

Sales promotion and consumer buying behavior for FMCGs in Kathmandu

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Abstract

The objective of the research was to identify the factors influencing buying behavior of consumers on fast-moving consumer goods in Kathmandu. The independent variables to measure consumer buying behavior are taken free samples, price discounts, and "buy one get one free" on FMCGs buying. The study used positivist epistemology with predetermined hypotheses and a deductive approach with a single ontological foundation. The study used a quantitative method. To obtain the primary data, a questionnaire which was based on a 7-point Likert scale was utilized. The population for this study was comprised of customers of fast-moving consumer goods and a sample size of 395 was used. In this study, a convenient sampling technique and a causal-comparative research design were used. Multiple regression analysis was used to identify the effect of free samples, price discounts, and "buy one get one free" on consumer behavior. The result of regression analysis found that price discounts and free samples had a significant effect on buying behavior of consumers. In contrast, the buy one gets one free has not significantly affected consumer buying behavior on FMCGs. The results provide future scholars and business people with a road map to view the emerging context of market development.

Keywords: Promotion, Price Discounts, Free Sample, Buy-one-get-one-free

Introduction

Competitors are using a range of techniques to boost their sales to gain an advantage over one another as a result of the concept of globalization and global marketplaces. One of the best methods for changing consumer views of a brand and generating interest in purchasing is sales promotion. As market competition increases, marketers must employ several strategic stances to differentiate themselves from rivals and attract more clients.

Marketing professionals utilize a variety of sales promotions extensively today to gain a foothold in the market, according to Quelch (1989), because it is clear that these promotions have a substantial influence on consumers' purchasing decisions (Blattberg et al., 2010). Because keeping existing customers costs less than acquiring new ones, it has become crucial for modern businesses to focus on recruiting new ones, paying attention to the concerned personnel towards the use of management accounting techniques to facilitate informed and rationalized decision-making processes (Dahal et al., 2020; Dahal, 2021). Therefore, if businesses want to survive and remain competitive, they should reconsider how consumers' attitudes and behaviors relate to one another. Romdonny et al. (2018) claim that for keeping customers, business employees must understand consumer preferences, particularly from social psychological perspectives and consumer culture, which are subject to change at any time. Additionally, all firms must let customers know what should offer, so so, promotion is essential (Ahungwa 2018; Dahal, 2019; Jobber & Lancaster 2006).

Most businesses have used the usage as a marketing tactic of sales promotion to persuade customers to make a purchase and to keep them in the complex business environment of today, where there is ever-increasing competition for customers. Sales promotion has grown steadily since the 1960s, according to Lau et al. (2006),

and is now it is the most significant component of the promotional mix. Cummins and Mullin (2010) claim that businesses utilize in-store promotions to persuade customers to buy. These businesses frequently utilize sales promotions for a variety of goals, including boosting usage of a certain product, enhancing sales of an existing product, maintaining and rewarding devoted clients, aiding in the introduction of new items, and data gathering. According to Lamb et al. (2010), sales promotion tools are basically short-term strategies used to boost demand right away. Sales promotions tools are more frequently employed as tactical tactics to get short-term objectives for boosting sales of a good or service.

Orji et al. (2020) define the study of persons, groups, and organizations as well as all behaviors linked to the purchase, use, and disposal of goods and services as well as the customers' emotional, mental, and behavioral responses as buying behavior of consumers. The entire purchasing process, from pre-purchase activities to post-purchase consumption, assessment, and disposal activities, is the subject of the study of consumer behavior. It is also interested in brand ambassadors, opinion leaders, and anyone else who is directly or indirectly influencing consumer behavior. Businesses that fail to view customers as important and their purchasing habits will have no place in the cutthroat market and, as a result, will go completely out of business and lose out on earnings. Additionally, these businesses won't be appealing to investors, leaving them with no choice but to sell out or harvest their product. The company will make more money the more satisfied its customers are and the more valuable their loyalty is (Romdonny & Rosmadi, 2019).

There are controversial findings in the same research. Orji et al. (2020), Ndubisi (2006), and Shamout (2016) found that consumer behavior toward FMCGs is significantly influenced by free samples, but Khan et al. (2019) discovered that the free sample does not significantly affect on consumer buying behavior for FMCGs. This model of consumer buying behavior has not been used to understand the consumer behavior of the FMCGs in Nepal. These are the major issues for doing the research.

The main goal of the research is to examine the factors affecting consumer buying behavior and the specific objective of the study are as follows;

- To identify the effect of free samples on consumer behavior for FMCGs.
- To identify the impact of price discounts on consumer behavior for FMCGs.
- To identify the impact of "buy-one-get-one-free" on consumer behavior for FMCGs.

There are gaps in the present understanding, according to the examination of the literature. There is a lack of widespread information about buying behavior of consumers today. From the aforementioned literature, it is clear that different researchers have reached conflicting conclusions regarding the same research topic, illustrating the gap between their findings and our understanding of consumer buying behavior. In order to reduce these gaps in our understanding of consumer behavior, this study may be helpful. The study may offer more significant insights into the preferences' long-term worth and assess how consistent consumer buying is.

Literature review

Free sample

Consumers can discover more about a product and the testing it has undergone by requesting a free sample. Free samples of the new product are distributed to consumers in an effort to promote it and increase consumer interest. Customers can learn more about the product as a result. Free samples are a marketing tactic used to give out tiny amounts of products to customers without charging any price to them, to encourage more purchases so that clients can test or try the product, and to induce them to get familiar with the product rather than remain ignorant of it. Therefore, it might potentially affect how consumers behave when making purchases.

Khan et al.'s (2019) investigation into how sales promotions affect consumer buying habits was done in Pakistan. While "buy-one-get-one-free", price reductions and coupons were found to be positively connected to consumer purchasing behavior, bonus packs and free samples were not statistically associated with consumer behavior.

Free samples available in-store help customers make purchases by raising awareness of the product. Free in-store samples have a favorable relationship with customers and are a great way to instantly increase brand exposure, according to prior studies. Additionally, this tactic would be useful for boosting retailers' sales velocity through price promotions (Li et al., 2007). Additionally, according to some researchers, free samples have a big effect on consumers' impulse buys (Ndubisi, 2006). According to Heiman et al. (2001), free sampling has two effects: one is short-term, reflecting the change in the likelihood that a customer will buy an item out of the blue after receiving samples, and the other is long-term, raising customers' cumulative goodwill knowledge.

According to a study conducted by the In-store Marketing Institute (2009), in-store sampling increases sales on the day of the event. According to the study by the In-store Marketing Institute, in-store sampling encourages new product testing and has a proven track record of increasing new product sales.

Orji et al. (2020) did research on the influence of sales promotion tools on customer purchase behavior for food seasoning among Nigerian households. They found that major marketing techniques that influence consumers' decisions to buy homes include sales discounts like rebates, free trials, and gifts.

The "free sample" tactic is a technique used to attract clients for new products trial which is just been released and that they haven't yet experienced, according to Clow and Baack (2007). Ndubisi and Chiew (2006) found that the use of free samples had a substantial effect on consumer purchase behavior. Consumers should be encouraged to try products by offering free samples (Kotler et al., 2013).

This positive correlation between consumer purchasing behavior and free samples, which might vary based on time period and based on product, was not accepted by Jackaria and Gilbert (2002).

Shamout (2016) looked at how promotional techniques affected customer purchasing patterns in the retail sector. Free samples significantly affect consumers' purchasing decisions in the retail business, the study discovered.

H1: Free samples positively influence consumer buying behavior.

Price discounts

Al-Salamin and Al-Hassan (2016) carried out research in Saudi Arabia on the subject of the influence of pricing on consumer purchasing behavior. They discovered that the influence of price discounts on consumer purchasing behavior is significant.

In Karachi, Pakistan, Ismail and Siddiqui (2019) carried out research on the effect of sales promotion on customer impulse purchases. They discovered that price reductions and "buy-one-get-one-free" promotions influence consumers' impulsive purchases of FMCG goods. The influence of sales advertising on customer purchasing behavior was the subject of a study by Khan et al. (2019). They concluded that price cuts, coupons, and buy one get one free are all favorably correlated with customer purchasing behavior, however, free samples and bonus packs are not.

Price promotions, according to Schindler (1998), can elicit consumer reactions that are far stronger than the financial value of the money saved. Retail establishments view price reduction as a powerful and practical method for luring in new clients by enabling them to pay less money.

Price-based and non-price-based sales marketing strategies are two distinct types. Consumer purchase habits are frequently impacted by price-based promotions. Price-based promotions include things like coupons, reimbursements, rebates, and temporary price reductions (Nagadeepa et al., 2015). Fill (2002) asserts that "discounts" or "price reductions" are marketing gimmicks most frequently utilized in supermarkets to get customers to purchase goods or services at a lesser cost. According to Raghbir and Corfman (1999), a "price discount" is a reduction in price for a quantity of a product that previously had a higher price or an increase in product quantity while maintaining the same price. This increases the product's value and offers consumers a financial incentive to buy it at a lower price.

According to other research, product price reductions (cut-off prices) have a significant impact on how new customers behave and are encouraged to try a product (Shimp, 2003). The study was conducted by Shahzad et al. (2020) on the effect of sales promotion tools on purchasing behavior of consumers in Pakistan. They discovered that price discounts and coupons significantly affect consumer purchasing decisions when it comes to the Khadi brand.

An investigation of consumer behavior and influence by sales promotion was done by Saxena et al. (2018). They discovered that various discounts, including monetary discounts, quantity discounts, and layout discounts, have a noticeable favorable impact on consumers' purchasing decisions.

According to earlier studies (Zoellner & Schaefers, 2015), major frequently used strategy by many marketing managers for increasing performance and sales is price promotion. In essence, promotional sales are generally used in different retail organizations around the world. These sales can be obtained via a range of techniques, including client coupons, displays, and price reductions. Price reductions can take many different forms, including buy one, get one free deal, extra packs, and money-off coupons, according to Mullin and Cummins (2010).

Shamout (2016) examined influencing promotional techniques on consumer purchasing behavior in the retail store. The research discovered that price reductions significantly affect consumer purchasing patterns in the retail market.

Chandra et al. (2018) researched the subject of how sales promotion tools affect consumers' purchasing decisions in a study about the garment retailing industry. They discovered that price discounts and sales promotions have a considerable influence on consumers' purchasing decisions.

The goal of promotional tools is to persuade people to buy frequently as well as in large quantities. Retailers use promotional deals to gain a competitive edge, advertise new items, and boost off-season sales (Kotler & Keller, 2017).

Ahmad et al. (2015) carried out research on the subject of how sales promotions affect consumers' purchasing decisions in Pakistan. Researchers discovered that price reductions significantly affect Pakistani consumers' purchasing decisions.

H2: Price discounts positively affect consumer behavior.

Buy-one-get-one-free

The most popular advertising tool is "buy-one-get-one-free" which is the extra benefit provided by sellers by including one product for free with another. Because there is no additional cost for the free goods, it has been demonstrated in prior studies that "buy-one-get-one" promotions have a beneficial influence on consumers and can help shops draw people in immediately to make a purchase.

Consumers like to receive buy-one-get-one-free offers, and they have a propensity to purchase them at reductions of price even when their net values are comparable, according to Gordon-Hecker's (2020) research. He discovered that even when the net value of two products is equivalent, buyers favor buying one, get one free deal, and are more likely to purchase them.

The effect of sales advertising on customer purchasing behavior: an example of modern trade, Pakistan, was studied by Khan et al. in 2019. They concluded that price cuts, coupons, and "buy-one-get-one-free" are all favorably correlated with customer purchasing behavior, however, bonus packs and free samples are not.

Customers value "buy one get one free" offers more because they believe they will receive another product for free, leading them to believe they are receiving a greater value than the price they are paying for it, according to Sinha and Smith (2000) description of it as one of the frequently used sales promotion tools. Customers consequently decide to purchase such bargains on impulse. The study by Shahzad et al. (2020) examined how

sales promotions affected Pakistani consumers' shopping habits. They found that buying products with the Khadi brand had a rather significant impact on customer purchasing behavior.

One of the business's oldest and most effective ways of product promotion is the "buy one, get one free" campaign (Teck Weng & Cyril de Run, 2013). These advertisements are used in the apparel industry. They found that the buy one, get one free deal had a big impact on what consumers decide to buy.

Shamout (2016) examined the impact of promotional strategies on consumer purchase behavior in the retail industry. The researcher found that consumer purchase decisions in the retail industry are highly influenced by the buy one, get one free promotion.

Chandra et al. (2018) researched the subject of how sales promotion tools affect consumers' purchasing decisions in a study about the garment retailing industry. They discovered that the "buy-one-get-one-free", sales promotion tactic has a considerable effect on customers' purchasing decisions.

With a "buy-one-get-one-free" sale, clients can get a second item for the same price as one. Because there is no additional cost, customers are more likely to be enticed to the products, and the promotional tools have a significant impact on repeat purchases (Mughal et al., 2014).

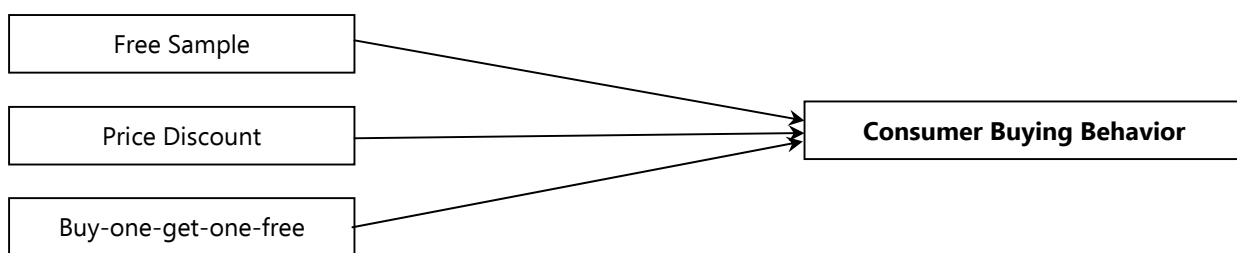
Ahmad et al. (2015) carried out a study on how sales promotions affect consumers' purchasing decisions in Pakistan. Buy-one-get-one deals were proven to significantly affect Pakistani consumers' purchasing decisions, according to research.

H3: "Buy-one-get-one-free" positively influences consumer buying behavior.

According to earlier studies, a variety of factors may affect customer purchasing decisions. However, only free samples, price breaks, and buy one get one free are used in this study to analyze customer purchasing behavior for FMCGs in Kathmandu.

The research model of the study is as below:

Figure 1
Conceptual Framework



Research methods

Research approach

Concerning fast-moving consumer goods (FMCGs) in Kathmandu, the study investigates the effects of price reductions, free samples, and "buy-one-get-one-free" promotional tools on consumer behavior. The study employed a controlled and systematic technique based on pre-established hypotheses and was grounded in positivist epistemology. The study also employs a deductive research methodology. The study used a quantitative research approach that was grounded on a single ontological reality.

Research design and type of data

The study has utilized a causal-comparative research design. The study has used primary data. To get first-hand information, a survey was undertaken. A standardized questionnaire with a 7-point Likert scale, with 1 equal to "strongly disagree" and 7 equal to "strongly agree", was used to collect the primary information.

Instrument development

A structured survey was conducted with a free sample, price discount, and "buy one get one free" and customer behavior by giving score of 1 for strongly disagree and 7 for strongly agree. The structure of the questionnaire is as follows:

Table 1
Questionnaire Structure

Group and Area	Qs	Measurement Scale	Remarks
Group A: Demographic Information	2		
Group B: Free Sample	3	7-point Likert Scale	1=strongly disagree to 7= strongly agree
Group C: Price Discount	4		
Group D: Buy-one-get-one-free	3		
Group E: Consumer Buying Behavior	5		
Total	17		

Population and sample

The customers of fast-moving consumer goods in the Kathmandu Valley were the study's population. Convenient sampling was utilized in the research. Based on the formulae developed by Cochran (1963) the sample size was considered 395 customers of fast-moving consumer goods from the Kathmandu Valley.

Respondents profile

Table 3 presents the respondent's personal characteristics. These variables were gender, age groups, faculty of students, and level of education.

Table 2
Profile of Respondents

Variables	Categorization	Frequency	Percentage
Gender	Male	151	38.2
	Female	244	61.8
Age Groups	Below 30	116	29.4
	31-45	150	38.0
	Above 46	129	32.7
Total of each section		395	100

Analytical tools

Mean was used to understand consumer behavior regarding fast-moving consumer goods. Standard deviation was used to examine the dispersion of a set of data. The correlation was used for identifying the relationships between price discounts, "buy one get one free", and free samples with consumer behavior regarding the FMCGs. Multiple regressions were used to identify the effect of price discounts, "buy one get one free", and free samples on consumer behavior concerning the FMCGs

Reliability test

According to Sekaran and Bougie (2010), a measure's reliability reveals how consistently and steadily it analyzes the concept and contributes to determining how valuable it is. Cronbach's alpha was used to evaluate the reliability and internal consistency of the scales. According to Sekaran and Bougie (2010), Cronbach's alpha () is greater than 0.9 extraordinary, greater than 0.8 very good, and greater than 0.7 good. Therefore, Cronbach's alpha needs to be greater than 0.7. Using Cronbach's alpha, reliability, and internal consistency were evaluated. The reliability was examined using Cronbach's Alpha. Cronbach Alpha, > 0.70 is one criterion for item refinement.

Table 3
Reliability Test Result

Variables	Cronbach Alpha	Number of items
Free sample	0.879	3
Price discount	0.962	4
"Buy one get one free"	0.903	5
Consumer behavior	0.961	5

According to the reliability analysis in Table 3, all measures that had multiple items appeared to be good indicators of each construct, and all factors had values of Cronbach's alpha above 0.7 for all the variables used in the study, which strongly supports the reliability of the questionnaires created for this study.

Results

Table 4 indicates the descriptive and correlation analyses of all the study's variables. According to the research framework, the dependent variables include consumer buying behavior (CBB), whereas independent variables are free sample (FS), price discount (PD), and "buy one get one free" (B1G1F).

Table 4
Descriptive Statistics and Correlation Insights

Variables	Mean	SD	FS	PD	B1G1F	CBB
FS	5.40	1.16	1			
PD	5.76	1.29	.742**	1		
B1G1F	5.94	1.01	.491**	.344**	1	
CBB	4.81	1.58	.521**	.540**	.309**	1

** Correlation is significant at the 0.01 level (2-tailed).

A 7-point Likert scale was used to evaluate each characteristic. Table 3 shows that the average values of free sample, price discount, "buy one get one free", and consumer behaviors were 5.40, 5.76, 5.94, and 4.81 respectively. All the average scores of the independent latent variables were more than the mid-point value of 3.5 and indicated that most respondents were inclined towards strongly agree and agree on buying behavior of consumers. Therefore, the independent variables had a significant positive effect on buying behavior of consumers. As a result, free samples, price discounts, and "buy one get one free" significantly impact consumer behavior toward FMCGs in the Nepalese market.

Multiple regression analysis methods were used to identify the effect of free samples, price discounts, and "buy one get one free" that influence consumer behavior towards FMCGs. It was utilized to identify whether the free sample, price discount, and "buy one get one free" significantly explain the variance in confidence level.

Table 5
Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.574 ^a	.329	.324	1.30682

a. Predictors: (Constant), FS, B1G1F, PD

The summary of the model indicates the value of R-square=0.329 based on the aforementioned Table 5. It shows the free sample, price discount, and "buy one get one free" can explain about 32.9% of the variance in the dependent variable. This shows that every independent variable can accurately predict consumers' purchasing decisions. However, this analysis still leaves 67.1% of the independent factors unaccounted for, and it might explain the other independent variables that are not included. R has a value between 0 and 1. A stronger correlation between dependent and independent variables is indicated by a higher value of R. R=0.574 in this model shows the very strong relationships between the free sample, price discount, and "buy one get one free" with buying behavior of consumers.

Table 6
ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	327.389	3	109.130	63.902	.000 ^b
	Residual	667.740	391	1.708		
	Total	995.128	394			

a. Dependent Variable: CBB

b. Predictors: (Constant), FS, B1G1F, PD

The generated regression model is statistically significant, per the ANOVA table ($F = 63.902$, $p = .000$, $df = 3$). At 0.01 levels, the free sample, price discount, and "buy one get one free" have proven to be reliable predictors of customer purchasing behavior.

The five independent variables can explain only a 24 percent proportion of variance in brand preference for the buying of a passenger car in Nepal. This indicates that all the independent variables are good predictors of brand preference. The remaining 76 percent proportion of variance is unexplained by these variables and that will be explained by the remaining other variables.

Table 7
Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-.047	.428		-.110	.912		
	B1G1F	.124	.075	.079	1.659	.098	.758	1.319
	PD	.425	.076	.345	5.585	.000	.449	2.226
	FS	.310	.091	.226	3.400	.001	.387	2.585

a. Dependent Variable: CBB

The coefficient table shows the VIF data, which suggests that there is no problem of multicollinearity between the independent variables because VIF values are 1.319, 2.226, and 2.585 which are less than 10 as recommended by Vittinghoff (2005).

Results of the regression analysis show that there is no significant effect of "buy one get one free" on consumer buying behavior because the p-value is greater than 0.05 ($p=0.098$). Therefore, the hypothesis (H3) was rejected. It was found that consumer buying behavior is significantly influenced by price discounts towards FMCGs in Kathmandu because the p-value is less than 0.05 ($p=0.000$). Likewise, it was found that consumer behavior is significantly affected by free samples towards FMCGs since the p-value is less than (0.001).

The coefficient table displays the VIF data, which demonstrates that multicollinearity between the independent variables is not an issue because the VIF values are 1.319, 2.226, and 2.585, which are all less than 10 as advised by Vittinghoff (2005).

Because the value of p is higher than 0.05 ($p=0.098$), the regression analysis results indicate that the "buy-one-get-one-free" promotion has no discernible effect on consumer behavior. As a result, the third hypothesis (H3) was disproved. The fact that the value of p is lower than 0.05 ($p=0.000$) shows that there is a strong beneficial influence of price discounts on customer purchasing behavior of FMCGs in Kathmandu. Additionally, it was discovered that free samples had a considerable impact on customer purchasing decisions for FMCGs because the p-value is smaller than (0.001).

Discussion

There are many factors affecting consumer buying behavior but in the study, only free samples, price discounts, and "buy one get one free" are taken as independent variables on the buying of FMCGs in Kathmandu. The first hypothesis (H1) was accepted because it was discovered that consumer behavior is significantly influenced by free samples on. It means that Nepalese consumers considered the free sample the buying of fast-moving consumer goods. The finding is alike to the previous findings (Orji et al., 2020; Ndubisi, 2006; Shamout, 2016), but the finding is not consistent with the earlier finding of Khan et al. (2019). Similarly, it was discovered the buying behavior of consumers is significantly influenced by price discounts on consumer buying behavior, and the hypothesis (H2) also was accepted. This finding is also consistent with previous findings of (Al-Salamin & Al-Hassan, 2016; Ismail & Siddiqui, 2019; Khan et al., 2019). This finding reveals that Nepalese consumers are price sensitive than other factors, therefore they considered the price discount of fast-moving consumer goods. Finally, it was found that the buying behavior is significantly influenced by "buy one get one free" in the Kathmandu Valley. Therefore, hypothesis (H3) was rejected. This finding is inconsistent with previous findings (Gordon-Hecker's, 2020; Khan et al., 2019). This finding indicates that the Nepalese consumer does not consider the buy one get one free for buying fast-moving consumer goods.

Conclusions and implications

The goal of the study was to identify the influence of free samples on consumer behavior. The regression coefficient of the free sample on consumer behavior has been found ($\beta_1 = 0.310$, $p\text{-value}=0.001$). The value of p ($p<0.05$), is significant, and the hypothesis (H1) was supported by the study's result. Therefore, it is concluded that when people buy fast-moving consumer goods, they considered free samples. It shows that adding a free sample of fast-moving consumer goods may lead to increased consumer behavior in the Nepalese market.

Another goal of the study was to examine the effect of price discounts on consumer behavior toward FMCGs in Kathmandu. The regression coefficient of a price discount on consumer buying behavior was ($\beta_1 = 0.425$, $p\text{-value}=0.000$). The value of p is lower than 0.05 ($p=0.000$), which is significant, and the hypothesis (H2) was supported by the study's result. Therefore, it is concluded that when people buy fast-moving consumer goods, they considered price discounts. It shows that managing price discounts of fast-moving consumer goods may lead to increased consumer behavior in the Nepalese market.

The last goal of the research was to identify the influence of "buy one get one free" on consumer behavior toward FMCGs in Kathmandu. The regression coefficient of "buy one get one free" on consumer buying behavior was ($\beta_1 = 0.124$, $p\text{-value}=0.098$). The value of p is greater than 0.05 ($p=0.098$), it is statistically insignificant and the hypothesis (H3) was not supported by the study's result. Therefore, it is concluded that when people buy fast-moving consumer goods, they do not consider buying one get one free. It shows that managing to buy one get one free of fast-moving consumer goods may not lead to increased consumer behavior in the Nepalese market.

The consumer behavior model was the foundation of this conceptual framework. The goal was to identify how the market responds to the study's concerns. The findings of the research are useful to identify how consumer behavior works on the purchase of FMCGs in Kathmandu. For practitioners, the study's conclusions have a wide range of practical implications. Specifically, the marketing departments of fast-moving consumer goods businesses should pay significant consideration to these factors shaping consumers' behavior when promoting and offering products and services. The conclusions of the study about why Nepalese buy fast-moving consumer goods will add some contextual information and importance in the consumer behavior context.

According to the research, in Nepal, buy one get one free doesn't directly affect how people purchase fast-moving consumer goods. So, when coming up with marketing strategies for fast-moving consumer goods, the marketing manager shouldn't worry about how the buy one get one free might change how people act. But the

price discount and free samples of fast-moving consumer goods have a big direct effect on how people buy them. When making marketing plans for fast-moving consumer goods, the marketing manager and company need to think about price discounts and free samples. These findings might be helpful in the company's and marketers' designing of marketing strategies for fast-moving consumer goods.

Limitations and future research directions

Numerous factors affect consumer purchasing decisions, but only price reductions, free samples, and "buy-one-get-one-free" offers are considered independent variables. Other influences on FMCG purchasing were not taken into account. The Kathmandu Valley has provided the majority of the responses. Other items were not included in the study; only FMCGs were. The results of the research are on the basis of responses that are provided by sample respondents. As a result, the outcome might not be appropriate for widespread application to other items.

There are several recommendations and potential research directions for the study based on the aforementioned study's limitations. First of all, the study is being carried out in Nepal, a developing nation. In various established and developing nations, where individuals come from varied socioeconomic backgrounds and have varying perspectives, traits, cultures, customs, habits, purchasing power, attitudes, etc., this research can be carried out. Additionally, this model can be used to analyze data from different service industries with a minor change to the description of the independent variables. Aside from FMCGs, this approach can also be used for other products like four-wheelers, smartphones, two-wheelers, etc. Second, this model can be further investigated by measuring customer behavior utilizing demographic data as moderating variables. Third, it is also recommended that unmeasured independent variables such as personal factors, advertising, word-of-mouth, technology, etc., can be used to determine the actual customer purchasing behavior concerning FMCG purchases. These results will provide cutting-edge empirical evidence and a starting point for further research in various scenarios.

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