

Impact of Sales Promotion on Consumer's Impulse Buying Behaviour (IBB); Study In Supermarkets In Anuradhapura City

Weerathunga A.K ^{1*}, Pathmini M.G.S²

Faculty of Management Studies , Rajarata University of Sri Lanka ¹²

ABSTRACT

Today most of the retailers are fighting to attract customers due to the competitiveness of the market. They use strategic techniques to attract customers and establish long term success. In this context, most of the companies use sales promotion as a weapon to attract customers, impulse buying and in turn earn high market share and profit. The purpose of this study was to examine the impact of sales promotion on consumer's impulse buying behavior (IBB) in supermarkets. The findings of this study would help super market authority to understand sales promotion techniques that significantly influence CIBB. Research approach is deductive and cross sectional. Four (04) supermarkets located in Anuradhapura city was chosen as sample. 106 consumers were selected using convenience and judgmental sampling techniques. Price discount, free samples, Buy-one Get-one free and Loyalty program were used as sales promotion tools to check its impact to the IBB. Questionnaires were administrated to collect data. Using the SPSS 16.0 versions, data was analyzed attending to Uni-variare, Bivariate and Multivariate analysis. According to the findings, sales promotion has significant impact on Consumers' IBB. in supermarkets. Also there is a significant impact of Price discount($r=0.309$, $p\leq 0.001$), Free sample ($r=0.283$, $p\leq 0.003$), Buy-one Get-one free($r=0.366$, $p\leq 0.000$) and Loyalty program($r=0.496$, $p\leq 0.000$) with consumers' IBB. Results of Multiple Regression Analysis found that Loyalty program has the greatest significant impact on consumers' IBB than other techniques. Therefore, supermarket authorities should give higher attention on loyalty programs and, secondly buy- one get-one to establish the market via impulse buying behavior

KEY WORDS: Impulse Buying Behaviour, Sales Promotion, Super Markets.

Background of the Study

In the globalization era, the market is enormous and a business has more competitors to compete with. In order to attract consumers and compete with competitors in the market place, the grocery business adopt several marketing tools and strategies. The ever increasing competition in the global market has motivated organizations to be determined and ensure satisfaction of customer needs and wants more effectively and efficiently than other competitors, Sales promotion acts as a competitive weapon by providing an extra incentive for the target audience to purchase. Promotion is a tool that is used by the retailers or manufacturer to invite consumers to purchase more. One of the the sales promotion tools benefits is that it can encourage the consumers to think and evaluate brand and purchase opportunities. Hence different types of promotion tools and promotion strategies are utilized by the marketers so that they can know consumer first choice and boost their sales (Mughal, et al., 2014).

Marketing promotion is a commonly used marketing strategy mostly in grocery stores to face competition successfully and the success of their grocery businesses. However, it's necessary for the grocery business to understand the implications on the consumers' behavior and preference that leads to promotion effectiveness since it affords expenses. The effective sales promotion increases the basic value of a product for a limited time and directly stimulates consumer purchasing. One of the advantages of promotions is that it can stimulate consumers to think and evaluate brands and purchase possibilities. This phenomenon shows that, some of the consumers are easily tempted when they see the world of sales promotion. Other than price reduction, coupon or rebate and other promotional tools like free sample, bonus pack and buy one get one free were found to be including consumer buy more than they expect (Vitor, et al., 2013). The retailer's promotional programs inform and remind customers about the product offerings. These offerings need to be presented to attract customers to sell the products. It is found that sales promotion as one of the strategy which affecting to the attract customers towards supermarkets specially, to attract impulse buying. (Muruganantham & Bhakat, 2013)

Impulsive purchasing is generally defined as a consumer's unplanned purchase which is an important part of buyer behavior. An impulse purchase or impulse buy is an unplanned decision to buy a product or service, made just before a purchase. The importance of impulse buying behavior is recognized by marketers and researchers all around the world and phenomenon has been extensively studied by researchers during the last 60 years.(Ramzi & Guptha, 2013). Accordingly, (Ramzi & Guptha, 2013) said that about 80% of purchases in certain product categories in U.S are made impulsively. It has been reported that about 90% of the consumers make occasional purchase on impulse. More than 60% of purchases in an organized retail outlet are unplanned. Customers are impulsive buyers who purchase products are emotionally driven to that product. This has led retailers to taken on various marketing strategies for attracting and converting customers such as promotional schemes. Sales promotion motivates customers to impulse buying behavior in shopping. As the results, customers spend their income for their impulse buying. In the shopping, they always attract towards of the sales promotion and they motivate to buying products without thinking or unplanned. It earns profit for the retailers and companies. This study tries try

to identify how consumer sales promotion influences on customer's impulse buying behavior with a special reference to supermarkets in Sri Lanka.

Research Problem

The retail industry in Sri Lanka has emerged as one of the most dynamic and rapidly growing industries today. The organized retailing is mainly driven by change lifestyles, increasing disposable income and favorable demographic segmentation. Consumers have diametrically changed in terms of their shopping behavior and impulse buying (Muruganantham & Bhakat, 2013). Since, most of the retailers are fighting with each other to attract customers competition is most important in the marketing field. Most of the retailers use more techniques to attract customers of other competitors'. In this juncture, they specially consider sales promotion as one of the most important techniques. Clover, 1950, Stern.1962, Rook, 1987, Peck and Childers, 2006, and Muruganantham & Bhakat, 2013, found that the examination of impulse buying in supermarkets could be of much interest to the manufactures as well as retailers worldwide. Promotion is one of the techniques to attract consumers to purchase more or try a product or service. In Sri Lankan context, retail industry has number of supermarkets and other retail stores. But traditional retail stores are greater than supermarkets in a city. Any how, super markets plays vital role in retail sector and accordingly attracting more customers for IBB. To investigate the issue / problem prevailing in the area pilot study was conducted by the researcher giving special attention to few super markets located in Anuradhapura City. Results showed that many of them use different sales promotion techniques to attract customers and gain competitive advantages. Also, it seems that when customers comes to the super market most of customers attract to impulse buying in supermarkets than other retail stores.

Therefore, this study tries to investigate "How sales promotion influence on consumer's impulse buying behaviour in supermarkets and what promotional strategies influencing to determine the impulse buying behaviour in this retail sector" ?

Objectives of the Study

The primary objective of this study was to investigate the impact of sales promotion on consumer's IBB in supermarkets located in Anuradhapura city. Also, aimed to achieve some specific objectives were; examine the nature of IBB in supermarkets located in Anuradhapura city; study the impact of various sales promotion techniques those used towards influencing IBB in supermarkets; examine the most effective sales promotion techniques which influences the customers' impulse purchase decisions ; provide recommendations to super markets authorities on IBB to strengthen their sales

Review of Literature

Consumer's Buying Behavior

A rational customer is the asset to the organization. The buying process of the consumer is based on the buying behavior of the same. Buying behavior is the decision process and acts of people involved in buying and using products. According to Darko, (2009) four types of CBB identified were ; Routine Response

Behavior, Limited Decision Making behaviour, Extensive Decision Making and Impulse Buying behaviour. Routine Response Behavior defined as buying low involvement frequently purchased low cost items. It need very little search and decision effort and purchased almost automatically. Limited Decision Making is buying product occasionally. It requires a moderate amount of time for information gathering. Extensive Decision Making defined as showing behavior on complex high involvement, unfamiliar, expensive and infrequently products. Since, high degree of economic/performance/psychological risk are seen spend a lot of time and seeking information for deciding the purchase. The IBB is unintentional, since the consumers are not specifically searching for some products and made no plans to purchase the item. Block and Morwitz, 1999 cited by (Muruganatham & Bhakat, 2013) enunciated the definition of impulse purchase as consumer buying an item with little or no deliberation after the result of a sudden, powerful urge. IBB is considered a constant and unique aspect of consumers' lifestyle (Parboteeah, 2005 cited by (Duarte & raposo, 2013).

Impulse buying behavior

Impulse buying describes any purchase which a shopper makes; though it was not planned in advance. Impulsive buying behavior is an important phenomenon in the context of retail business and marketing (Verplanken & Sato, 2011) . According to (Duarte & raposo, 2013) this type of buying behavior comes to be responsible for 62% of supermarket sales and as much as 80% of purchases in some product categories. (James, et al., 2014) described IBB as the consumers share corresponding disposition to indulge in IBB since surroundings like atmosphere, layouts, and promotions, friendly and persuasive salespersons can positively affect consumers' emotion and induce them to visit more aisles and areas in supermarkets, thus triggering consumers' impulse to buy. Unplanned buying refers to all purchases made without such advanced planning including impulse buying, which is distinguished by the relatively speedy decision-making encouraged by stimuli. (JIYEON, 2000). Impulse buying is considered as relevant in today's shopping scenario with the innovative sales promotions, creative messages and appropriate use of technologies in the retail stores (Schiffman, 2010 cited by (Muruganatham & Bhakat, 2013).

Factors Influence Impulse Buying Behavior

Consumers on are affected by both internal and external factors of impulse buying. Wansink, 1994 cited by (Karbasiyar & Yarahmadi, 2011) . According to them, internal factors of IBB focus directly on the individual, examining the internal cues and characteristics of the individual that make them engage in IBB. Internal Stimuli are related to the different personality related factors which characterizes an individual rather than the shopping environment or stimuli. Internal factors of impulse buying denote the individual's internal cues and characteristics that make him / her engage in impulse buying. (Muruganatham & Bhakat, 2013). The goal of the shopping experience is to provide satisfaction of hedonic needs, the products purchased during these excursions appear to be chosen without prior planning and represent an impulse buying event. (JIYEON, 2000).

External Stimuli is related to the shopping and the marketing environment. The shopping environments include the store size, ambience, design and formats while the marketing environment is the various sales and advertising activities. (Muruganatham & Bhakat, 2013). External factors of impulse buying refer to marketing cues or stimuli that are placed and controlled by the marketer . attempt to lure consumers into purchase behavior.(Youn and Faber, 2000 cited by (Karbasivar & Yarahmadi, 2011). According to the (Muruganatham & Bhakat, 2013) store characteristics, sales promotions, employees, preference of peers and family, self service technology, retail merchandising and etc are affect to the consumer impulse buying behavior as a external stimulus. Impulse buying seems as unplanned and unreflective since it is driven by external stimuli, such as retailer promotion strategies, which may make consumers ambivalent and trigger the need to make a purchase immediately (Jenn Yang, et al., 2011).

Sales Promotion

Sales promotion is one of the four aspects of a promotional mix, which itself is incorporated in the core marketing mix; Product, Price, Place, and Promotion. Sales promotion further identify as one of the marketing tools that are used in attracting the attention of the customer.(Bhandari, 2012). Sales promotions are normally used marketing tool by manufacturers as well as retailers. Manufacturers use them to increase sales to retailers (trade promotions) and to consumers (consumer promotions). Retail promotions are, used by retailers to increase sales to consumers such as temporary price reductions, features, and displays. It seems that a large percentage of retailer sales are made on promotion. (Gedenk, et al., 2005). The objectives of sales promotion are to stimulate short-term demand, to create loyal customers and to encourage brand switching from competitors. Sales promotions are achieved through informing and persuading customers or consumers of an existing or new product. (Ayimey, et al., 2013) . Sales promotion influences buying decisions of customers and simply exists to have a direct impact on their behavior. Sales promotion techniques are classified as price and non-price based on the nature (Nagadeepa, et al., 2015). According to them, few of the price based promotions are Money off Coupons, Repayment, Rebate and Discount that temporarily reduce the cost of goods. Some of non-price based promotions are Freebies, Reward points or Contests by which value is temporarily added to the product. These techniques may instigate the consumers to make unplanned purchases. (Nagadeepa, et al., 2015). In super markets and retail stores, retailers use many types of sales promotion for increase their sales volume and attract customers towards their retail stores. So they are using Rebate and Discount offer, coupons, Price packs, Loyalty programs, contests, premium, Samples or Sampling, Product Combination, Quantity Gift, Instant Draw and Assigned Gift, Lucky Draw. They are intended to produce quick and short term changes in consumer or business to business buying behaviors. (Nagadeepa, et al., 2015). Most of the literature reveals that price discounts, free sample, buy get one and loyalty programs asmost commonly used promotional techniques to attract IBB in retailing .

Conceptual model

After the comprehensive review of the literature, conceptual framework indicated in figure 1 was proposed to test the impact of sales promotions on consumer's IBB in supermarkets.

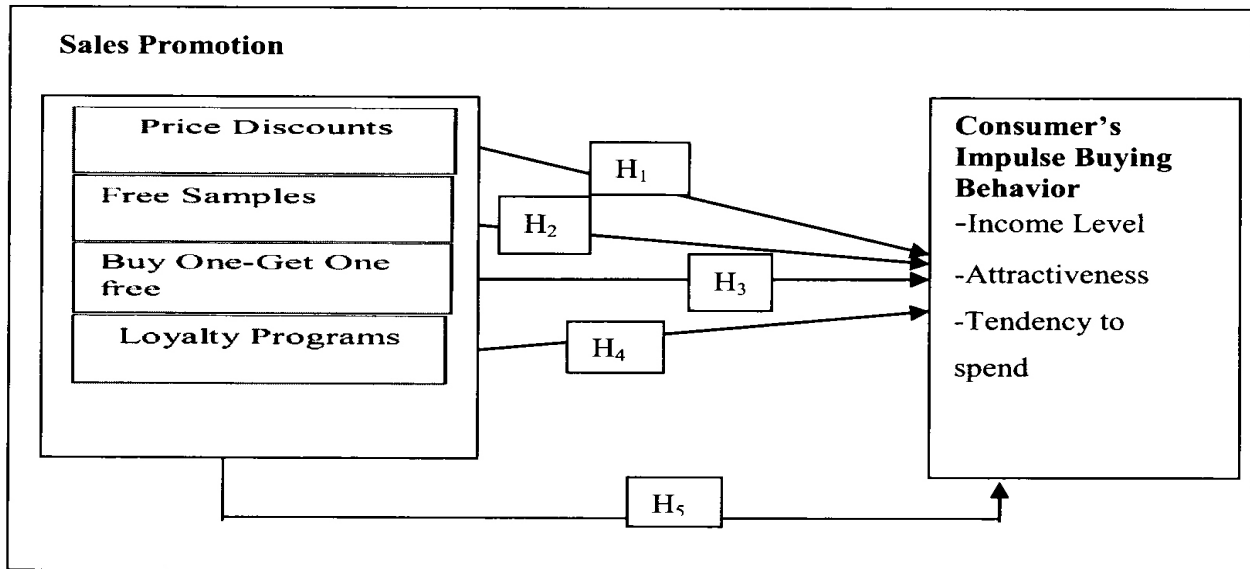


Figure 1: Conceptual frameworks

Hypotheses

Five hypotheses have been formulated giving attention to the relationship shown in conceptual model with the literature support.

H₁: Price Discount has a significant impact on IBB in supermarkets customers.

H₂: Free sample has a significant impact on IBB in supermarkets customers .

H₃: Buy one Get one free has a significant impact on IBB in supermarkets customers.

H₄: Loyalty program has a significant impact on IBB in supermarkets customers.

H₅: Sales promotion has a significant impact on IBB in supermarket customers.

H₆: Sales promotion as the mostly influencing to IBB in supermarket customers.

Methodology

The objective of the research was to examine the impact of sales promotion on CIBB in supermarkets. The type of investigation of this research is correlation and engages in hypothesis testing. This study was a deductive approach because there are numbers of publishes theories and literature on the area concerned. According to Sekaran, (2003), deductive approach defined as is undertaken in order to ascertain and be able to describe the characteristics of the variables of interest in a situation. This is done as a field study and cross sectional in nature. The study based on both primary and secondary data. Different web sites, journal articles, books and reports related to research was used for collecting secondary data in this study.

Primary data was collected through interviewed based questionnaire just once and accordingly the study was cross sectional instead of longitudinal. Researcher collected information on 4 independent variables ; price discount, free samples, buy-one get-one free and loyalty program as sales promotion techniques and on CIBB as the dependent variable.

Population of this study was all supermarket customers in Anuradhapura city. The sample consists of 110 supermarket customers in four supermarkets located in the Anuradhapura city. The sample was selected based on convenience and judgmental sampling method including both male and female customers. The researcher used the individual customers of supermarkets as the unit of the sample. The Questionnaire was selected as the method of data collection in this study. Structured questionnaires (Osman, et al., 2011) were used for the requirement. The questionnaire was divided in to three parts ; background information of the respondents, different promotional tools, and respectively. In the first part of questionnaire, gender, age, education level, monthly income level, occupation and marital status are included to background information through six items. Second part consisted of twenty-nine items on different promotional tools as price discount, free samples, buy-one get-one free, loyalty programs. The items developed to determine respondent's attitude towards these promotional tools. There were four different promotional tools tested through the questions. Price discounts, free samples and buy one get one free have per 08 questions and loyalty programs have 05 questions. The part 3 of questionnaire consisted of eight items to examine CIBB and all 29 items were rated on 5 point Likert scaling, ranging score; 5 as strongly agree to 1 as strongly disagree. The format of the questions in the questionnaire mostly was the closed ended style.

A pilot study was done before the actual study, in order to evaluate the reliability of instruments and its validity is Sri Lankan context. The purpose of the pilot test is to ensure the clarity of questionnaire statement to respondents and also to detect other possible weaknesses in the questionnaire (Sekaran, 2003). The Cronbach's α was calculated to test the internal consistency of the questions in the questionnaire and accordingly all the α values of the variables are above the thumb of norm according to Sekeran (2003). The results show; attitude towards price discount was 0.778; while for attitudes towards free sample was 0.840. Furthermore, the reliability for attitude towards buy one get one free was 0.811 and it is for an attitude towards loyalty program was 0.757. Consumer's IBB scale had achieved reliability of 0.737. A Cronbach's α above 0.6 is acceptable, which means that the reliability of the questionnaire is within an acceptable range. (Jenn Yang, et al., 2011)

Questionnaires were distributed among male and female customers of the sample at their shopping in the selected super markets during the 4.00 p.m. to 6.00 p.m. time duration in one week. The collected the data was analyzed under the category of univariate, bivariate and multivariate analysis with the support of SPSS (statistical package for social science) version 16.0. Descriptive statistics such as Mean and the Standard Deviation were used to describe the nature of different sales promotional techniques practice by the supermarkets authorities in the area. Pearson coefficient of Correlation, linear regression and multiple regressions were used to analyze the impact of sales promotion on CIBB.

Results and Discussion

Sample Profile

According to the results, out of sample, 67% female and rest is male (39%). Most of respondents, 44% between 31-35 years of age, only 19% of them are 41 or above years range. 38% of the respondents between 30,000-40,000 income level and 26% between 20,000-30,000. Most of the customers are 67% married and rest is unmarried (33%). Out of sample, 57% have only educational qualifications and 25% are gradulators. Most of the respondents were 37% in clerical and 14% per in sample of professional jobs and managers or executive levels.

Table 1: Sample Profile

Sample size	Number of Respondents		Total
	Male	Female	
110	39	67	110
Response rate	36.8%	63.2%	96%

Source: Survey Data, 2015

Univariate Analysis on sales promotion techniques and CIBB

Nature of the different sales promotional techniques were described with univariate analysis and the results are demonstrated in table 2. According to the results, mean values of all variables having fallen into level of moderate as per the continuum developed. (1- 2.33; poor, 3.34- 3.67; moderate and 3.68- 5.00; high). Therefore, it is reveals that the sales promotion techniques considered in this study are operating at the moderate level. Also, the CIBB is in the level of moderate as per the statistical values appeared in table 2.

Table 2: Univariate analysis for sales promotion techniques and CIBB.

Descriptive Statistics	Price Discount	Free sample	Buy-one Get-one free	Loyalty programs	CIBB
Mean	2.712	2.586	2.861	2.634	2.659
Median	2.625	2.500	2.750	2.600	2.500
Mode	2.620	2.120	2.380	2.600	2.500
Std. Deviation	0.517	0.586	0.684	0.701	0.602
Variance	0.268	0.344	0.468	0.492	0.362
Minimum	1.750	1.500	1.620	1.000	1.380
Maximum	3.880	3.620	4.000	4.000	4.000

Source: Survey Data, 2015

Model Fitness

Results of Analysis of ANOVA was exhibit in table 3, shows that the independent variables; price discount, free samples, loyalty programs, buy- one- get- one free are statistically and significantly predict the dependent variables (IBB).as the “F” value greater than 1.

Table 3 : Analysis of ANOVA

Variables	F –values	Significant.
Price Discount	10.993	0.001
Free samples	9.084	0.003
Buy-one Get-one free	16.119	0.000
Loyalty program	33.937	0.000
Sales promotion	80.536	0.000

Source:Survey Data,2015

Multivariate Analysis

Table 4: Influence of the Independent variables on Impulse buying behaviour

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1(Constant)	1.079	0.302		3.571	0.001
Price Discount	0.209	0.127	0.180	1.642	0.104
Free Sample	-0.003	0.128	-0.003	-.025	0.980
Buy-one Get-one free	0.012	0.113	0.014	0.110	0.913
Loyalty programs	0.374	0.095	0.436	3.943	0.000

Source: Survey Data, 2015

Testing Hypotheses

H₁: Impact of Price Discount has a significant impact on CIBB towards supermarket customers- According to the results of Pearson’s correlation analysis between Price discount and, the correlation coefficient is 0.309, which is significant at 1% (Sig.t= 0.001) Therefore, H₁ is accepted .

H₂: Impact of Free Sample has a significant impact on CIBB towards supermarket customers- According to the results of Pearson’s correlation analysis between Free sample and Consumer’s impulse buying behavior, the correlation coefficient is 0.283, which is significant at 1% (Sig.t= 0.003) Therefore, H₂ is accepted .

H₃: Impact of Buy-one Get-one free has a significant impact on CIBB towards supermarket customers - According to the results of Pearson’s correlation analysis between Buy-one Get-one free and Consumer’s impulse buying behavior, the correlation coefficient is 0.366, which is significant at 1% (Sig.t =0.000.) Therefore, H₃ is accepted.

H₄: Impact of Loyalty program has a significant impact on CIBB towards supermarket customers- According to the results of Pearson's correlation analysis between Loyalty program and Consumer's impulse buying behavior, the correlation coefficient is 0.496, which is significant at 1% (Sig.t= 0.000) Therefore, H₄ is accepted.

H₅: Impact of Sales promotion has a significant impact on CIBB towards supermarket customers- According to the results of Pearson's correlation analysis between Sales promotion and Consumer's impulse buying behavior, the correlation coefficient is 0.661, which is significant at 1% (Sig.t= 0.000) Therefore, H₅ is accepted.

H₆: Sales promotion as the mostly influencing to CIBB towards supermarket customers. -According to the results of multiple regression analysis, the coefficient value of price discount is 0.209, which is significant at 0.104. Free sample is -0.003, which is significant at 0.980, Buy-one Get-one free is 0.012 which is significant at 0.913 and Loyalty program is 0.374, which is significant at 0.000. According to the above findings only loyalty program has significant value. So H₆ is rejected.

Conclusions and Recommendations

According to the above results of the research, the researcher recommends the retailers, Sales promotion techniques are most important to attract customers and through that process they can increase profit of the companies.

Price Discount-, it has a significant impact on consumer's IBB in supermarkets. The mean value of the price discount having fallen in to level of moderate. According to the Pearson's correlation it has a significant impact on consumer's IBB. So the retailers should implement price discount in a well manner in the supermarkets.

Free sample- This has a significant impact on consumer's IBB in supermarkets. The mean value of the free sample is has fallen in to the level of moderate. According to the Pearson's correlation it has a significant impact on consumer's IBB. Therefore; it is very important to attract customer's and increase sales. So the retailers should implement free sample in a well manner in the supermarkets.

Buy-one Get-one free- It has a significant impact on CIBB in supermarkets. The mean value of the buy-one get-one free is has fallen in to level of moderate. According to the Pearson's correlation it has a significant impact on consumer's impulse buying behavior. Therefore; it is very important to attract customer's and increase sales. So the retailers should keen on to introduce buy-one get-one free strategically to strengthen the sales more effectively.

Loyalty program- The mean value of the loyalty program is has fallen in to level of moderate. Researcher found that loyalty program played the greatest significant impact on CIBB in supermarkets. The result of this study also explained that loyalty program is significant linked with C IBB. Therefore, can be explained that loyalty program as one of the essential element persuading IBB among supermarket customers. Since, Loyalty program is highly affected to the CIBB in Supermarkets, it can be use to facilitate the marketers to attract customers and maximize customer base and profit.

List of References

Amusat W.A, . A., D.A & F.A, A., 2013. Sales Promotion As An Antecedent Of Sales Volume: A Study Of Selected Manufacturing Industry In Ibadan,South Western, Nigeria.. *Interdisciplinary Journal Of Contemporary Research In Business*, Pp. Vol 4, No 11.

Anon., 2015. Secretariat Office,Anuradhapura. Anuradhapura(North Central): S.N.

Ayimey, E. K., Vitor, D. A. & Gayibor, R. A., 2013. Does Sales Promotion Influence Buyer Behaviour? A Study Of PZ Cussons Limited. *British Journal Of Economics, Management & Trade*.

Bhandari, P., 2012. A Study On Impact Of Sales Promotional Activities On Customer Buying Behaviour With Special Reference To Rathi Build Mart, Raipur". *International Journal Of Science And Research*.

Duarte, P. & Raposo, M., 2013. Drivers Of Snack Foods Impulse Buying Behaviour Among Young Consumers. Article In *British Food Journal*.

Gedenk, K., Neslin, S. A. & Ailawadi, K. L., 2005. Sales Promotion. Pp. 305-317.

James, C., Gregory S., C. & Thai-Ha, L., 2014. Impulse Buying Behavior Of Vietnamese Consumers In Supermarket Setting. *International Journal Of Research Studies In Management*, Pp. Volume 3 Number 2, 33-50.

Jenn Yang, D., Chuan Huang, K. & Feng, X., 2011. A Study Of The Factors That Affect The Impulsive Cosmetics Buying Of Female Consumers. *International Journal Of Business And Social Science*, P. Vol. 2 No. 24.

Jiyeon, K., 2000. College Students' Apparel Impulse Buying Behaviors In Relation To Visual Merchandising.

Karbasivar, A. & Yarahmadi, H., 2011. Evaluating Effective Factors On Consumer Impulse Buying Behavior. *Asian Journal Of Business Management Studies* 2, Pp. 174- 181.

Mughal, A., Mehmood, A., Ammarmoh, I.-U.-D. & Ahmad, B., 2014. The Impact Of Promotional Tools On Consumer Buying Behavior: A Study From Pakistan. *Journal Of Public Administration And Governance*.

Muruganantham, G. & Bhakat, R. S., 2013. A Reviw Of Impulse Buying Behaviour. *International Journal Of Marketing Studies*, P. 150.

Nagadeepa, C., Selvi, J. T. & Pushpa., A., 2015. Impact Of Sale Promotion Techniques On Consumers' Impulse Buying Behaviour Towards Apparels At Bangalore. Asian Journal Of Management Sciences & Education, P. Vol. 4(1) 117.

Osman, S., Yin Fah, B. C. & Foon, Y. S., 2011. Simulation Of Sales Promotions Towards Buying Behavior Among University Students. International Journal Of Marketing Studies, Pp. Vol. 3, No. 3.

Ramzi, M. & Guptha, M., 2013. A Study Of Factors Affecting Impulse Buying Behaviour Of Consumers At Malls(DELLE).

Sekaran, U., 2003. Research Methods For Business. United States Of America: Hermitage Publishing Services.

Verplanken, B. & Sato, A., 2011. "The Psychology Of Impulse Buying: An Integrative Self-Regulation Approach",. Journal Of Consumer Policy,.

Vitor, D. A., Ayimey, E. K. & Gayibor, R. A., 2013. Impact Of Sales Promotion Techniques On Impulse Buying Behavior. Asian Journal Management.