A STUDY ON SALES PROMOTION TOOLS ON CONSUMER’S PURCHASE DECISION TOWARDS INVERTER AIR CONDITIONER - AN EMPIRICAL STUDY

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ABSTRACT
Sales promotion is implemented to attract new customers, to hold present customers, to counteract competition, and to take advantage of opportunities that are revealed by market research. It is made up of activities, both outside and inside activities, to enhance company sales. In the emerging business scenario various promotional techniques are used by the marketer for influencing the purchase decision of their consumers. Sales promotion, a key element of promotional mix has been widely used to sustain competitive advantage, increase sales and stimulate consumer purchase decision, is becoming a valuable tool for marketers to influence purchase decision. Through this study, an effort has been made to find out the various sales promotion tools and its impact on purchase decision towards inverter air conditioner. For conducting the research, data was collected through convenience sampling of 100 respondents through descriptive research design technique. Later the data was analysed and the hypothesis was tested by using multiple regression technique. The result shows that among the various sales promotion tools: offer, premium and contest are the most influencing variables for consumer purchase decision.

KEYWORDS: Sales promotion, purchase decision, customers.

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