LITERATURE REVIEW

1. **Blattberg, Peacock and Sen 1976** define a purchase strategy as a general buying pattern which "incorporates several dimensions of buying behaviour such as brand loyalty, private brand proneness and deal proneness." A greater understanding of the different types of consumer responses to promotions can help managers to develop effective promotional programs as well as provide new insights for consumer behaviour theorists who seek to understand the influence of different types of environmental cues on consumer behaviour.

2. **Wilson, Newman, and Hastak 1979** find evidence that promotions are associated with purchase acceleration in terms of an increase in quantity purchased and, to a lesser extent, decreased inter purchase timing. Researchers studying the brand choice decision—for example, **Guadagni and Little 1983** have found promotions to be associated with brand switching.

3. **Davidson et al, 1984**, purchase decision may be between objective or emotional motives; nevertheless, in all cases, the sale is made or not made in the customers mind and not in the mind of the seller

4. **Blattberg and Neslin, 1990** Sales promotions are action-focused marketing events whose purpose is to have a direct impact on the behavior of the firm’s consumers. There are three major types of sales promotions: consumer promotions, retailer promotions and trade promotions. Consumer promotions are promotions offered by manufacturers directly to consumers. Retailer promotions are promotions offered by retailers to consumers. Trade promotions are promotions offered by manufacturers to retailers or other trade entities.

5. **Blattberg and Neslin (1990)**, categorized Sales Promotion as price based and non-priced (Premium) promotion. According to them, price based promotions are defined as promotions such as coupons, cents off, refunds and rebates that temporarily reduce the cost of goods or services and non-price based promotions are defined as promotions such as give always and contents in which value is added to the product. **Mela, Gupta, and Lehman 1997**.

6. **Stanton et al, 1994** According to them, the consumer may act quickly, especially if sales promotional tools are used or the consumer may postpone making any purchase. Whenever the consumer makes a purchase, they find out what products and services are available, what features and benefits they offer, who sells them at what prices, and where they can be purchased.

7. **Churchill and Peter 1995** sales promotion is designed to produce quick results that will not only boost sales in the immediate future, but will translate to loyal customers in the long run.
8. **George, 1998** Sales promotion is therefore a direct inducement that offers an extra value or incentive for the product to the sales force, distributors or the ultimate consumer with the primary objective of creating an immediate sale.

9. **Kotler, 1988; Blattberg and Neslin, 1990.** Consumer promotions are aimed at creating a ‘pull’ for end customers as opposed to trade and retail promotion that are aimed at creating a ‘push’ through channel members.

10. **Blattberg and Neslin 1990** define a sales promotion as “an action-focused marketing event whose purpose is to have a direct impact on the behavior of the firm’s customer.”

11. **Chandon, Laurent, and Wansink, 1997.** Opined consumers like promotions. They provide utilitarian benefits such as monetary savings, added value, increased quality, and convenience, as well as hedonic benefits such as entertainment, exploration, and self expression.

12. **Schultz et al, 1998,** sales promotion is able to have instant results because it alters the price or value relationship that the product offers the buyer. This implies the consumer gets a better deal and therefore has a good reason to purchase the product or service. They also asserts that, sales promotions have a residual market value; that is there may be a long term effect on the brand franchise after the promotion is over and that sales promotion may also have an effect on the relationship value of the brand.

13. **Brassington and Pettitt 2000** provide a revised definition for sales promotions: ‘... a range of marketing techniques designed within a strategic marketing framework to add extra value to a product or service over and above the “normal” offering in order to achieve specific sales and marketing objectives. This extra value may be a short-term tactical nature or it may be part of a longer-term franchise-building program.

14. **Adcock et al, 2001** assesses that when a purchase decision is made, the purchase decision can be affected by unanticipated situational factors. Some of these factors according to them could be directly associated with the purchase, for instance the outlet where the purchase is to be made, the quality to be bought, when and how to pay. Most instances, firms remove the need to make this decision by either including the essentials in the form of sales promotion tools like coupons, discounts, rebates and samples.

15. **Sonal, Kureshi, and Vyas Preeta 2002** found that Sales promotion is not effective when used in isolation instead it should be put together with other promotional tools and in line with the on the whole positioning of the brand. On the other hand role of mass media in this regard
cannot be ignored. Companies therefore in order to create awareness should create ample awareness regarding sales promotion schemes through mass media

**16. Aderemi, 2003** Sales promotion is an initiative undertaken by organizations to promote and increase sales, usage or trial of a product or services

**Aderemi, 2003** Sales promotion refers to the provision of incentives to customers or to the distribution channel to stimulate demand for a product. It is an important component of an organization’s overall marketing strategy along with advertising, public relations, and personal selling. Sales promotion acts as a competitive weapon by providing an extra incentive for the target audience to purchase or support one brand over the other. It is particularly effective in spurring product trials and unplanned purchases

**Aderemi, 2003** Sales promotion is a marketing activity that adds to the basic value proposition behind a product (i.e. getting more for less) for a limited time in order to stimulate consumer purchasing, selling effectiveness, or the effort of the sales force.

**17. Kotler, 2003** It is also a key ingredient in marketing campaign and consists of a diverse collection of incentive tools mostly short-term, and designed to stimulate quicker or greater purchase of particular products or services by consumer or the trader.

**18. Steenkamp, 2003** examined the effect of consumer and market factors on the trial probability of new consumer packaged goods. The main finding of the study was that the effects of consumer’s personal makeup on the probability that they will try the new products are systematically moderated by elements of the marketing strategy associated with the new product and by category characteristics.


**20. Vyas, H. Preeta, 2005** attempted to study consumer preferences with respect to sales promotion in FMCG category. It was found that sales promotion offers which is unique, which offers immediate incentive preferably of price-cut nature is likely to appeal to all consumer segments.

**21. Alvarez, et al. 2005** It is necessary for the establishment to determine clearly the objective to be reached through sales promotion. It is also relevant to distinguish between short-term and long-term objectives. The former are generally aimed at responding to the competition's
promotion incentives or getting rid of stock. However, long-term objectives usually focus on increasing the market share, the benefits and on developing an adequate image to win renown.

22. Jobber and Lancaster, 2006. The importance of sales promotion has increased since the 1960’s and also the sophistication of methods used. Sales promotion is sometimes considered as an activity of less importance but companies increasingly realize the importance of having a well planned and structured program for sales promotion. All businesses need to communicate to the consumer what they have to offer.

23. Kotler and Keller, 2006. Sales promotion includes communication activities that provide extra value or incentives to ultimate customers, wholesalers, retailers or other organizational customers. It also stimulates sales product trial.

24. Ngolanya, et al, 2006. Sales promotion cannot be conducted on a continuous basis because they will eventually become ineffective. This implies that, for sales promotion to be truly effective, it must be short and sweet, offered for a limited time and perceived to have value.

25. Hausler et al, 2006. Focused the study on relevancy of innovation in marketing science. They integrated areas of research on innovation in terms of marketing science and revealed from the study that innovation should be continuously improved for better performance of organization.

26. Manalel et al, 2007. Sales promotions have become a vital tool for marketers and its importance has been increasing significantly over the years.

27. Mohr & Sarin, 2008. Studied Drucker insight on market orientation and innovation and found that it was explored in respect of high-tech companies: developing and implementing a marketing orientation through breakthrough innovation.

28. Malmarugan, 2008. Studied ethics as an innovative approach and found that companies are using code of ethics and including it in their culture. They are also using it as a commercial practice in their business planning.

29. Venu Gopal Rao, 2009. Discussed the three dimensions of sales promotion say Value Consciousness, Deal Proneness and Price Consciousness, all the three dimensions have an impact on Buying intentions, Brand and Store preferences of consumers, further his findings observed differences among consumers on Value consciousness and Deal proneness however no such difference was detected in Price consciousness.

30. Odunlami and Ogunsiji, 2011. Most marketers believe that a given product or service has an established perceived price or value, and they use sales promotion to change this price/
value relationship by increasing the value and/or lowering the price compared with other components of the marketing mix

31. Devadas, A. and H.L. Manohar 2011 in an article stated that the urban-rural inequality in market, as well as customer characteristics bring a major difference in shopping behavior and consumption pattern of the two communities.

32. Sam and Buabeng, 2011 The basic objectives of sales promotion is to introduce new products, attract new customers, induce present customers to buy more, to help firm remain competitive, to increase sales in off season among others. Sales promotion offers a direct inducement to act by providing extra worth over and above what is built into the product at its normal price

33. Mittal, M., & Sethi, P 2011 in their study, found that in India sales promotions do not help in category extension but they are effective measures for inducing brand switching, stock piling, and purchase acceleration etc

34. Dixit 2011 studied competitive and innovative strategy focused on rural India and found that companies can tap rural market since there is a huge prospects for marketers and it is all about creating awareness and promoting culture

35. Krishnan 2012 focused his studies on innovation strategies and tried to understand role of innovation for Indian market leaders and found that it focuses on affordability for business model innovation and they also need new organization process model for breakthrough innovation.

36. Prajapati & Thakor 2012 focuses on competitive and innovative promotional tools used by toothpastes companies for rural market. It was revealed that rural consumers are more concerned about quality, brand name. So the influence factor in buying toothpastes for them is promotional schemes such as price off, special discount.

37. Srinivasu 2014 prices across retail format to retail format differs and retail sector should work on local basis rather than national so that product and price discrimination can be made and FMCG companies can overcome intense competition with the innovative promotional efforts, competitive strategy brands which are able to position themselves and increase sales.

38. The American Marketing Association (AMA), in its Web-based "Dictionary of Marketing Terms," defines sales promotion as "media and non media marketing pressure applied for a
predetermined, limited period of time in order to stimulate trial, increase consumer demand, or improve product availability."

39. **W.J. Stanton** defines sales promotion as all those activities other than advertising, personal selling, public relations and publicity that are intended to stimulate customer demand and improve the marketing performance of sellers.

40. **O’Quinn, Allen and Semenik 2000** Says Sales Promotion as the utilization of incentive techniques in creating a concept of greater brand values among consumers and distributors. The main purpose of consumer promotion is to have a direct impact on the purchase behaviour of the firm’s customers.