

The Impact of Sales Promotion Tools on Consumer Buying Behavior towards Refrigerator in Kathmandu Valley

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Abstract

This study examines the impact of sales promotion tools on consumer buying behavior towards refrigerator in Kathmandu valley. Consumer buying behaviour is selected as the dependent variable. Similarly, coupon, free sample, product warranty, price discount, festive offer, buy-one-get-one free and are selected as the independent variables. This study is based on primary data with 129 observations. To achieve the purpose of the study, structured questionnaire is prepared. The correlation coefficients and regression models are estimated to test the significance and importance of different promotional tools influencing consumer buying behavior towards refrigerator in Kathmandu valley.

The study showed that coupon has a positive impact on consumer buying behaviour. It means that increase in implementation of coupon leads to increase in consumer buying behaviour. Similarly, free sample has a positive impact on consumer buying behaviour. It indicates that increase in free sample leads to increase in consumer buying behaviour. Moreover, product warranty has a positive impact on consumer buying behaviour. It means that increase in product warranty leads to increase in consumer buying behaviour. Likewise, price discount has a positive impact on consumer buying behaviour. It shows that increase in price discount leads to increase in consumer buying behaviour. Similarly, price discount has positive impact on consumer buying behaviour. It shows that higher the price discount, higher would be the consumer buying behaviour. Likewise festive offer has a positive impact on consumer buying behaviour. It indicates that increase in festive offer leads to increase in consumer buying behaviour. Further, buy-one-get-one free has a positive impact on consumer buying behaviour. It shows that higher the buy-one-get-one free tool, higher would be the consumer buying behaviour.

Keywords: Coupon, free sample, product warranty, price discount, festive offer, buy-one-get-one free, consumer buying behaviour.

1. Introduction

The concept of globalization has given birth to competitive market place making sales promotion tools one of the most powerful elements for marketers to change the perception of buyers towards a brand and to stimulate purchase interest. Ashraf *et al.* (2018) stated that sales promotion in monetary or non-monetary terms seeks consumer's attention and affect the consumer

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loyalty or behavior. Salelaw and Singh (2016) explained the term sales promotion as a direct incentive of providing value added product or bonuses to the consumers and the distributors by inducing them towards the purchase of products or services in bulk quantity. Sales promotion is important to increase the sale of any product since every businessman wishes to increase the volume of sales (Huff *et al.*, 2008). Sales promotion is also known as a survival tool because it up fronts with the competitors to sustain in the market. Therefore, the incentives given on any product is a method to gain maximum output (Ajagbea *et al.*, 2013).

Aham (2008) mentioned that sales promotion emerged as a reaction by manufacturer's marketers, and marketing strategies alike to find a short-term solution to the problems of excess stock of goods which are available in variables manufacturer's warehouses but are not demanded by consumers and organization. Huang and Gartner (2012) regarded sales promotion as a direct stimulus to extra value of a product or an incentive to final consumers, salespeople, or distributors. Wathieu and Murre (2007) mentioned that many purchase situations are so habitual that customer's conduct very little cognitive activity.

The promotional activity stimulates the customer for rethink and evaluates the brand and the quantity that they may not have been realized. For a business to advertise their brand and make it a dominant brand, marketing and sale promotion looks to be extremely effective (De Chernatony and McDonald, 2003). Liet *al.* (2011) stated that sales promotion was essentially a complimentary marketing effort, being practiced in limited time and tending to stimulate consumer purchase. Sales promotions consist of a large variety of temporary strategic promotion tools which aim is generating a desired response from the consumer (Gilbert and Jackaria, 2002).

According to Gilbert (1999), other than price reduction, coupons or rebate given by the retailers as well as other marketing tools such as free sample and buy-one-get-one-free were found to be inducing consumer buy more then they expect. Different kinds of promotion tactics are used by the sellers to attract the customers and increase their sales. Among the competitive businesses, promotion is an essential factor to a new product and present product to continue surviving in the market shelf (Salem *et al.*, 2011).

Based on a marketer's perspective, sales promotion has acted as a vital tool to increase the sales profit within a short period of time. Therefore, the implication and the effectiveness of sales promotion have received high

attention and concern (Ndubisi and Chiew, 2005). Aderemi (2003) mentioned that sales promotion is a marketing activity that adds to the basic value proposition behind a product for a limited time in order to stimulate consumer purchasing, selling effectiveness or the effort of the sales force. Qaisar *et al.* (2018) assessed the possible relationship between four promotional practices related to price discount, free sample, buy one get one free and coupon with impulse buying behavior of the customers. The result showed coupon as an effective marketing tool which is rejected with the understanding that future benefits did not attract consumers to make purchase related decisions.

Mughal *et al.* (2014) investigated the impact of sales promotional on consumer buying behaviour. The result showed that attitude toward coupons has insignificant relationship with buying behavior. Moreover, Barat and Ye (2012) investigated a meta-analysis of studies on coupons and their effects on buyer behavior. The study found that objective outcomes such as coupon attitude, knowledge, use, perception, product perception and purchase have significant effect on the relationship between perception towards coupon and behavior towards coupon, providing support.

Lee (2010) examined the effects of the coupon expiration date and stamp on consumers' perceived value of coupons. The study found that the value of coupon increases when the coupon expiration date is adequate. Moreover, Conover (1989) analyzed the use of cents off coupons with respect to the role coupons play in brand choice and general shopping behaviors. The study found that coupon influences brand choices decision and general shopping behaviour. Price *et al.* (1988) examined the couponing behaviors of market maven at residents of north-eastern metropolitan area. The study found that there is no significant relationship between shopping and couponing behavior.

Mohamed *et al.* (2020) examined the effect of free samples, coupon discounts and price discounts affect consumer purchase decision in the beverage industry. The study also found that free samples, coupon discounts and price discounts affect consumer Purchase decision in the Beverage Industry. Moreover, Aditi (2019) examined the influence of services, price discounts and brand equity on consumer purchasing decisions at PT GO-JEK a technology start-up transport. The study found that the price discount variable has a positive influence in improving consumer purchasing decisions at PT GO-JEK. Likewise, Bhatti (2018) analyzed the effect of the sales promotion, price discount, and the social media on the consumers' purchase intention in Pakistan. The study also found that the price discount has an insignificant

effect on the consumers purchase intention.

Amanah and Harahap (2018) investigated the effect of product assortment and price discount on online purchase decision among university student in Indonesia. The study found that price discount doesn't affect significantly to online purchase decision among university students. Likewise, Lee and ChenYu (2018) investigated the mediating role of price discount effect on consumer's perceptions of saving, quality and value in the context of online apparel products. The study also found that direct effect of price discounts is stronger than that on perceived savings and perceived quality.

Chandra *et al.* (2018) investigated the impact of different promotional offers on the consumers purchase decision in the developing market of Rae Bareli, Uttar Pradesh. The study concluded that buy-one-get-one-free had significant relationship with consumer buying behavior. Similarly, Mughal *et al.* (2014) examined the impact of sales promotional on consumer buying behavior. The study found that buy-one-get-one-free had significant positive relationship with buying behavior. In addition, Malombeke *et al.* (2014) examined the impact of promotional tools on buy-one-get-one-free, price discount, coupon promotion and physical surroundings on consumer buying behavior at Matahari Department Store, Manado Town Square. The study found that buy-one-get-one-free can appeal and persuade customer's favourable attitude on buying behavior at Matahari Department Store, Manado Town Square.

Salvi (2013) assessed the effectiveness of three sales promotional schemes on discount, price off and buy-one-get-one-free on consumer buying behavior in branded apparel retail industry in Gujarat. The study also concluded that BOGO has significant relationship with consumer buying behavior. Similarly, Jayaraman *et al.* (2013) investigated the purchase satisfaction and repurchase intention on buy-one-get-one-free scheme in Malaysia. The study also concluded that buy-one-get-one-free has significant relationship with consumer buying behavior. Osman *et al.* (2011) analyzed the influence of sales promotion on buying behavior among university students. The study concluded that there is a significant relationship between buy-one-get-one-free and consumer buying behavior.

In the context of Nepal, Shrestha (2018) examined the customer impulse buying behavior in Kathmandu for the retail sector. The study concluded that POP display has a positive relationship customer impulse buying behavior in Kathmandu. Similarly, Aryal (2018) investigated the sales promotion adopted

by Nepalese business organizations and its effects on sales of soft drink in Kathmandu Valley. The study found that sales promotion activities play positive impact on sales of soft drink brands in Kathmandu Valley. Likewise, Pradhan (2016) assessed the factors affecting impulsive buying behavior of consumers in supermarkets in Kathmandu Valley. The study concluded that store POP display and price discount has significant relationship consumer buying behavior.

Shrestha (2012) analyzed consumers' perceptions of products purchased under sales promotion offers and effects on repurchase intentions of the same products after the end of the offers in Nepal. The study concluded that Prized-based promotion premium gift and bonuses had significant relationship with consumer buying behavior. Furthermore, Sthapit and Bajracharya (2009) investigated the current state of sales promotion programmed of construction material industries of a 30-billion rupees business of construction sector. The study concluded that money-based tools have significant relationship with consumer buying behavior.

The above discussion shows that the empirical evidences vary greatly across the studies on the impact of sales promotion tools on consumer buying behavior towards refrigerator. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The main purpose of the study is to analyze the impact of sales promotion tools on consumer buying behavior towards refrigerator in Kathmandu valley. Specifically, it examines the impact of coupon, free sample, product warranty, price discount, festive offer and buy-one-get-one free on consumer buying behaviour in e-pharmacy in Kathmandu valley.

The remainder of this study is organized as follows. Section two describes the sample, data and methodology. Section three presents the empirical results and the final section draws the conclusion.

2. Methodological aspects

The study is based on the primary data. The data were gathered from 129 respondents through questionnaire. The respondents' views were collected on coupon, free sample, product warranty, price discount, festive offer, buy-one-get-one free and consumer buying behaviour. The study used descriptive and casual comparative research design.

The model

The model estimated in this study assumes that the sales promotion tools depend on consumer buying behaviour. The dependent variables selected for the study is consumer buying behaviour. Similarly, the selected independent variables are on coupon, free sample, product warranty, price discount, festive offer, buy-one-get-one free. Therefore, the model takes the following for

$$CBB = \beta_0 + \beta_1 C + \beta_2 PD + \beta_3 FS + \beta_4 FO + \beta_5 PW + \beta_6 BOGO + e$$

Dependent variables

CBB= Consumer Buying Behavior

Independent variables

C = Coupon

PD = Price discount

FS = Free sample

FO= Festive offer

PW = Product warranty

BOGO = Buy-one-get-one-free

Coupon was measured using a 5-point Likert scale where respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I’m very interested in purchasing anything with a coupon.”, “I receive timely coupon information from retailers/dealers, as well as advertisements” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.935$).

Price discount was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “If there is a price discount, I will continue to use the same products”, “I normally purchase a thing when there is a price reduction.” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.906$).

Festive offer was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree

and 5 for strongly agree. There are 5 items and sample items include “I’m attracted to enter in a store that has nice store signs and display on the outside.”, “I’m more likely to buy a product if the display and signage are appealing.”, and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.900$).

Free sample was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “When a free sample of a product is offered, I am overjoyed.”, “I’m persuaded to buy a product after receiving a free sample.”, and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.913$).

Product Warranty was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I prefer to purchase a product from a reputable company that has a longer warranty”, “I’m well experienced in the warranty claim system thanks to media marketing, and I’m wary of making a purchase.”, and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.880$).

Buy-one-get-one free was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “The offer of buy-one-get-one-free can attract and persuade me to buy the product”, “Buy-one-get-one-free encouraged me to visit the store frequently”, and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.903$).

Consumer buying behaviour was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “A coupon encourages me to purchase goods”, “Price discount encourage me to buy a product.”, and so on. The reliability of the feature was measured by computing the Cronbach’s alpha ($\alpha = 0.939$).

The following section describes the independent variables used in this study along with hypothesis formulation.

Coupon

Coupon is considered as one of the most used tools by marketers to

stimulate consumers by giving them a voucher or certificate that save some money when they want to purchase any type of products later on or in the future. Similarly, Nudubisi and Tung (2005) stated that coupons have many benefits and trends towards the marketers in a way that they can boom the sales in a short period of time and can stimulate customers to switch to other brands or products. Likewise, Lee (2010) found that consumers perceived the value of coupons increases when the coupon expiration date is adequate. Wayne (2002) found that the promoted brands gained incremental sales through enlarged trial and succeeding non-coupon purchases. In addition, Barat and Ye (2012) showed that objective outcomes such as coupon attitude, knowledge, use, perception, product perception and purchase has significant effect on the relationship between perception towards coupon and behaviour towards coupon, providing support. Based on it, this study develops following hypothesis:

H₁: There is a positive relationship between coupon and consumer buying behaviour.

Price discount

Aditi (2019) examined the effect of services, price discount and brand equity on consumer purchase decisions in Go-Jek a technology start-up transport. The study found that price discount positively influences the consumer purchasing decisions. Moreover, Ndubisi and Chiew (2006) claimed that product trail has a relationship with price discount, in a sense that the first can be increased by price reduction for any product. In addition, Xu and Huang (2014) showed that the discounted price results in an online impulse purchase greater than the bonus package when the product is hedonic, and the bonus package is a more effective sales promotion than the discounted price for a utilitarian product. Similarly, Faryabi *et al.* (2012) assessed the effect of price discounts and store image on consumer's purchase intention in online shopping in the context of Nokia and HTC phones. The study found that the discounted price has a positive relationship with the consumer's online purchase decision. Based on it, this study develops following hypothesis:

H₂: There is a positive relationship between price discount and consumer buying behaviour.

Free sample

Olorunleke (2017) stated that perception of respondents towards the free samples influenced them to try new products and make unplanned purchase.

Likewise, Lammers (1991) indicated that sampling method can affect consumer buying behaviour and it has a positive relationship to a fast-selling procedure. Furthermore, Chen *et al.* (2016) found that consumers with higher level of trust are more willing to take free samples that influenced consumer buying behavior. Moreover, Ashraf *et al.* (2014) found that free sample, the discount rate, the physical environment and the social environment had significant role in the development of consumer buying behavior and sales promotion. Based on it, this study develops following hypothesis:

H₃: There is a positive relationship between free sample and consumer buying behavior.

Festive offer

Khan *et al.* (2021) examined the impact of sales promotion on consumer buying behaviour in Pakistan. The study found that most of the people wait for a festive sale before they decide on purchasing a product and mostly women are involved as they are very impulsive in their buying behavior. In addition, Hemlata (2016) indicated that consumers prefer to plan their budget in advance for the shopping during festivals. Likewise, Ramadass and Antony (2018) found that the consumer would mostly consider which retailer is offering the best discount and the kind of service that satisfies their need. Furthermore, Narayanan (2018) revealed that majority of the respondent is spending more in festive season than the normal days and the qualities of the products during festive season are good and consumers are getting happiness and pleasure by using the items. Based on it, this study develops following hypothesis:

H₄: There is a positive relationship between festive offer and consumer buying behaviour.

Product warranty

Huysentruyt and Read (2010) found that warranty support gives consumers a peace of mind during their purchase decisions. Similarly, Ullah and Islam (2011) concluded that short term and long-term warranty have a positive influence on the purchase decision of the consumers. Murphy (2006). Warranty is a factor that is known to the buyer at the time of purchase. Likewise, Oumlil (2008) explored different types of warranty, use of warranty as the product differentiation strategy, a tool to compete and a sort of quality assurance related to product that the customers got in terms of warranty. In addition, Hossain and AL Mahmud (2012) found that better brand gives

the better warranty and customer should give preference to the brand of the product so that they can get better warranty as well. Based on it, this study develops following hypothesis:

H₅: There is a positive relationship between product warranty and consumer buying behavior.

Buy-one-get-one-free

The study showed that buy-one-get-one-free offer has a positive association with the buying behaviour of the consumers. Moreover, Jayaraman *et al.* (2013) found that the consumers are attracted towards colorful packaging of the products offered under buy-one-get-one-free scheme. Similarly, Salvi (2013) stated that the buy-one-get-one free offer is effective in inducing store visit and purchasing. Malombeke *et al.* (2014) revealed that buy-one-get-one-free offer have positively influence the buying behavior of customers sense that if you buy one product, you get another one for no cost. According to Mughal *et al.* (2014), buy-one-get-one-free is kind of promotional offer where consumers are offered an extra product at the price paid for one as there is no extra cost so consumers easily attract towards the product and this promotional offer has a major impact on the repurchase. Based on it, this study develops following hypothesis:

H₆: There is a positive relationship between buy-one-get-one-free and consumer buying behaviour.

3. Results and discussion

Correlation analysis

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall’s Tau correlation coefficients along with means and standard deviations have been computed, and the results are presented in Table 1.

Table 1

Kendall’s Tau correlation coefficients matrix

This table presents Kendall’s Tau coefficients between dependent and independent variables. The correlation coefficients are based on 129 observations. The dependent variable is CBB (Consumer Buying Behaviour). The independent variables are C (coupon), PD (product warranty), FO (festive offer), FS (free sample), PW (product warranty) and BOGO (buy-one-get-one).

| Variables | Mean | SD | C | PD | FS | FO | PW | BOGO | CBB |
|-----------|-------|--------|---------|---------|---------|---------|---------|---------|-----|
| C | 3.773 | 1.107 | 1 | | | | | | |
| PD | 3.782 | 1.003 | 0.627** | 1 | | | | | |
| FO | 3.973 | 0.8442 | 0.550** | 0.527** | 1 | | | | |
| FS | 3.973 | 0.8442 | 0.550** | 0.527** | 1.000** | 1 | | | |
| PW | 3.964 | 0.834 | 0.413** | 0.451** | 0.565** | 0.565** | 1 | | |
| BOGO | 3.951 | 0.884 | 0.473** | 0.549** | 0.574** | 0.574** | 0.569** | 1 | |
| CBB | 3.927 | 0.839 | 0.498** | 0.485** | 0.522** | 0.522** | 0.500** | 0.599** | 1 |

Note: The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent levels respectively.

Table 1 shows the Kendall's Tau correlation coefficients of dependent and independent variables for consumer buying behavior. The study indicates that coupon is positively correlated to the consumer buying behavior indicating that providing coupon leads to consumer buying. Likewise, price discount is positively correlated to the consumer buying behavior. This implies that rational price discount leads to the consumer buying. Similarly festive offer is positively correlated to the consumer buying behavior. It indicates that the festive offer provided by business houses would result as the positive consumer buying behavior. However, free sample is also positively related to the consumer buying behavior indicating that frequent free samples lead to the consumer buying. Likewise, product warranty is positively correlated to the consumer buying behavior which indicates that product warranty would result as maximum consumer buying. Further, buy-one-get-one free tool is also positively correlated to the consumer buying behavior. It shows that the allocation of sales promotion tools leads to consumer buying behavior.

Regression analysis

Having indicated the Kendall's Tau correlation coefficients, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it presents the regression results of patient safety, price, consumer satisfaction, consumer loyalty and purchase intention on consumer buying behaviour in e-pharmacy in Kathmandu valley.

Table 2

Estimated regression result of coupon, price discount, festive offer, free sample, product warranty and buy-one-get-one free on the consumer buying behavior

The results are based on 129 observations using linear regression model. The model is $CBB = \beta_0 + \beta_1 C + \beta_2 PD + \beta_3 FS + \beta_4 FO + \beta_5 PW + \beta_6 BOGO$ where the dependent variable is CBB (consumer buying behavior). The independent variables are C (coupon), PD (product

warranty), FO (festive offer), FS (free sample), PW (product warranty) and BOGO (buy-one-get-one).

| Model | Intercept | Regression coefficients of | | | | | | Adj. R _{bar} ² | SEE | F-value |
|-------|---------------------|----------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------------------------|-------|---------|
| | | C | PD | FS | FO | PW | BOGO | | | |
| 1 | 1.813 (10.132)** | 0.561 (12.318)** | | | | | | 0.543 | 0.567 | 151.723 |
| 2 | 1.701 (8.203)** | | 0.589 (11.102)** | | | | | 0.490 | 0.599 | 123.259 |
| 3 | 0.766 (3.546)** | | | 0.796 (14.970)** | | | | 0.637 | 0.505 | 224.109 |
| 4 | 0.766 (3.546)** | | | | 0.796 (14.970)** | | | 0.637 | 0.505 | 224.109 |
| 5 | 0.761 (3.441)** | | | | | 0.799 (14.642)** | | 0.627 | 0.512 | 214.382 |
| 6 | 0.570 (3.739)** | | | | | | 0.850 (22.560)** | 0.800 | 0.375 | 508.959 |
| 7 | 1.578 (8.177)** | 0.378 (4.809)** | 0.244 (2.819)* | | | | | 0.567 | 0.552 | 84.017 |
| 8 | 0.330 (2.087)* | | | | | 0.233 (3.778)** | 0.676 (11.610)** | 0.819 | 0.357 | 288.421 |
| 9 | 0.778 (3.790)** | 0.204 (2.807)* | 0.066 (0.826) | 0.537 (6.641)** | | | | 0.678 | 0.476 | 90.031 |
| 10 | 0.714 (3.407)** | | 0.200 (3.071)** | 0.618 (7.989)** | | | | 0.660 | 0.489 | 124.265 |
| 11 | | | | | 0.463 (6.311)** | 0.440 (5.938)** | | 0.715 | 0.448 | 160.145 |

Notes:

- i. Figures in parenthesis are t-values.
- ii. The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.
- iii. Consumer buying behaviour is dependent variable.

The regression results shows that the beta coefficients for coupon are positive with consumer buying behavior. It indicates that coupon has a positive impact on consumer buying behavior. This finding is similar to the findings of Ndubisi and Moi (2005). In addition, the beta coefficients for price discount are positive with consumer buying behavior. It indicates that price discount has a positive impact on consumer buying behavior. This finding is consistent with the findings of Faryabi *et al.* (2012). Further, the beta coefficients for free sample are positive with consumer buying behavior. It indicates that free sample has a positive impact on consumer buying behavior. This finding is consistent with the findings of Pawar *et al.* (2016). Moreover, the beta coefficients for festive offer are positive with consumer buying behavior. It indicates that festive offer has a positive impact on consumer buying behavior. This finding is consistent with the findings of Hemlata (2016). Likewise, the beta coefficients for product warranty are positive with consumer buying behavior. It indicates that product warranty has a positive impact on consumer buying behavior. This finding is consistent with the findings of Ullah and Islam (2011).

4. Summary and conclusion

One of the most effective and easiest ways to be outstanding among the competitive market world is to apply sales promotion. Promotion is classified as one of the backbones of marketing mix, which is used to increase the consumers' purchasing behavior. The study shows that coupon, price discount, free sample, festive offer, product warranty and buy-one-get-one-free are correlated to consumer buying behaviour.

This study attempts to examine the impact of sales promotion tools on consumer buying behavior towards refrigerator in Kathmandu Valley. The study is based on primary data with 129 observations.

The study also showed that coupon, free sample, product warranty, price discount, festive offer, buy-one-get-one free has positive relationship with consumer buying behaviour. The study concluded that coupon, free sample, product warranty, price discount, festive offer, buy-one-get-one free have a significant role in increasing consumer buying behaviour. The study concludes that the most influencing factor is product warranty and buy-one-get-one that explains the consumer buying behaviour.

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