



How does brand promotion on special occasions impact consumer purchasing behavior?

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Abstract

The objective of this study is to examine the methods used by brands to market their products during special occasions and analyze the influence of these promotional strategies on consumer buying patterns. To accomplish this, brands employ a range of promotional tactics during significant events like Independence Day, Mother's Day, New Year's Resolution Day, Blessed Friday, Eid, and others to boost sales and outperform their competitors. The study employed the AIDA model as the research instrument and gathered data through surveys. The findings suggest that promotional activities conducted by brands during special occasions have a favorable impact on consumer buying behavior, resulting in heightened sales. Consumers are enticed by various discount offers provided by different brands in the market.

Keywords: *Brand Promotions, Special Occasions, Promotional Tools.*

Introduction

In the current era, every business developer is focusing on labeling the product, labeling the product may be used as branding the product. The force behind this branding of the product is the attitude of the customers as being brand conscious. Basically, brands are working on specific standards that are

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promoting the quality of the product, and that's the reason buyers are steeply attracted to purchasing branded products. Chovanova, Korshunov, and Babcanova (2015) quote a quotation from David Ogilvie 1911, "Brand is something that remains us when our factory is burned", which means we are succeeded in advertising our brand to our consumers, so we are alive for the last day of our life (Chovanova, Korshunov, & Babcanova, 2015).

Sales promotion on some specific occasions by brands is one of the major strategies that is commonly used as an attraction for customers. So, the current study is having a detailed discussion on the sales promotion offered on specific occasions. To sustain success in this competition of business, marketing managers intended to plan some marketing techniques, for instance, the sales promotion marketing technique, the buy one get one free technique, use the of specific banking and get discounts, etc. (Urun,2014). The sales promotion of brands on some special occasions is one of the oldest but the most accepted tactic of the market, it simply changes the point of view of the consumer towards buying the products of that brand which was remarkably costly and not affordable for him (Khan, Tanveer, & Zubair, 2019).

Usually, brands are looking for events, occasions, and special days to start the sales promotion offer. These events can be Muslims' Eid, Christmas, New Year, Valentine's Day, 23 March resolution day, 14 August Independence Day, seasonal change, and others as per customs and trends of the society. George and Chandrasekhar (2015) said that the season of festivals is the best time to offer sales promotions as it is the time during which all

Indian citizens are intended to visit the markets and purchase products for the different aspects of life for their memorable events. They estimated that about 40-50% of the total sale ratio of a whole year is made up during this specific time (George & Chandrasekhar, 2015).

If we discuss the customers' attraction towards buying the products during sales promotion, we come to know that consumers normally do not completely follow the different hierarchical steps of decision-making while purchasing the products from sales promotion on special occasions. Consumers just visit the actual rates, compare that with current promotional rates and buy the products even if they are not needed in purchasing quantity or even if consumers aren't in need of them right now (Ramadass, & Antony, 2018).

George & Chandrasekhar (2015) wrote in their study that marketing is one of the most demanding matters for brands to make the consumers aware of sales promotion upon their purchasing products. Different media tools are going to be used for this account. Electronic media and now specifically media like Facebook, Instagram, and other online marketing apps are playing a vital role and nearly vanquishing the role of wall-painted and roadside advertising tools (George & Chandrasekhar, 2015).

In the common observation, it is noticed that consumers buy products more than they need during the sales promotion time of the brand. This is due to the rates being lesser than the actual or normal rates of the products. Consumers feel economic safety while purchasing the products for special occasions during

the sales promotion time. This technique of sales promotion is not only helpful in sustaining the consumer's attraction but also generates speedy revenue for the organization which is offering the sales promotion on special occasions (Khan, Tanveer & Zubair, 2021).

The current study attempts to study an impulsive change in consumer buying behavior when it is sale promotion time on some special occasion. It will be informative to all marketing departments to read the local study on consumer behavior. This study is going to motivate marketing managers to develop their marketing skills by which the sale ratio of the products ultimately increases. The basic assumption is that brand promotions on special occasions have the power to impact consumers' buying decisions and behavior. Power is becoming more and more important, and it is increasingly evident in every area of business (Urun, 2014).

This study has significance in different aspects of the variable of the paper. It is useful for novice brands who are trying to catch the customers and introduce the brand to society. This study is useful for the marketing managers of brands for knowing the impulsive change in consumer buying behavior during sale promotions on special occasions. This study will educate the consumers about their own attitudes and responses when its sale promotion time. After studying this paper, different advertising tools can be used to enhance brand advertising. Sale promotion is always used as a consumer attraction technique by the marketing managers of the brands. Sale promotions on different occasions

make the customers less choosy and urge them to make the impulsive decision to purchase (Thangamani, 2019).

The objectives of the study are to find out the effects of brand promotion on consumers' buying behavior; consumers' attractions towards sales promotion; the promotional tools which are used by brands for the effectiveness of purchasing behavior of consumers; and to determine the factors which influence consumer purchasing on special occasions sales in Pakistan.

Literature Review

Khan, Tanveer, and Zubair (2021) examined that deal advancements have become the main dominant and important device for sellers to swap the perceptions of customers with regards to the product or brands and bracing the buying absorption of customers. With the help of sales promotion strategies, many businesses use different schemes to influence consumers. The intent was to recognize the results of many kinds of deal promotions on purchasing behavior of consumers in MT supermarkets. A quantitative method was used to gather the information for the research work. This research only focuses on the modern trade segment. Modern trade only examines retail stores that have an area of 1 Kanal and also have their own electricity bills. The result of this study was that all advertising devices play a useful role in encouraging purchasers to buy the brand products on deal advancements.

Varghese and Agrawal (2021) studied the purchasing procedure of customers' mind-boggling buying that retained a unique accentuation on the procedure being impacted by the utilization of social networks. Mind-boggling purchasing conduct

alludes to the rare Nuys by purchasers with peak inclusion that has a huge brand effect. Online networks are turning into a recent fad. The internet has seen thriving in user-produced web advances like sites, informal organizations, and social media websites. There are different stages of social media i.e. Facebook, Instagram, YouTube, etc. where the public is connected and also allocates their considerations. Sellers also use social media by influencing customers toward their products. The intent was to estimate the change in customer perception through the content of social media. The EBM model was used in this research study. A survey was conducted where 200 respondents were selected through convenient sampling techniques. Through a structured questionnaire, the data was collected. The findings of this research were that social networks play a major role in customers purchasing decisions for products and have a useful impact on customers. The conclusion of this research study was that customers are very choosy when making a purchase decision for products.

Shahzad, Bhatti, Talat, Javaid, and Naqvi (2020) studied that promotion is a form of marketing that is used to persuade customers to get larger deals on a brand's goods, also alluring new customers. Integrated marketing communication is the basic element of sales promotion. Sales promotion is a short-term activity, and it depends upon a time that is used by different businesses for the purpose of increasing sales. This research study was based on the different sale promotional tools and how it affects the purchasing behavior of customers. The brands in this research were Khaadi, Gul Ahmed and Junaid Jamshed, etc. A

survey method was conducted to find the result of this research and questionnaires were distributed to 110 respondents. It was concluded that deal advancements play a major part in the purchasing behavior of customers. Some of the variables discussed in this research were deal offers, coupons, and buy 1 get 1 free which were constructive relationships with other variables. The customers like the Khaadi brand as the strongest in promotional activities as compared to other brands in the market.

Suryani and Syafarudin (2021) presented that promotion is an occupation of introducing and promoting products in the market to target customers for purchasing purposes. The aim of the promotion is to give information about the product of brands and create awareness. Promotions attract customers to purchase brand products and develop interest to try the product and then purchase products. The promotion also gives benefits for marketing purposes in increasing the sales volume of the company and it is a continuous process. The promotional mix is a key strategy of advertising, selling products, etc. all together for increasing sales programs. The motive was to inspect the consequences of advancement on glove buying determination. A Comet brand gloves company was the target of this research study. Comet brands are the most popular marker of gloves that customers are intended to purchase, mainly in manufacturing industries e.g., the automotive industry, food, etc. The data processing strategy was done by using the SEM with Partial Least Square (PLS) method. The respondents were all hospital members from Indonesia. 150 respondents responded as a sample size. The

result of this research study was that sales promotion is very important in affecting and persuading buyers to buy products.

Ali and Muhammad (2021) investigate the effect of advertising instruments on customers purchasing behavior. Advertising instruments are an important device for sellers to change customers' discernment about the brands and influence consumers to purchase products. This research shows clear behavior of consumers that is about the single, category, or company and all projects connected to buying and distribution of products. The motive was to know the choice of consumers about different advertising instruments. This research work investigated the association between advertising instruments with consumers' impulsive purchasing of the product. The online survey method was used to find out the result of this research study due to Covid-19. 208 people participated in an online survey. The results reveal that advertising instruments like free samples and price reductions play an important role in impacting consumers' purchasing behavior and purchasers were fascinated by free samples.

Bharti and Nigam (2020) investigated the effects of promotional tools on consumers' buying behavior. Deals have become a key characteristic of the marketing mix. The main motive of the advancement strategy was to attract customers and influence them to purchase the products they introduced in the market for sale. The aim of this research work was to examine the effects of promotional tools on purchasing behavior of customers. This research showed that sales promotion increases short-term sales and does not create true consumers. It can only influence

consumers to try new products which are introduced in the market to increase profit.

Sharma and Longani (2021) investigate “the sales promotion activities during the Ganesh festival”. Many festivals are celebrated in India in this study researchers examined, the Ganesh festival is one of the favorite festivals of people and is mostly celebrated in Mumbai and Pune. The retailers understand the importance of festivals to overcome their market issues; they promote their products as a sales promotion during festival seasons. Sales promotion activities are used in India mostly in festival seasons for the purpose of promotion of products. The motive was to know the significance of deal advancements in the Ganesh festival along with their benefits to the organization (Ganesh Mandal). A survey method was conducted in this research to find out the objectives of sales promotion in Ganesh festivals. Convenient sampling techniques have been used for choosing the population of corporate organizations and dealers. The result of this study was that during the Ganesh festival, sales promotions play a vital role and achieve the best results with the coordination of the Ganesh festival organizers.

Luo, Cheng, Zhou, Song, Yu, and Lin (2021) examined the effect of online advancement on customers' spontaneous e-commerce purposes. Online shopping has grown significantly. Some online retailers have recently struggled because of the epidemic's impact on people's money. It is difficult to understand consumer psychology and their behavior to develop effective marketing tactics. Online promotions are frequently rushed in different situations, such as flash deals, etc. Examining the

internal reaction of online promotion that affects customer shopping behavior can help online businesses to plan effective marketing designs to persuade customers to buy their products. This research introduced the variable of customers' anticipated regret and the stimulus-organism-reaction (S O R) model to investigate the effect of online promotions on customers' impulsive purchase purposes. Exploration of marketing design persuades the attention of different online businesses. Survey methods of questionnaires were used in this research. The result shows that online promotions significantly impact customers' willingness; the sort of product advance and the spontaneous features of customers play a vital role.

Shindy and Hariandja (2021) examine “The influence of brand credibility towards the word of mouth of fashion brands”. This study was conducted to examine the elements that create a positive impact of fashion brands on Indonesian customers. There were two factors discussed in this study i.e., brand validity and brand-self association as independent variables, brand-self association and brand-social association as mediating variables, and memorial brand insight as the directing variable. A survey method was conducted in this research to find the result. Data was collected with the help of an online Google form survey. There were 300 respondents from the Prada Italian brand in Indonesia. A structural equation model is used for data analysis. The final conclusion of this study was that brand validity and brand-self association, and the brand-social association had a positive effect on word-of-mouth fashion brands. The discovery of research was

that a customer's relationships with other customers would create a positive impact on the word of mouth of fashion brands.

Ladeira, Santini, and Jardim's (2020) research on "The influence of brand credibility on consumers' attention to sales promotions". This research investigated the impact of discernment and brand validity with respect to the consideration paid by customers to sales promotions. An eye-following review was conducted to examine the different brand types (low brand validity versus high brand validity). The result of this study showed that varieties in members' visual view of a product promotion relied upon the insight-based brand validity i.e., speeding up their examining arrangement for a low-validity brand and decelerating while checking a high-validity brand. Under the low validity condition, members focus more on specific parts of sales promotions, like agreements (guidelines), legitimacy dates (limited time), the depiction of the interest cycle, and limited time cut-off times.

Research Questions

RQ₁: What are the promotional tools utilized by the retail market to influence consumer purchasing behavior?

RQ₂: How do various types of special occasions differentially influence consumer purchasing behavior?

RQ₃: How do different strategies employed during special occasion sales impact consumer buying behavior?

RQ₄: What factors contribute to influencing consumer buying behavior during special sales events in Pakistan?

Hypothesis

H₁. Brand promotions on special occasions have a positive impact on the sales of products.

H₂. Brand promotions on special occasions contribute to the development of consumer trust in the products.

Methodology

The survey methodology was employed to assess the impact of brand promotions on special occasions on consumer purchasing behavior. Researchers selected students from different Universities in Lahore as a population for this research i.e., University of Management Technology Lahore, University of Lahore, Government College University Lahore, and Lahore College for Women University. The age of students who were selected for the survey as respondents was between 22 to 35 years. There were 500 respondents who were surveyed in this study and most of the students are using social media apps like Facebook and Instagram to search out different brands and they are interested in buying brand products.

So, the researchers selected students both male and female as respondents for an online survey. Quota sampling was used to gather the data.

The AIDA model was applied while developing the questionnaire in that way to attract the attention of consumers and seek their interest in the products.

The reliability test was checked on the 100 respondents as a sample size of a survey questionnaire in which a researcher applied a Cronbach's Alpha test. After the testing, the value of

Cronbach's Alpha in this research was 0.875 which means that the reliability of the questionnaires was valid.

Findings

H₁. Brand promotions on special occasions have a positive impact on the sales of products.

Table 1: *Brand promotions on special occasions*

	Value	D.F	Asymptotic Significance (2-sided)
Pearson Chi-Square	3345.615a	1044	.000
Likelihood Ratio	1106.596	1044	.089
N of Valid Cases	500		

a. 1105 cells (99.5%) are expected to count less than 5. The minimum expected count is .00.

The table 1 shows that the value of the Pearson chi-square is 0.000 which is less than the significant value i-e 0.5. Hence hypothesis (H1) is accepted, which means that brand promotion on special occasions increases the sales of the product.

H₂. Brand promotions on special occasions contribute to the development of consumer trust in the products.

Table 2: *Brand promotions and development of consumer trust*

	Value	D.F	Asymptotic Significance (2-sided)
Pearson Chi-Square	1276.446a	504	.000
Likelihood Ratio	579.074	504	.011
N of Valid Cases	500		

a. 539 cells (97.1%) have an expected count of less than 5. minimum expected count is .01

The above table 2 shows that the value of the Pearson chi-square is 0.000 which is less than the significant value i-e 0.5. Hence hypothesis (H2) alternative hypothesis is accepted, which means that brand promotion on special occasions develops the trust of the consumers in the products.

Discussion and Analysis

This research study examines the influence of brand promotions on special occasions on consumer purchasing behavior toward their products. The results of the study reveal that:

The findings indicate that brand promotions on special occasions have a positive impact on consumer purchasing behavior because many brands promote their products on special occasions for example on Eid, Independence Day, 23 March resolution day, blessed Friday, and other seasonal sales summer and winter so the consumers want and desire to purchase the brand products on brand promotion to celebrates their special occasions. Consumers feel that brand promotion encourages them to purchase the brand products on special occasions.

Brands employ various promotional tools such as buy one get one free, flat 50% off, flat 30% off, and up to sales to entice consumers and generate a desire to purchase their products. This strategy enables brands to enhance their sales in the market, outperforming their competitors. Most people are attracted to sales offers because they cannot afford the actual price of the brand products, so they are interested in sales offers. Consumers also like to purchase brand products because they believe that brands give different varieties and qualities of products in sales.

The findings of this study highlight the significant role of advertising for both brands and consumers. Brands utilize visually appealing and captivating advertisements to promote their products, aiming to boost their sales in the market. Most consumers are attracted to brands with eye-catching ads, which pique their interest and influence their purchasing decisions. Most of the consumers feel comfortable with sales offers because they believe that sales products of the different brands are reasonable and convenient for them to purchase because the actual price is not affordable for them, so they prefer and are interested in sales offers of the brands. They also feel that brand promotion on special occasions is very useful and helpful for them because many brands give discounts on special occasions which is helpful for them to purchase the product which they want to purchase to celebrate their special occasions.

Social media also plays a vital role for brands to promote their products for increasing their sales because the majority of people use social media apps just as Facebook and Instagram is mostly using apps in this era so brands create different ads by giving different discount offers on these social media apps to attract the consumers to purchase their products. Most people don't want to visit the brand shops. They wanted to save time, so they preferred online shopping and these social media apps play a significant role by giving different ads of the brands who are giving different discount offers.

The results also reveal that some different factors affect the consumer's purchasing behavior for example consumers assumed that if the price of the brand product in sales is low then

the quality of the product is also low, majority of the respondents agree that they did not get a good quality of brand products on sales promotions. They also feel that it is very hard to judge and choose the quality of brand products in discount offers.

The AIDA model is related to this topic in the way it attracts the attention of the consumers and seeks their interest and creates desire in them towards the brand products. Basically, the AIDA model is an advertising effect model that identifies the different stages that consumers go through during the process of buying a brand product. Brand promotion on special occasions creates effects on the purchasing behavior of the consumers, so the AIDA model is associated or linked with this topic as Sales promotion is just like attention which is used to start the process to attract the consumers to buy the brand products. When a consumer sees the advertising sales promotion, they pay attention to the different sales promotions of the brands. This is the first step that brands use to attract consumers to their products. Sales promotion is also a marketing technique used by different brands to increase their sales.

The last step is also related to this topic as action is the purchasing behavior of the consumers towards the brand products. This step is mostly positive because consumers are interested to buy the brand products which give discount offers on special occasions, so the brands fulfill the needs and demands of the consumers through brand promotion. Advertising plays an important role in attracting consumers to purchase the brand's products on special occasions by creating attractive and eye-catching ads which create a desire in consumers to purchase them.

So, the AIDA model is very suitable for this research study (Corporate Finance Institute, 2022).

Conclusion

Brand promotions during special occasions have a positive impact on consumer purchasing behavior due to the allure of sales offers. Consumers are attracted to discounted brand products and these promotions serve to stimulate and cultivate their interest in making a purchase. Brands strategically focus their promotional efforts during special occasions, recognizing the specific needs and desires of consumers during such times. They create compelling advertisements that generate a strong desire among consumers for their brand products. Advertising plays a crucial role in brand promotions as highlighted by Sama's (2019) study, which observed that many brands leverage various media platforms to attract consumers to their products. Brands possess an understanding of consumers' preferences, choices, and needs, leading them to design different ads to promote their products, with the aim of increasing sales, raising product awareness, and fostering consumer interest in purchasing those products within the market. The AIDA model is also related to this topic which explains how brands promote their products by developing interest and desire in the consumers through attractive ads which attract consumers to purchase those products. Brands also use social media apps like Facebook and Instagram for promoting their products on special occasions because most consumers use these apps for online shopping to save time so social media also play an important role in brand promotions.

Brands use promotional tools for example buy one get one free, flat 50% off, or up-to-sales offers to increase their sales as compared to their competitors in the market. The results also reveal that brands give different varieties and qualities in sales which developed the trust of consumers, so they purchase that brand's products. Brand loyalty is very important to increase sale because if brands do not give good quality products, then the consumers never purchase that brand product again in the market so brand image by giving good qualities and different varieties in the products on sale is very helpful for the maintaining of brand image in the market as well as in the consumer's mind. A good brand image creates a positive effect on the purchasing behavior of consumers.

To analyze the survey results, statistical tests such as the Chi-square test and Cronbach's alpha test were employed. The findings of this study indicate that brand promotions during special occasions have a persuasive effect on consumer purchasing behavior. Consumers find it advantageous and logical to purchase brand products during promotional periods as it offers them affordability and convenience. Given the unaffordability of regular prices for brand products, consumers feel at ease making purchases during sales events.

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