in coupons. The third hypothesis proposed that flash sale has a positive impact on consumer buying intention. The regression analysis results show that the p-value for flash sales is 0.000, which is less than 0.05; showing flash sales have a significant impact on consumer buying intention. Furthermore, the beta coefficient (β) for flash sales is 0.095 units. This implies that if flash sales are increased by one unit, consumer buying intention is expected to increase by 0.095 units, keeping other things constant; hence the hypothesis is supported. The VIF value of flash sales is 1.131, which is less than 5, showing that there is no multicollinearity in flash sales.

The fourth hypothesis proposed that free samples have a positive impact on Consumer buying intention. The regression analysis results show that the p-value for free samples is 0.027, which is less than 0.05, showing free samples have a significant impact on Consumer buying intention. Furthermore, the beta coefficient (β) for free samples is 0.128 units. This implies that for every one-unit increase in free samples consumer buying intention is expected to rise by 0.128 units, keeping other things constant; hence the hypothesis is supported. The VIF value of free

samples is 1.651, which is less than 5, showing that there is no multicollinearity in the free samples. The fifth hypothesis proposed that buy one get one (BOGO) has a positive impact on Consumer buying intention. The regression analysis results show that the p-value for BOGO is 0.04, which is less than 0.05, showing BOGO has a significant impact on Consumer buying intention. Furthermore, the beta coefficient (β) for BOGO is 0.113 units. This implies that for every one-unit increase in BOGO, consumer buying intention is expected to rise by 0.113 units, keeping other things constant; hence hypothesis is supported. While the VIF value of the price BOGO is 1.5, which is less than 5, showing that there is no multicollinearity in BOGO.

Table 5: Hypotheses testing

Construct	β value	T value	P value	VIF	Hypothesis
FSOM \rightarrow BIM	.095	2.000	.000	1.131	Support
PDM \rightarrow BIM	.400	6.807	.046	1.710	Support
CM \rightarrow BIM	-.095	-1.647	.000	1.641	Not support
FSM \rightarrow BIM	.128	2.224	.027	1.651	Support
BOGOM \rightarrow BIM	.113	2.055	.041	1.501	Support

(FSOM –Flash sale offer Mean , PDM – Price discount Mean, CM-Coupon mean, FSM Flash Sale Mean, BOGOM- Buy one get one mean, BIM- Buying intention mean)

DISCUSSION AND CONCLUSION

The study predicted that the value of consumer buying intention based on the researched sales promotion techniques would be significant, and the hypothesis was positively supported. The R^2 value indicates that 27.6% of the variance is seen in endogenous variables due to the impact of exogenous variables. This is consistent with previous studies that state that many marketers and retailers utilize different kinds of promotion tools such as Flash sales, Coupons, price discounts, buy-one-get-one (BOGO) offers, and free samples in order to comprehend the bias of consumers and stimulate their sales (Rizwan et al., 2013). This is a fact that retailers get solid objectives to practice sales promotion techniques. Price discount has a significant and considerable positive impact on consumer buying intention. This concludes that the hypothesis is supported. This hypothesis is also consistent with (Surapati & Mahsyar, 2020), which stated that price discount's effect on consumer buying intentions is positive and significant. The analysis driven by the study suggests that marketers and managers need to pay attention to the price discounts they offer to make customers more interested in making purchases.

The survey has indicated that coupon has a significant impact on consumer buying intention. Furthermore, the beta coefficient (β) for a coupon is -.0095, which implies that for every

one-unit increase in the coupon, consumer buying intention is expected to decrease by 0.095 units; hence the hypothesis is not supported. This result is consistent with a previous study where the effect of coupons on consumer buying intention is not supported. The attitude of customers is thought to be the main cause behind this unsupported relationship. In the future, studies need to be conducted considering the attitude of the customers about buying intentions so that the effects of such types of advertising practices can be calculated (Qaisar et al., 2018). BOGO has shown a significant impact on consumer buying intention. However, the impact is considerably low as compared to other techniques. The contribution of this technique still did not have much effect on boosting sales. This analysis is also supported by previous studies BOGO as an advertising method is also found positive and significant, but the contribution towards causing significant distinction in buying intentions is minimal and considered one of the least positive variables in a sales promotion (Qaisar et al., 2018). Sales promotion techniques overall have a significantly positive impact on consumer buying intentions. Apart from Coupons, all other techniques; Price discounts, Flash Sales, BOGO, and Free Samples have shown significant and positively directed relationships with consumer buying intentions.

This research was shown that many purchasing circumstances are so expected that customers conduct little perceptive or cognitive activity while shopping. In such cases, it is tough to motivate consumer buying intentions on brand switching or increasing sales. From this perspective, one of the major benefits of promotions is that they can inspire consumers to contemplate and assess brands and their resulting buying possibilities, which consumers otherwise may not have done. Managers, retailers, and marketers can use the results of this study to apply sales promotion techniques according to their relevant significance and impact to drive consumer buying intentions to boost sales in the FMCG personal care sector. The personal care sector is a relatively new and booming industry across the globe this decade, and the results of the study will significantly improve the marketing trends and strategies of this particular industry.

Theoretical and Practical Implications

Theoretically, this study focuses on understanding consumer intention against factors such as price sensitivity, customer perceived value, and the impacts of different sale promotion strategies in the FMCG sector. Extant literature on sale promotion strategies broadly focuses on the FMCG sector. This study is the first to address the effectiveness of promotional tools in personal care products in Karachi, Pakistan. The findings of this study not only help to understand the consumer purchase preference concerning various sale promotional techniques in personal care products, but it also provides a comparing platform for exploration of the effects of sales promotions across diverse regions and sectors in Pakistan. The results of this study also emphasize its implication for business managers operating in the FMCG (personal care) sector. The findings of this study indicate which sales promotional tactics are more efficient in increasing

consumer buying intention, therefore helping marketers to concentrate on these strategies that raise their sales and improve customer retention. This study can potentially improve marketing campaigns by understanding consumer psychology and help marketers align their strategies concerning specific target audiences. This enhances opportunities to build stronger customer relationships; hence, establishing a loyal customer base. Moreover, this study also helps marketers to utilize their marketing budgets more effectively towards promotional strategies that have high chances of return. This will especially help launch new personal care products in a highly competitive environment.

Limitations and future research

Some notable limitations of this study can be avoided in future research. First, we have taken a sample size of 360 respondents for this study, which is small compared to the population of Karachi and can limit the generalizability of the findings. In the future, it is recommended to increase the sample size by including various personal care industries in Karachi. Secondly, we have used a non-probability sampling technique, specifically convenience sampling, which may lead to sampling bias. This approach can restrict the representativeness of the sample as the participants were selected based on ease of access rather than through a random selection process. In future research, it is recommended to do probability sampling to get more generalized results. Third, the study's focus on university students aged 20 to 40 in Karachi might restrict the generalizability to other demographic groups. As a result, the inference drawn from this research may not apply to consumers aged above 40. Thus, it is recommended to include more age groups in future research. Fourth, the data were collected through an online survey from the respondents who have at least a high school degree to get better responses to questionnaires that might not be a present true representation of the population. In the future, similar kinds of research could be done by incorporating respondents of all education levels.

Lastly, this study focuses on a quantitative research design that allows participants to answer for available options. Future research could be conducted by in-depth interviews to find more accurate responses from customers for better results and comprehension of the topic.

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