IMPACT OF SALES PROMOTION ACTIVITY ON CONSUMER BUYING BEHAVIOR: A STUDY WITH SPECIAL REFERENCE TO FAST MOVING CONSUMABLE GOODS OF SELECTED COMPANY

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ABSTRACT

Promotional strategy has become an integral part of the business organization; because success of the business organization is basically depend on the different type of sales promotion schemes in order to attach the customer. Buying behavior is a common behavior of the consumer which is used on the time of the purchased goods and service and sales promotion schemes may by any strategy in order to increase the sales. In this research article we have discussed about impact of various sales promotion activity on consumer buying behavior. For this purpose we have identify and discussed four sales promotion activities such as Advertisement, selling incentives, offer and packaging. Literature of various studies has been collected and on the basic of literature hypothesis has been developed. Findings of the study suggested that all the sales promotion activity positively and significantly related with consumer buying behavior. On the basis of findings and result conclusion has given and also presenting few suggestion for future development.

KEYWORDS: consumer, research.

REFERENCE