

The Impact of in-store promotions on consumer buying behaviour

By

Ruan van Niekerk

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Promotor: Dr John M Burger

DECLARATION

I, *Ruan van Niekerk*, hereby declare that the Treatise for the Masters in Business Administration is my own work and that it has not previously been submitted for assessment or completion of any postgraduate qualification to another University or for another qualification.



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FACULTY: Business and economic sciences

SCHOOL/DEPARTMENT: Nelson Mandela Business School

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SUPERVISOR

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ABSTRACT

The purpose of this treatise is to identify the impact of in-store promotions on consumer buying behavior. Through utilizing real-world data, the study used a qualitative analysis by gathering input from people who are activity involved with in-store promotions. In-store promotions have been suspected to directly impact consumer buying behavior; however, there is no real proof of this. Furthermore, the theory suggests that in-store promotions should impact consumer buying behavior, but there could be a difference between what theory states against what is actually happening. Therefore, this study will be taking opinions and views from those working with in-store promotions and put it to the test against the theory.

The aim is to determine whether in-store promotions is a viable source of marketing and if it can ultimately affect the consumers buying behavior. The treatise will also help the reader to understand the theory behind consumer behavior and what it entails. Interviews were conducted with store managers across South Africa to get more accurate data. By interviewing store managers from various regions, geographical skewness of data was prevented from occurring.

This study further assists marketing professionals to have a more accurate understanding of what to expect when conducting in-store promotions. Marketing professionals will also be able to better predict the outcome such activities on the final purchasing decision of consumers.

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CHAPTER ONE – INTRODUCTION

1.1 Background of the study

Consumer behavior is a topic that has been extensively studied to understand why consumers behave as they do. It is, however, impossible to completely understand consumer behavior since it closely relates to the human mind. It is, however, possible to try and predict how the human mind might behave when it comes to making a purchasing decision. Estimations can only be made based on previous purchasing decisions.

Consumers engage in purchasing decisions daily. Most of the time consumers might not even know what the driving factors are for this purchasing behavior. Consumers often do not need to do an evaluation between goods or do an information search about a product they wish to buy. Instead, it can just be an automated response to satisfy a need. For example, a consumer can buy milk daily as it is a routine purchasing decision which has subconsciously been instilled in the consumer's mind.

When it comes to more complex purchasing decisions, various factors can impact the consumer's buying decision. These can be psychological factors, personal factors, cultural factors or social factors. When looking at these factors independently, there are various marketing tactics that can be used to target this (Ramya & Ali, 2016). It is possible for marketers to use these tactics without consumers even knowing they are being used. A common purchasing decision might be from buying what a consumer has "always been buying", however there are factors that could have affected this decision. A consumer might think they have always been buying a product and that's why they will keep buying it. However, this initial purchasing decision could have been from a reference such as a friend or family member suggesting the product (Ramya & Ali, 2016). Marketing needs to be aware of these factors due to the ever-rising level of competition within the market.

Contemporary competition creates a challenge for companies when it comes to connecting with customers and convincing them into buying their products instead of a competitor product. Before a company can look at selling to a specific customer, the

organization first needs to understand the consumer buying process (Pelau, 2011). Companies cannot only rely on keeping low-cost production and use high volume sales tactics to successfully stay in business anymore. The needs of the individual customer are now more important and companies need to be able to reach high levels of customer satisfaction to remain relevant and competitive (Ji & Wang, 2010).

When compiling a marketing plan, organizations should have a clear understanding of the consumers' needs and what the consumer buying process entails (Pelau, 2011). A consumer usually goes through various stages of a buying process in order to come up with a final purchasing decision. Firstly, the consumer recognizes a problem and has a need for a product/service. Next the consumer searches for information on the product and evaluates the different options available. When doing this evaluation of alternatives, a consumer can consult with various sources, both internal and external. The internal sources can be a consumer own personal previous experiences, culture, values and beliefs. The external sources can be gathered from friends and family, advertising, or other sources of information (Solomon, 2012). The final two stages of the buying process are where consumers buy the product and then experiences a post purchase buying behavior.

Impulse buying is a major topic that arises when looking at buying behavior and in-store promotions. In the retail environment, impulse buying has become a major tactic for marketers to use and to get consumers to buy their brands (Virvilaitė & Saladienė, 2012). Brici, Hodgkinson & Sullivan-Mort (2013) state that early definitions of impulse buying have generally described the action as being an unplanned purchase or a purchase which the consumer did not bargain for. Furthermore, impulse buying happens when consumers suddenly have a feeling of urgency to buy a product. This can usually be to an overpowering emotional feeling consisting of several different emotions. Whilst some believe that every consumer experience the same emotional feelings when it comes to impulse buying, Hadjali, Salimi, Nazari & Ardestani (2012) mentioned that a wide range of factors could concurrently affect impulse buying. Depending in the situation, each person would react differently to the stimuli for impulse buying.

In-store promotions is a pivotal aspect which the study will investigate. When looking at in-store promotions, stores often have numerous types of promotional campaigns

they can use to generate revenue. These promotional campaigns can also be seen to have different goals or objectives: to increase short term sales for a brand, get brands to trial a new product, get consumers to switch brands and many other objectives (Budd, Jeffries, Jones-Smith, Kharmats, McDermott & Gittelsohn, 2017). When conducting these in-store promotions, it is important to effectively manage the campaign as the timing of the promotion can have a great impact on the success or failure thereof. Due to this, the study will highlight timing of in-store promotions when doing the analysis.

1.2 Objectives and limitations of the study

The first objective of this study was to investigate whether in-store promotions has an effect on the consumers buying behavior. The study aimed to identify whether marketers should use in-store promotions as part of their overall strategy and to determine if there is any value for it. The study will focus mostly on fast moving consumer goods.

Secondly, the study examined if timing plays a role for in-store promotions and if it impacts the consumers buying behavior. This timing relates to the type of product being promoted compared to the time of month and year.

Lastly, the study looked at the type of promotion itself. The study explored different types of in-store promotional strategies and to determine if there is a preferred strategy being used. Through determining if there is a preferred strategy which is used, marketing professionals can then include more of these strategies in the overall marketing campaign. Furthermore, marketing professionals can also develop budgets or a hierarchy based on importance between the various types of promotions. For example, if the study shows that price promotion is more effective than samples, marketing professionals can perhaps run more price promotions instead of sampling promotions. Defining the different strategies will also be included in this study.

1.3 Research question

The main research question asked: "What impact does in-store promotions have on consumer buying behavior?". Apart from this main question, the study also had three sub-questions which were explored. The first question tried to determine if there was

a preferred time of the month in which in-store promotions are more effective. Secondly the study explored if the time of year affects the type of product being promoted. Lastly the study assessed if there is a certain type of in-store promotion which gets preference over the others. By identifying the most preferred type of in-store promotion, it will allow marketing professionals to make more knowledgeable decisions on which type to use more/less when constructing an overall marketing plan.

1.4 Structure of the study

This study was divided into four sections. These sections comprise of theory, research methodology, empirical data and a conclusion. First the theory defined consumer behavior and provides the reader with an idea of what it involves. It touched on historical and present consumer behavioral models. The historical behavioral models forms a baseline for the study. Thereafter some more recent models were explored in order to try and show the progression of literature to newer behavioral models. A major part of the theory also focusses on the stages of consumer buying behavior and what affects consumer buying behavior. By providing a view on the different stages a consumer goes through when making a purchasing decision, it can be used when looking at the empirical data later in the study. The literature review also looked at various types of in-store promotions and what they entail. The goal of this is so that the reader can have a solid understanding of what influences a consumer to buy and then potentially matching it with the different types of in-store promotions available.

The literature review was followed by an empirical study to test the theory against what is happening in practice. This empirical study gathers information from people who actively experience in-store promotions. By gathering this data, the study will determine if the theory and practice are in accord or conflicts with one another. The way in which data was gathered, was through interview questionnaires with various store managers. After the data were recorded, the researcher used coding as a method to analyze the data.

After an empirical study was done and the data presented, the researcher provided a conclusion with recommendation based on the data received.

1.5 Summary

After introducing the treatise, the reader will have a clear indication of what the researcher aims to accomplish with this treatise. Answering the main question, the aim is that the reader will have a better perspective of the impact in-store promotions have on consumer buying behavior. Furthermore, the study will identify why consumers make certain purchasing decisions and to factors driving these decisions. Thereafter the researcher introduces the objectives which are to investigate whether in-store promotions have an effect on buying behavior, timing of in-store promotions and finally the type of in-store promotion being used. The structure of the treatise will start with a literature review, followed by the methodology used to gather data. Thereafter will be a chapter on the results of the feedback obtain. Lastly, conclusions and recommendations will be given on the feedback from the sample group.

CHAPTER 2 – LITERATURE REVIEW

For the reader to have background knowledge about consumer buying behavior as well as in-store promotions, a literature review was done below. This literature review is a break-down of various factors associated with consumer buying behavior and in-store promotions. The aim of this literature review is to provide the reader with insight on the theoretical framework, so that when it comes to the data analysis the reader will have some knowledge to the reasoning of the feedback received.

2 Consumer buying behavior

Consumers are individuals and households that buy the firms product or services for personal consumption (Kotler, 2004). Consumer buying behavior is a consumer's attitudes, preferences, intentions, and decisions with regards to the consumer's behavior in the marketplace when purchasing a product or service (Nathwani, 2017). Furthermore, consumer behavior can be identified as the decisions or actions which influence the way a consumer decides to purchase a product. A major question which marketers could aim to interpret, is the driving factor as to why consumers choose to buy a specific product or service. According to Nathwani (2017), one of the biggest factors involved in the purchasing decision is the emotions and reasoning of the consumer. Studying consumer buying behavior can help marketers understand the factors influencing purchasing decisions made. Furthermore, it also assists marketing scholars to try and predict future buying patterns based on the historical data.

2.1 Theories to consumer buying behavior

Theories and models have been developed in order to try and understand consumer buying behavior. These models include a wide range of variables as the consumer buying process is such a complex system to understand. Even though there are various models which were proven by academia, the literature review will cover four historical models as well as three more modern models. The below historical models will be overviewed followed by the more recent Mashallian, Freud and Pavlovian models:

- Nicosia model (Nicosia, 1966)
- Howard Sheth model (Howard, 1969)
- Sheth Newman Gross model (Sheth, Newman & Gross, 1991)
- Engel Kollat Blackwell model (Kollat, Engel & Blackwell, 1970)
- Mashallian model (Gandhi, 2012)
- Freud model
- Pavlovian model

2.1.1 Nicosia Model

The Nicosia model mainly shows the relationship between a company and its targeted customers. When a company has a strong relationship with its customers, it might lead to brand loyalty which then relates to consumers choosing said brand over another when it comes to the final purchasing decision. This model explains that the consumers actions influence the company's behavior and visa-versa where the company's actions affect the consumers behavior.

2.1.2 Howard Sheth model

This focuses on three levels of levels of problem solving namely extensive problem solving, limited problem solving and routine buying response. Howard (1969) states when consumers have limited knowledge about a brand or category and require a lot of information search regarding a product/service, it is seen as extensive problem solving. Limited problem solving occurs when consumers have some knowledge of a brands products and/or are fairly familiar with the product/service category. With this level consumers are not loyal yet and still take time to make decisions between brands. The final level is routine buying behavior. With this level consumers usually buy a product without making decisions with regards to brands and consists of a buying behavior which the consumer is predisposed to.

2.1.3 Sheth Newman Gross model

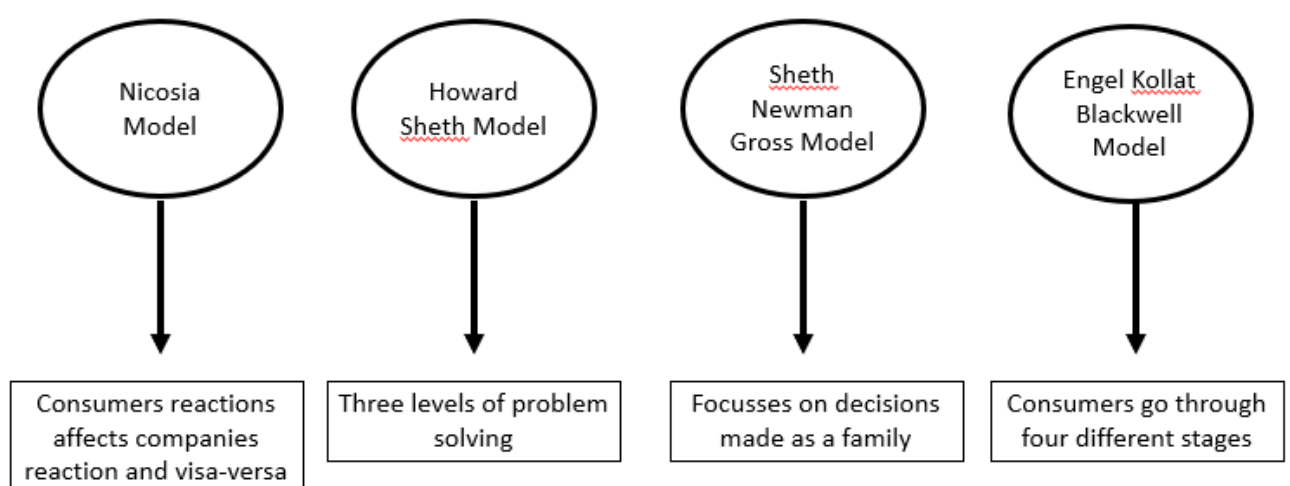
Sheth Newman Gross model is predominately focused on the decision making of a family (Sheth, Newman & Gross, 1991). This model holds that joint decision making prevails in families that are in the mid income range, newly married or families who have prescribed family roles. If there is high perceived risk or uncertainty with product

specific factors, it is highly likely that a joint decision would be made instead of an individual one. How this relates to the final purchasing decision, is that two or more members of a family needs to be consulted before the product is bought. Peer influence can come from other family members, and this impacts the decision makers thought process. For example, if a mother needs to buy cereal for the household, the children will have a strong impact on the purchasing decision as they will be the ones using the product.

2.1.4 Engel Kollat Blackwell Model

This model examines consumer buying behavior under four different sections namely decision (process stage), information input stage, information processing stage and variable influencing the decision stage (Kollat, Engel & Blackwell, 1970). The model explains that a consumer recognizes a need or problem which needs to be solved. The consumer then searches for information from various sources. Once the information has been found, it then gets processed in order for the consumer to make an informed decision. Variables such as motives, values, reference group and others also then further influence the decision-making process. Figure 1 below shows the main characteristics of the four different models:

Figure 1 - Theories to consumer buying behavior.



Source: The researchers own construction

This study will mainly focus on the Nicosia model and the effects thereof on consumer buying behavior. With this model stating that a company's actions reflect the consumers reaction, it relates to the effects of in-store promotions. Specifically, this treatise will explore how customers react to the in-store promotional activities created by a company.

2.1.5 Mashallian model

The basis of the Mashallian model can be seen as the law of eventual diminishing marginal utility (Gandhi, 2012). Gandhi (2012) further explains that the Mashallian theory of consumer behavior is based on the non-satiation assumption, meaning consumers are never satisfied with any good. Hence this means that a consumer's demand is based on the price of the good he she aims to purchase. If a good is inexpensive, the demand may be higher for the good than a more expensive item.

2.1.6 Freud model

Freud's theory developed by Sigmund Freud highlights the importance of unconscious motives that guides consumers purchasing decisions. The consumers personality will be influenced by responses to marketing stimuli (Solomon, 2015). Perner (2010) further mentioned that marketing must try and understand why consumers buy what they buy on a subconscious level, as it can:

- Increase effectiveness of marketing strategies due to being driven by psychological aspects such as how consumers reasons and feel.
- How customers are influenced by their environments.
- The value or importance products can have for customers.
- Guide marketers on how to adapt or change strategies.

2.1.7 Pavlovian model

Prakshi (2019) explains that the Pavlovian model is a response from consumers based on unconditional stimulus which consumers might have been exposed to, due to the marketing efforts of brands. This means that brands can reinforce a message in order to get consumers to link certain symbols or images to a desired function (Prakshi, 2019). For example, if a consumer sees the Apple logo, they might immediately associate the product with high quality and superior technology.

2.2 Types of consumers buying behavior

According to Madhavan and Chandrasekar (2015) there are different types of consumers buying behavior. They are:

- **Routine Response/Programmed Behavior** - This occurs when a low-cost product is involved with which the purchasing frequency is high. These items include bread, milk, snacks and other low-cost products.
- **Limited Decision Making** - These are products in which the consumer is familiar with the product itself but may need some more information about the brand. Purchasing these products usually occurs on an occasional basis. Products can include items such as clothes where consumers know what it is but need to decide on a brand.
- **Extensive Decision Making/Complex high involvement** - Extensive decision making is necessary when consumers do not know the product, when it costs a lot of money or when it is something they do not often buy. The financial, performance and psychosocial repercussions of this type of purchase is high. With this type of buying behavior consumers usually cannot skip a step in the consumer buying process. Vehicles, homes and electronics are some of these types of products.
- **Impulse buying, no conscious planning** - This happens when a consumer buys something they did not plan on buying. It can usually be as a result of a firm's marketing efforts.

2.3 Factors affecting consumer buying behavior

There are various factors to consider when analyzing what affects consumer buying behavior (Phillip, Lane & Abraham, 2006); (Schiffman & Kanuk, 2006). Factors which are included are economical, technological, cultural and social. For the purpose of the study, these factors will be further discussed in detail.

2.3.1 Economical factors

According to Brown, Alan & Deaton (1972) the historical law of supply and demand demonstrates the relationship between supply, demand and prices. There is a positive correlation between the increase in price and increase in demand. So, if demand for

a product increase, it is likely that the price will also increase. With this increase in demand, it will also attract more suppliers to produce the products/services.

Stern (2000) mentions that the success of a nation's economy can greatly affect the spending power and behavior of consumers. When the nation's economy is strong, more money will circulate, and consumers will spend more as opposed to a weak economy. When the economic conditions are bad, consumers will have less money to spend on goods/services.

2.3.2 Technological Factors

Currently consumers are becoming a lot more empowered due to the use of technological devices (Empathica, 2013). This empowerment gives consumers the upper hand against suppliers. Consumers are now becoming more mobile and social, which means consumers are looking towards social media platforms to form opinions or do information search regarding a brand/product. Consumer behavior is widely affected by social media from activities such as informing, sharing ideas and acquiring information of a brand before making a purchasing decision. Brands can use social media to be more interactive with customers and reach them in more innovative ways online (Tatar & Erdogmus, 2016).

2.3.3 Cultural Factors

Culture can be defined as the various beliefs, values, traditions, customs and role in society of human beings (Kacen & Lee, 2002). Consumer behavior gets strongly affected by cultural factors and is therefore an important factor to understand. According to (Craig & Douglas, 2006) culture is the most prevalent aspect of reasoning a person's looks at when making a purchasing decision. Culture includes a person's desires or determinations as it involves traditions, language, feelings, society's thoughts and more.

Apart from culture, marketing should also examine the context of sub-culture. According to Schouten, Martin & McAlexander (2011) a subculture can be seen as a group of people who share certain secondary values. For example, people who define themselves as "outlaws" fall part of a sub-culture. An example of how this sub-culture impacts buying behavior came from a study by Schouten, Martin & McAlexander

(2011) where Harley Davidson's main customer base are people who consider themselves to be part of the "outlaw" culture.

2.3.4 Social Factors

A social group consists of individuals who has similar values, interests and behaviors which are fairly homogenous in nature (Madhavan & Chandrasekar, 2015). Patterns of human behavior, likes and dislikes are largely influenced by the people we interact with. Consumers seek confirmation from those around them and seldom act in a way which would be regarded as socially un-acceptable. The main social factors influencing behavior are family, reference groups and roles and status (Ramya, & Mohamed, 2016).

2.4 Consumer buying decision making process

For marketing to understand why consumers buy certain products or services, it is vital to understand their consumer buying process (Qazzafi, 2019). Qazzafi (2019) elaborates that the consumer buying decision process is step by step staged guide that stretches from the consumer first recognizing a need, to the post purchase decision process.

A buyer can often skip one or more stages, depending on the consumers mindset (Kotler, 2017). For example, a person buying his/her regular brand of milk every day when the need arises will skip the information search and evaluation of alternatives stage. In contrast, when a consumer considers buying a car, the involvement would be high and it would be more likely for the consumers to follow all five steps (Kotler, 2017).

2.4.1 Need recognition

The first stage of the consumer buying process is the consumer identifying a need that must be satisfied. According to Kotler & Keller (2016) it is also known as "problem recognition" stage. Usually, consumers will buy a product if a current product is not functioning or fulfilling the desired need (Scholz, Dorner, Franz, & Hinz, 2015). It can be a basic need such as food or water or more complex such as need for recognition. Marketing must understand this need and aim to satisfy it (Shma, 2012).

2.4.2 Information search

Schiffman, Kanuk, & Kumar (2010) explains that the degree of information search depends on the complexity of the product bought. Consumers also look for internal and external sources of information on products they want to buy. Furthermore, consumers can search for products information online as online searches include better matching, time saving, increased awareness, price transparency, availability of niche offerings, people matching, problem solving, and entertainment (Bughin, Corb, Manyika, Nottebohm, Chui, de Muller Barbat, & Said, 2011). Consumer also search the information of the product when they want to try new product (Clow & Baack 2016).

Kotler (2017) contends that consumers turn to various sources when searching for information. These include:

- Personal sources (family, friends, neighbors, acquaintances)
- Commercial sources (advertising, salespeople, dealer and manufacturer, web and mobile sites, packaging, displays)
- Public sources (mass media, consumer rating organization, social media, online searchers and peer reviews)
- Experimental sources (examining and using the product)

Pricing and quality are criteria which consumers look at during the information search process. Price can be defined as the amount for which product, service or ideas are exchanged, or offered for sale regardless of its worth or value to potential (Alfred, 2013). Alfred (2013) is of the opinion that quality is how the recipient of the product or service views the product or service: before buying, upon delivery, and after the delivery-and use. Razak, Nirwanto & Triatmanto (2016) mentions that how a customer perceives the price of a given product can have a strong impact on whether the consumer decides to buy it or not.

Tam (2012) mentioned that a brand is a valuable asset to retain customer loyalty for a particular product. A brands image can impact the consumer buying behavior both in a positive and negative way (Malik, Ghafoor, Iqbal, Ali, Humbal, Noman & Ahmad, 2013).

2.4.3 Evaluation of alternatives

After consumers have done an information search, an evaluation of alternatives is done (Stankevich, 2017). Stankevich (2017) further explains a consumer might ask himself/herself questions such as: "Do I actually need this product?" Are there any other products I can get that can offer the same? Is the original product I had in mind that bad that I need to look for alternatives? Usually, the consumer then chooses the most important attribute based on which he/she will make a final decision or using cut-off method (e.g., price, quality, brand, etc.).

2.4.4 Purchase

Purchasing of a product is the fourth step in the consumer buying process. This takes place after the consumer has decided on a product/service he/she wants to buy. In contrast to Tam (2012) mentioning brand loyalty being a strong aspect in retaining a consumer, a threat of losing the consumer could be other brands offering more benefits in relation to the price paid or cost of the product in comparison to others. Comparison shows superiority/inferiority of the brands. The purchasing decision can be broken down into sub sections. Two of them being vendor and purchase timing decisions (Jaideep, 2015).

When consumers consider which vendor to buy from, there are various factors to consider. For example, convenience. Consumers now have the option to shop at physical stores or do online shopping. With online shopping consumers can buy the products they need from the leisure of their own homes and have it delivered to their doors (Jusoh & Ling, 2012). Brick and mortar stores offer factors which online shopping cannot. A major one being able to take possession of an item or to physical touch the item before buying it (Beauchamp & Ponder, 2010). Beauchamp & Ponder (2010) found that consumers found online shopping "convenient" and instore shopping "inconvenient". This is according to evidence of higher perceptions of access, search and transactional convenience online shopping offers.

Purchase timing decisions can affect the amount to be bought and the time frame in which consumers buy. Katole (2015) states that certain complications can influence this, such as, consumers not wanting to make multiple trips to a store. Other more recent complications are also prevalent such as the Covid 19 pandemic. Moran (2020)

argued that consumer would now do more shopping online and have fewer trips to the store due to the risks of Covid 19.

Consumers will, for example, buy a weeks' worth of groceries to prevent having to purchase multiple times. This will also in affect the quantity purchased as the shopper needs to purchase enough products to last a week. Seasonality is also a factor affecting the consumer purchasing decision. According to Tayal, Singh & Sharma (2014) two markets namely primary market and secondary market for seasonal products can be examined. Primary market can be during peak season such as winter clothes in the winter. The secondary market can be spring, and the remaining stock sold at discounted rates.

2.4.5 Post Purchase

Stankevich (2017) comments that in the last stage, post-purchase (satisfaction or dissatisfaction), consumers evaluate and review the product. Was the product right for the consumer? Did their expectations confirm? If a product did not match or exceed the customers' expectations, the chances of a re-purchase decision get diminished.

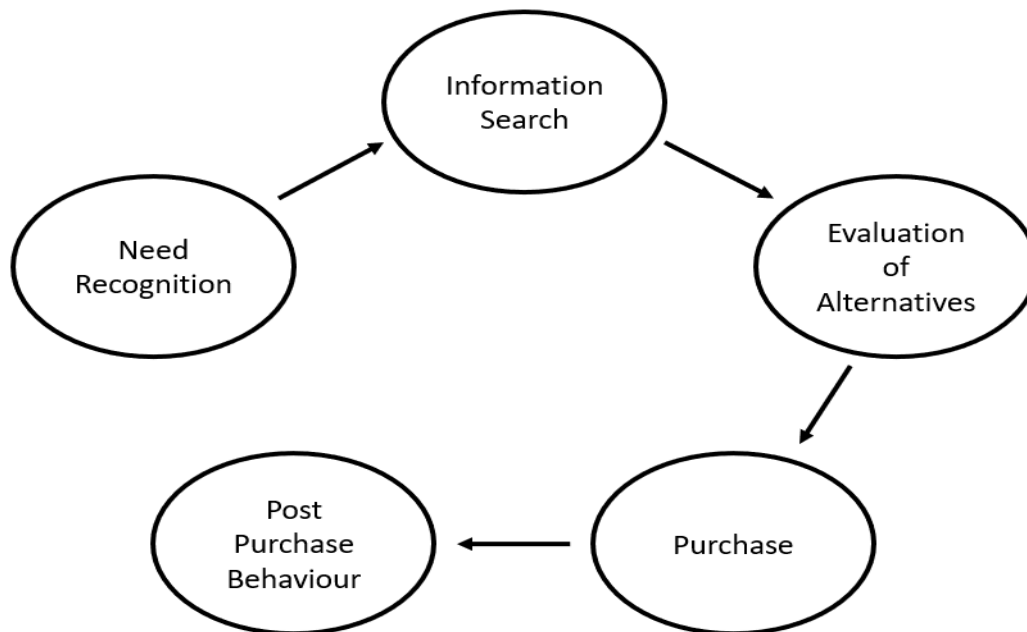
Post-purchase behavioural intentions, in essence, include the following dimensions:

- **Repurchase Intention** – Happens when a customer goes out of his/her way or consciously repurchases the same product again (Goh, Jiang, Hak, & Tee, 2016). According to Stankevich (2017) if a customer finds that the product has matched or exceeded the promises made and their expectations, they will potentially become a brand ambassador influencing other potential customers in the stage two of their customer journey, increasing the chances of the product being purchased again
- **Cross-Buying Intention** – Threlfall (2020) describes cross buying as the process of consumers buying products from the same brand. Customers often buy different products from the same brand if they have established trust with the brand (Threlfall, 2020).
- **Word-of-Mouth Intention** – Refers to an evaluation of products without commercial intention, and is initiated via various communication channels, such as face-to-face, social networks, etc. (Kuo, Hu, & Yang, 2013). Word of mouth

has also been found to be correlated with the level of satisfaction received from customers (Mao & Oppewal, 2010).

Figure 2 below shows a summary of the decision-making process. The consumer needs to pass through each step-in order to continue to the next phase. Each step leads the consumer closer to the final stage which is evaluating the purchase made.

Figure 2 - Consumer decision making process



Source: Engel Kollat Blackwell Model

2.5 In-store promotions

Two key factors impacting on in-store promotions are in-store marketing stimuli and impulse buying. These two factors can go hand in hand as in-store marketing stimuli can induce an impulse buying behavior. Therefore, it is important to grasp the concepts when looking at the impact this aspect has on consumer buying behavior.

2.6 Impulse buying

According to Market Business News (2019) impulse buying or impulse purchase is the buying of a product on the spur of the moment. This means the customer did not previously plan on purchasing the product. Through suddenly seeing the product, a customer can enter a buying process.

2.6.1 Unplanned purchases

Riekkinen (2017) mentions four types of unplanned purchases and describe them as below:

- **Pure impulse** – Products which trigger an emotional impulse purchase. These products could have a nice and inviting wrapping, or it could be a magazine with a colorful cover. People act very emotionally and buy the product, even though the purchase would be out of their normal buying behavior. In other words, classic impulse purchase.
- **Reminder effect** – When a customer did not plan to buy a product, but the buys it due to a feeling to stock up got triggered through the way in which a product was placed (online or in-store)
- **Suggestion effect** – This type of product relates to a different purchase decision. For example, a customer who is hungry and on their way to the gym might look at a protein bar and start rationalizing options. “Protein bar is a healthier option than a chocolate bar would be”. So, the customer is still making an impulse purchase, in essence, buying something he does not really need, but the reasoning makes him feel the purchase is based on a reason or a need, not an emotion.
- **Planned impulse** – Usually triggered by some form of an offer or low pricing. Again, the customer buys something they might not need or buy more than what is needed.

2.6.2 External factors

Zitkiene, Markeviciute & Mickeviciene (2017) describes external factors as the factors which consumers have no control over yet are most likely to face when making purchasing decisions. These include factors such as the global economic state, environmental changes, technological advancements, socio – economic factors and more.

2.6.3 Internal factors

Internal factors or also known as personal factors, explains the consumer's ability to benefit directly from a product in question (Callahan, 2018). Further

explained by Callahan (2018), internal factors consist of a person's motivation, desire to achieve goals and perception. If a consumer's motivation to purchase a given product is an internal factor, it may rely on a consumer's desire to achieve his or her goals. Perception greatly determines consumers behavior through justifying an action based on the perceived outcome thereof. A simple example could be using perception as a motivator by showing very happy successful people using a certain product in order to appeal to similar consumers.

2.7 In-store marketing stimuli

Marketing stimuli can use all five human senses in order to sell a brands product (Leary, 2017). Leary (2017) also explains that this is done through the below examples:

- Sight – believes that first impressions are everything. Brands can have attractive displays or product designs in-store which can “pull” consumers towards the product.
- Smell – Certain smells can be used by stores to induce a certain atmosphere within a store. Supermarkets that smell like fresh bread can induce a homely atmosphere.
- Sound – Different types of music have been used to induce different behaviors. For example, quick tempo music encourages impulse buying whilst classic music brings a classier atmosphere.
- Touch – Customers often want to hold or feel what a product is like before buying it. It is also more difficult to put a product back once it is in the hand of the consumer.
- Taste – In retail a free sample is a great way of getting a consumer to try a product before they buy it.

Key tactics such as price promotion, samples, coupons and demonstrations will now be examined.

2.7.1 Price promotions

According to Al-Salamin, Al-Baqshi, Al-Rassasi & Al-Salem (2015), results of their study on the effect of pricing on consumer behavior showed that the price of well-known brand products affects the purchase process negatively. Younger shoppers are interested in purchasing a brand's product, however lack of income or falling part of a lower income group prevents them from making the purchase decision. In contrast Boztepe (2012) explains that environmental awareness, green product features, green promotion activities and green price affect green purchasing behaviors of the consumers in positive way. Marketing must aim to understand how price promotion affects reference price perceptions in order to design price promotion strategies which will be effective (Lowe, Chan Fong Yee & Yeow, 2014).

Lowe, Chan Fong Yee & Yeow (2014) hold that it is important to understand consumer reference prices and what affect it would have on consumer behavior as it is likely to be influenced by the operationalization of reference price. Furthermore, a misspecification on reference price can cause obscured effects when an effect is present.

Kotler & Keller (2012) argues that price promotions is an important tool for marketing as it is the only factor generating revenue to the company. Kotler & Keller (2012) also stated that purchase decisions are based on how consumers perceive prices and what they consider the current actual price to be. Understanding how consumers arrive at their perceptions of prices is an important marketing priority.

2.7.2 Samples

Ross (2021) is of the opinion that people use brick and mortar stores to browse what they want to buy, but then actually buying the product online. By giving consumers a free sample, they feel obligated to make the purchase in-store. Ross (2021) mentions the results of a 2017 Brigham Young University study, where researchers measured sales and other benefits of retail stores giving away free samples. These were some of the benefits achieved:

- Free samples made the on-store shopping experience a more enjoyable one.
- An immediate spike in sales were experienced during the giveaway period.

- Sales continued to improve up to eight weeks after the sample period.
- Expanded sales for the product's category.
- Caused many more people to adopt the product due to customers being repeatedly exposed to the same item.

Dunković (2016) conducted a study to determine the importance of a food sample on consumer buying behavior. Consumers had to rate the importance of receiving a food sample of a dairy product before making a purchase. This scale ranged from 1 – 5 with 5 being highly important. The findings showed that there is a significant correlation between receiving a taste sample and wanting to buy the product. It is based around the attitudes of consumers wanting higher involvement in the purchasing process and that the taste sample gave them this involvement. Furthermore, the taste sample also eliminated the risk factor of buying an unknown product and then experiencing post-purchase remorse.

2.7.3 Coupons

Harris (2019) mentions that out of all the reasons consumers decide to buy something, saving money or getting a discount is near the top of the list. This money saving need is why coupons are a big part of in-store promotional campaigns. Harris (2019) further explains how studies show that customers spend 25% more money with a coupon than without one. Coupons are also valuable to ecommerce because they inspire customers to act. In fact, 48% of customers buy sooner when they have a coupon, and 37% of customers buy more than they normally would.

Venkatesan & Farris (2012) are of the opinion that a customized coupon can increase the effectiveness of marketing promotion and lead to positive financial performance. Coupons can also provide a great platform for ensuring repurchase of a product. Companies can issue coupons with/after consumers bought a product. This will then entice the consumer to return to the store and buy more of the product to redeem the coupon.

2.7.4 Demonstrations

The benefits of demonstrating a product or the benefits thereof is an effective way of marketing a brand due to how highly considered process it is (Handley, 2014). Through demonstrating a product, it has clear rewards, being a more memorable experience for the brands key audience. Houston (2021) explains four benefits of demonstrations in a more modern sense below:

- Allows for a great first impression of a product – Digital interactive demonstrations give customers a captivating experience with the brands product.
- The features and benefits become more “real” for the customer – Demonstrations share the brands products in a more educational and compelling way.
- Enables sales and lead generation – Leads can be generated, and sales made through the demonstration process.
- Ability to connect e-commerce – Consumers can do digital product demos and then view links taking them directly to the e-commerce site.

2.8 Summary of literature review

The literature review provides the reader with a clear background of key information as a foundation for this research study. The theory explained some the different historical models of consumer buying behavior in order to form a backdrop for the study. It also looked at some newer models in order to provide the reader with a newer perspective on more recent frameworks. Thereafter theory investigated the different types of consumers buying behavior.

The factors affecting these types of behaviors where explored. Through understanding how these factors affect consumer buying behavior, the reader can develop an idea on how to implement this knowledge on the research gathered which is yet to come. Another important factor which the theory touched on is the consumer decision making process. This section equips the reader with knowledge of the process consumers go through when making a buying decision.

Lastly the theory explored the different types of in-store promotions and the topic of impulse buying. It is important for a theoretical background of the various types of promotions as these will be a popular topic of conversation when it comes to the feedback gathered later in the research.

CHAPTER 3 – METHODOLOGY

The research paradigm explains the methods used to conduct research and why these methods were applied. By doing so, it allows the reader to determine the accuracy, reliability and validity of the information provided (McCombes, 2021). The major aspects included in a methodology will be discussed in this chapter. The aspects which are addressed are the research philosophy, methodological paradigm, research design, sample, data collection process and method of analyzing the data.

3.1 Research Philosophy

An interpretivist approach was selected as the desired research philosophy for this treatise. Its objective is to make sense of the meanings and subjective intentions of individuals in a given context, without imposing a priori analytic categories (Babones, 2016). Since multiple interpretations are developed among human relationships, Hammersley (2013) mentioned interpretivist research should aim to recognize the diverse way in which individuals experience the world through different contexts. Consequently, interpretivists adapt a relativist ontology in which a single phenomenon may have multiple interpretations rather than a truth that can be determined by a process of measurement.

This paradigm targets to understanding of current phenomena rather than focusing the problems related to empowerment of individuals and societies. Mack (2010) refers that this theoretical perspective implicitly neglects the issues of power and agency, which are features of our society.

In choosing an interpretivist approach there are, however, some obstacles. When it comes to an interpretivist approach, the issue of reliability and credibility of the information often arises (Leitch, Hill & Harrison, 2010). Opinions gathered from individuals are ultimately just what that specific individual believes to be true. Using opinions to form the “evidence” of this study might pose the risk of data not being entirely accurate. The opinions and feedback from the respondents might be influenced by various factors which could cause the information to be biased. For

example, if a certain type of promotion is more prominent at the time of interview, this might influence the response given by the respondent.

Obstacles mentioned above usually affect the interpretivist approach, however, the researcher wants the opinions of the respondents. From the researcher's side there will be no bias as to what the outcome should be.

Finally, the approach of critical inquiry is also known as the "transformative paradigm" (Riyami, 2015) which its ontology is based on relativism. From this aspect, it is referred that reality is socially constructed through the media, institutions, and society. Accordingly, critical researchers intentionally adopt the ethical, moral, political standard to judge the situation and practice their research with consideration of social, economic, political, and cultural context for specific research's objects or events (Hammersely, 2013).

3.2 Methodological paradigm

Quantitative and qualitative research are the two methods which a researcher should decide upon when conducting research. Bhandari (2021) explains that quantitative research is the process of collecting and analyzing numerical data. Quantitative studies are usually appropriate when the researcher wants to examine a relationship between variables, trends, attitudes or opinions of a certain population. This method usually allows for a higher degree of accuracy compared to a qualitative approach to data collection (Yates & Leggett, 2016).

Conversely, with qualitative research, the researcher is aware of the socially constructed nature of reality and is embedded intimately in the context of the study. A qualitative research approach allows for the researcher to get a far better response to the how and why of a story compared to a quantitative approach. Qualitative data involves collecting and analyzing non numerical data. For this study it was decided that a qualitative approach would be used.

Another aspect which also needs to be considered when selecting between quantitative and qualitative design is the size of the sample and type of information to be gathered.

Gaille (2019) notes the benefit of quantitative data being a larger amount of feedback can be used. This means that the study can take place over a broader spectrum than a qualitative study. This in turn relates to better accuracy when attempting to create generalizations about the subject matter involved. There are also usually fewer variables that can skew the results as there are more often close-ended questions instead of open-ended questions. In contrast to this, Tsushima (2015) states that qualitative research methodology provides better focus on issues that need an analysis of content-related variables such as the perceptions of individuals.

With the above mentioned, for this study it was decided that the best method to conduct the needed research is a qualitative approach. The data needed for this research paper does not necessarily need to be scientifically correct, but rather reflect real-life opinions and views from the participants involved in the study. These real-life opinions will be tested against the theory and will allow the researcher to validate the purpose of the study.

3.3 Research Design

Apart from a qualitative approach being selected, the researcher decided that an ethnographic method would be used to gather the needed information. Ethnographic methods aim to look at people within their natural setting and within the participants real-life environment (Morgan-Trimmer & Wood, 2016). For the purposes of the study, the researcher wanted to gather opinions of the participants on what they experience within their retail stores and within the real-life working environment.

3.4 Sampling

Interview questionnaires got used in order to collect the needed feedback for this study. When selecting the sample for this study, there were some obstacles experienced by the researcher. Firstly, the researcher had to determine a sample size which would be big enough to approach and which the researcher would be able to reach. If the sample for example were chief executive officers of companies, it might have been too difficult to schedule interviews with these individuals. Another challenge of designing the sample was deciding on which sample group would be able to provide credible information. It would have been easier to create a sample which included anyone working in a retail store, however this might not have produced accurate

information. A cashier or switchboard operator might not have access to the same information about the promotional activities happening within the store. Lastly, a challenge faced by the researcher was the decision of what size retail store to include in the study. If independent retail stores such as spaza and informal stores were included, the data might not have been accurate enough or credible. The data gathered should come from reputable stores where lots of brands have in-store promotional activities running.

Store managers from reputable retail chains such as Spar, Checkers, Pick 'n Pay, and other major brands were ultimately selected as the ideal sample for this study. A store manager usually knows what brands are actively doing in-store promotions within their stores and should have a reasonably clear idea of the effectiveness thereof. Store managers also have access to the financials of the store so they should have knowledge of events such as spikes in sales when certain promotions are running. This type of information will benefit the study and it represents what the researcher is looking for. Major chains were also selected as there are usually a lot of brands running in-store promotions within these stores. These stores also carry products from a lot of different brands so store managers can compare the effects of one brand running a promotion against a brand who does not have promotions running.

When selecting the sample size, the researcher had to determine what the minimum acceptable number of respondents would need to be. This minimum represents the least amount of people who could be interviewed in order to still create useful information for the study. There also needs to be a maximum number of respondents as too many interviews and opinions could make cause difficulties in collating the data and arriving at a conclusion. With this being said, number of respondents who participated in this study where eleven store managers.

3.5 Data collection process

Interview questionnaires with open ended questions are the selected instrument for data collection within this research. McNamara (1999) explains that interviews are a useful instrument when the researcher wants to obtain the story behind a participant's experiences. It also helps the researcher to gain in-depth information around to intended topic. Open-ended questions are also the chosen method which will be used

when conducting the interviews due to the fact that the researcher wants as much information as possible from respondents. There are no right or wrong answers. If close-ended questions were used, the respondents might not have the freedom to express the full intentions of what they would like to convey. These interviews are also aimed at getting insight into what is happening in practice, so open-ended questions provide the opportunity for information to arise which the researcher might not have known to ask for.

When creating the questionnaire which would be used for the interviews, the researcher had to determine what exactly is needed in order to arrive at a conclusion. Ideally as many questions as the researcher desires to ask would be best, however a challenge faced by most respondents are time constraints. Therefore, only a selected number of questions got included in the questionnaire in order to respect the time of respondents. These questions fell under three main sub questions. Appendix A is an example of what the interview guide consists of which respondents received.

The first sub-question aimed to determine if there are a preferred time for in-store promotions to occur. This question got investigated to give the researcher an idea of when marketing prefers to run in-store promotions and to potentially provide an answer as to why certain times are preferred. Secondly, the next question aims to determine if the time of year affects the type of product being promoted. This sub-question aims to determine if marketers take into consideration certain seasons/holiday periods when planning on having in-store promotions. Finally, the last sub-question aims to extract information on whether or not the recipients believe in-store promotions actually affect consumer buying behavior and whether or not it induces an impulse buying behavior. If the in-store promotions induce impulse buying behavior, then this can relate to a positive correlation between in-store promotions and consumers purchase behavior.

To gather the needed data, the researcher had to approach various store managers so that interviews could be scheduled. The first way in which the targeted sample was reached, was through a social media platform called LinkedIn. LinkedIn is a platform which mostly gets used for business purposes. Therefore, it would not be deemed inappropriate to approach individuals on this platform as the research relates to the business, they operate in.

Another reason why this platform was selected is because the researcher is able to view a person's job title as well as where they work. In doing so, it makes it easy to identify recipients who fall part of the chosen sampling group.

A challenge with this platform, however, is that the researcher could not immediately message or get contact details for the individual, and first had to "connect" with them. Only once you "connected" with another individual a message can be sent. The challenge experienced here was that individuals would not respond to the "connect" invite from the researcher and therefore no contact information could be ascertained. Not only did this serve as a challenge, but individuals who accepted the "connect" invitations also did not reply when asked for contact details for participation in the study. Eventually the researcher had to send out "connect" invitations to fifty respondents before enough responses were received.

A major barrier to getting an interview scheduled is the fact that the targeted recipients did not have time to be interviewed by the researcher. The majority of respondents who confirmed they would partake in the study dropped out as their schedules were always too busy.

After not getting enough respondents using social media, the researcher went out into the field and conducted "door-to-door" style interviews within the Port Elizabeth area. The researcher went to qualifying stores within a targeted vicinity looking to try and interview the store managers. Whilst doing this, the major challenge received was that the store managers were not able to talk to the researcher as the stores are mostly always busy. Some managers mentioned that they could not do an interview at the time and then the researcher had to go back on another scheduled time agreed by both parties. Another challenge the researcher faced by going to actual physical stores, was the effects of the Corona virus pandemic. Few store managers wanted to conduct interviews on a face-to-face basis and preferred to rather do it telephonically. These store managers gave the researcher contact details and asked that a call must be made in order to confirm a time in which the interview can be conducted.

Once a participant finally responded and agreed to participating in the study, a face-to-face interview, telephonic interview, or voice over internet (such as Zoom/Skype)

got scheduled with the participant. Copies of the questionnaire were shared with the recipients before the interview were conducted. By doing so respondents knew what information they would need to share and was still afforded the opportunity to decline the interview. The questionnaire had a letterhead from the Nelson Mandela university in order to authenticate the credibility of the researcher. The questionnaire includes the details of the supervisor who oversees the study. This was given so that respondents who want to check the validity or credentials could contact this supervisor.

Once the interview commenced, participants first got told why the study was being done and the information they share would be used for before asking any of the questions within the questionnaire. Participants were told that the information would be used to by the researcher to gain valuable information as to what is happening in practice.

Furthermore, respondents were told that neither their identities nor positions would be shared in the study to protect identities. An important aspect of the research is to protect the identities of the participants who engage in the research. Without their identities being protected, it is a breach of ethics requirements and the researcher felt that participants might not share their honest opinion and rather give information they think is best for the company/brands within the given store.

The findings of the study will not be used for personal gain as the researcher does not have a stake within the Port Elizabeth area in which the study takes place. Information gained from these questionnaires are solely for the purpose of the treatise and aims to contribute to marketing literature in general. The study took place during the year of 2021. This information was communicated to the participants to ensure that an honest answer is given and not one which might be fabricated.

3.6 Data analysis method

Most qualitative data in empirical research first appears in a raw form such as oral or non-textual data. In order to extract the needed data from a qualitative research approach such as interviews, it is important for the researcher repeatedly reflect on the data gathered. By doing so, the researcher will be able to piece together fragments

and manipulate concrete information from the data which can be used for the study. A popular technique which a lot of researchers often use is to textualize these oral interviews, through a process called transcription (Wilson, 2017). The problem with this process of transcription is that it might distort the original message received from the participant within the study. For example, the non-verbal signs such as facial expressions and gestures cannot be put into text which might affect the impact the words have from the participant.

Through examining the oral and transcript data, the researcher took a conversational analysis approach in analyzing the data for this research. Sidnell (2017) describe conversational analysis as an inductive, micro-analytic qualitative method for analyzing data. This method collects a curation of instances from data gathered in order to form a conclusion of what the data shows or reflects. In this study, the researcher analyzed the conversation between the participants and used a process called coding in order to further analyze the feedback received. Miles, Huberman & Saldana (2013) indicated that coding involves a process of thoroughly reading through the data findings, applying codes to certain excerpts, conducting various rounds of coding, grouping these codes according to themes and then finally making interpretations based on these codes. Below is how the researcher using the process of coding in order to analyze the data:

The researcher started by reading through all the questions and answers received by the various participants. By doing this, the researcher could get a first impression of what the data shows and form certain themes which got used through the bulk of the responses received. After this initial reading, the researcher went through all the data again, bearing in mind the themes acknowledged and named in the first reading of the data. During this second phase of going through the data, the researcher acknowledged which themes emerged more clearly than others. This helped the researcher to try and identify important parts of the data.

After the second reading has been done, the researcher went through each survey again, this time making annotations and notes based on the findings of the data. Key phrases, sentences, sections, or codes were noted and taken out of the data. Through

extracting these codes/phrases/sections the researcher could narrow down certain patterns and similarities between the various responses.

Once the annotations have been made, the researcher created categories and sub-categories which the various codes got grouped in. These categories were then further examined in order to remove codes which are no longer relevant or to group codes which fall under similar categories. This was done in order to help the researcher conceptualize the gathered data.

With all the categories being established and codes put together in various groups, the researcher started to connect the different categories to one another. After this had been done, the researcher could start understanding the bulk of the data gathered from the respondents. Categories were labelled and the connection between categories were then described.

At this time the researcher did an in-depth analysis of the data segments in order to determine if there was a hierarchy among the various categories. The use of figures also got implemented in order to present these hierarchies in an easy-to-read manner. Finally, after the findings were concluded, it was tested against theory, in order to try and answer key questions related to the study and back the aims and objectives thereof. It was important for the researcher to present the findings in a neutral, objective way.

3.7 Summary of methodology

Qualitative data gathered from interview questionnaires were the ideal form of data collection for this treatise. Through analyzing this data based on ethnographic methods the researcher was able to obtain data from store managers within a store environment. Additionally, by using conversational analyses the researcher extracted relevant data from the interviews had with store managers. This allowed for real-life opinions which were used to develop the findings in the next section of the treatise.

CHAPTER 4 – EMPIRICAL STUDY

In this chapter the responses gathered from the store managers through semi structured questionnaires and interviews are recorded. The researcher worked through the interview questions in a systematic way. Feedback from store managers is presented as well as annotations and codes or phrases which the researcher deems to be relevant to the study.

4.1 Interview Questions

Would you say there is a preferred time in the day where shoppers are more active and spend more? If so, what are these times?

This question aims to investigate whether consumers are more active in buying goods during certain times compared to others. Through getting relevant feedback, the researcher can try and determine if there is a time of day which would be better for in-store promotions to occur.

Feedback received from Store managers:

According to the data received, there were prevailing times which majority of store managers mentioned shoppers to be more active. Most of the responses received mentioned different times based on weekdays and weekends. During the week, the most common time for shoppers to be active was from 1pm to 3pm in the afternoon. Managers described two reasons for this period being peak times during the week.

Firstly, people do a lot of shopping from 1pm as this is generally when consumers take their lunch hour. Secondly, managers note that during this time most schools come out and then parents shop after picking up their children from school.

On weekends, the busiest time were also noted to be between 9am – 12pm on a Saturday. This was because a lot of consumers cannot do shopping during the week and conduct all their shopping on a Saturday morning. With regards to Sunday's, there were some mixed responses. Some managers said stores are busy from about 11am whilst others said there is no real busy time on a Sunday. Those who stated that stores get busy at around 11am believe it is because consumers like to sleep in on Sundays or first attend religious activities before going to the stores. Managers who believe that

stores never really get busy on a Sunday are of the opinion that Sunday is a family day and consumers do not want to do their shopping on this day. Most of the shopping has already been done the on the Saturday.

Is there a time in the month where you see more in-store promotional activity? For example, Month-end or Mid-month. If so, why do you think this happens?

Through asking this question, the researcher wants to investigate if the time of the month affects the amount of in-store promotional activity within the store. The desired results are to show if there are more frequent/ less frequent promotions during month-beginning, mid-month, or month-end. With this data gathered, the researcher aims to get insight on what time of the month it might be best to have in-store promotions as well as why this time would be best.

Feedback received from Store managers:

The overwhelming majority of respondent feedback received for this question was the same response. This response was that stores are busiest from about the 25th to the 31st which is the end of the month. More specifically, the last two weekends of the month. All the respondents said the same as most people get paid on the 25th of each month. Having been paid, people then have money to do a lot of shopping and buy groceries or goods for the whole month. A minority of the respondents said it is from the 20th to the 31st because a lot of employees in the public sector already get paid on the 20th of each month. One of the stores managers had an interesting response. It was noted that the promotions start being displayed from the 15th of the month. At this time no one buys, but customers already see the promotions and then when they get paid on the 25th, they immediately come to the store as they already know what to buy. This technique is backed by Stern (1962) who explained the reminder effect of marketing stimuli.

Have you experienced an increase in promotional activity based on public holidays? If so, can you provide some examples of the type of products affected by this (for example chocolates eggs in easter etc.).

This question aims to identify whether holiday periods or “special” occasions affect the marketer’s decision-making process on when to launch in-store promotions. The researcher wants to explore if it is necessary to have in-store promotions within these holiday periods or if the holiday periods alone are adequate to sell the related products without having additional marketing stimuli to push products.

Feedback received from Store managers:

A lot of mixed responses were received with this question and there was no real theme identified. Some of the managers believed that there are more promotions during holiday periods and that their stores promote products associated with these holidays. For example, a manager mentioned when it is Heritage Day or national braai day, there is a significant increase in sales of braai related goods. Furthermore, when it is New Year’s Eve time, the store sees a similar significant spike in the sales of meat and snack related items. Increase in promotional activities from brands relating to these holiday periods can also be seen. For example, a manager mentioned Freddy Hirsch which is a boerewors spice supplier increases tasting close to Heritage Day in order to sale their range of boerewors.

In contrast to this other feedback received reveals that there are no real exceptions to promotional activity based on the holiday periods. Stores had set annual or bi-annual promotions and these promotions were not affected by a public holiday. The effects of the Corona virus were also to blame for no real spike in promotions during holiday periods. “With the Corona virus there are no events happening or large gathering during public holidays so there is no real increase in sales of promotional items”.

One of the only public holidays all the managers agreed to increase promotions was Christmas. All the managers believe Christmas time substantially increased the amount of foot traffic and promotional activities implemented by brands.

With regards to the type of product promoted, most managers mentioned it is based on seasonality. For example, if it is summer more summer related products are promoted, and the store would not push sales for winter products. Furthermore, there are promotions used to get rid of stock when seasons change. “We do seasonal sales where we discount winter products in order to get rid of them when it is starting to become summer”.

Would you say there is a specific time in the month/year where a certain type of promotion gets used more than the others? If so, can you provide an example of this?

Feedback from this question will help the researcher understand whether there is a certain type of promotion method that gets used based on the time of year/month. This includes for example price, coupons, and tastings. With the information gathered from this question, the researcher can determine what type of promotion is mostly used based on the time of the year and how it affects the consumers buying behavior.

Feedback received from Store managers:

Apart from the general response being that October to December being the busiest period due to Christmas, the majority of managers believed that there is no real peak time for certain type of promotions to be used. With most of the managers stating Christmas being the busiest period, a response that stood out was that of one of the stores not even really having promotions during this busy period. This store rarely has promotions during this time as the store is already busy and there is no need to try and attract consumers to buy product.

The majority of the responses mentioned that apart from the Christmas period, there is no real time which a certain type of promotion gets used more than others. Most of the stores have monthly promotions which stay the same regardless of the time of the year. One of the responses stood out stating that they do in fact have specialized mid-month promotions where they push deals on products such as bulk chicken and other foods which cater for consumers who have a lower living standard. This store then pushes products which are more luxurious such as steaks, cappuccinos, and chocolates at month end.

In your opinion, which type of the following in-store promotions work best: price promotions, taste samples, demonstrations, or coupons? Please can you also provide an example or substantiate your decision.

In this question the researcher would like to see if the store managers have a preferred method or type of in-store promotion which they think works best. Apart from wanting to know why store managers prefer a certain method, the researcher would like to explore why they prefer this method. Examples are also required to substantiate the answers, and this will help give real-life instances of how it affected consumer buying behavior.

Feedback received from Store managers:

Price promotion was the clear majority in the feedback received for this answer. Whether being price reduction, discount or vouchers, price was the most preferred method for most of the store managers. There were various reasons as to why managers believed price promotions are the best form of promotions to have in-store.

“Consumers are always trying to save money, so if they can buy something for a reduced price they will most likely do so”. The same manager who made this statement also explained that customers who come to their store will not buy something even if they can only save R5 by buying it from another store. These consumers then end up using more fuel than R5 worth just to get a slightly reduced price from another store.

Harsh economic conditions are another reason why price is a preferred method of promotion. Consumers do not have a lot of money to spend so they need to look at the cheapest option available and will choose any brand that has a price promotion running. Furthermore, consumers are always looking for a deal or as one of the managers stated: “Consumers are bargain hunters and feel good when they think they got a good deal”.

Other forms of promotions which got some backing from managers are free samples or gifts. The findings reveal that consumers will always buy something if they can get something for free or something extra. Furthermore, the results show that taste sampling is also a great form of promotion. A response received reads: “Taste samples might seem old fashioned, but they work! I’ve seen products that usually sell 3kgs per week sell 15kgs in one hour just because of a taste promoter. As per Ross (2021) in the literature review, he mentioned that samples caused an immediate spike in sales during the promotional period.

Which type of promotion from the above four choices do you see happening the most in your store? Would you say its daily, weekly, or monthly?

This question relates to the previous one and is used as a follow up. By asking store managers which promotion they believe is best, and then comparing it to what they see happening the most, the researcher can find discrepancies between what marketing thinks against what store managers think works best. Furthermore, the question aims to explore the frequency in which they see the in-store promotion happening in their stores.

Feedback received from Store managers:

Price promotion was the most common form of promotions according to all responses received. The Store Managers all stated that this was the form of promotion which generally gets used the most and they have this form of promotion every month. One of the managers also mentioned something interesting where the store has a lot of “buy 3 for the price of 2” specials. The store wants to increase the total consumer “basket” and wants the consumer to buy as much as possible at one time. By having these types of promotions, the store can move a lot more volume of stock. This method also gets used a lot by this store to clear out old stock to make space for new inventory.

Do you think it is effective when brands have in-store promotions in the isle where consumers que while waiting for a cashier? Also do you see a lot of people putting items from here into their baskets.

The above question relates mostly to impulse buying and the effect in-store promotions have thereon. Answers to this question will give the researcher an idea of whether last minute in-store promotions could sway the minds of consumers into buying a product they would not initially have come to buy.

Feedback received from Store managers:

All the store managers confirmed that the isle mode is a great way to push sales of products within the store. Not one of the respondents said otherwise and disagreed that it is a good tool for stores to use. Various reasons were identified as to why these

“snake” isles work. The results reveal that these isles work because they induce an impulse buying decision. Customers see these products and buy them just because they are forced to stand next to them. These types of products relate to what Madhavan and Chandrasekar (2015) mention as routine response products, such as snacks and other low-cost products. Another reason the isles work is because consumers get bored while waiting in the queue for too long and then browse and purchase these items. A response mentioned: “in the regular isle we will sell 35 bars of Bar One chocolates in a day, whereas at the checkout display we would sell a total of 250 per day”.

An interesting response received by numerous managers was the decision as to the type of products displayed at these checkout points or snake isles. Some of the managers place products here which consumers are prone to fall prey to impulse buying. Other stores change the types of products they display at these points every week. This is done to test the different type of products to see what works best at this type of display. Another store places items at these checkpoints or isles based on factors such as the time of year (season) or the current weather outside. For example, if it is winter the store displays winter related items. Stores also identify what is trending now and then place items of this nature at the checkout points. Lastly, stores display what they call “add-on” products at checkout points. This is for example hand sanitizer now during the Corona virus.

Do you have a lot of customers who approach you asking about deals they saw on television or other media? If so, is it for price deals, buy one get one free etc.?

This question is asked for the researcher to investigate the effect in-store promotions have on consumer buying behavior against other forms of advertising such as television and radio adverts. Through gathering feedback on whether consumers ask about advertisements they heard before entering the store, the researcher can try and determine if consumers already know what they want to buy when getting to the store. Furthermore, this question will explore if in-store promotions are able to change consumers’ minds on the products they buy even though they specifically came to the store for the specific product.

Feedback received from Store managers:

All the feedback shows a yes answer to this question. Customers do come into a store asking about promotions they see online or on the television wanting to buy it within the store. The most common type of promotion consumers come into the store asking for is price promotion. Some store managers mentioned the chain of stores do not run television adverts and mostly focusses on online websites and social media platforms. There was a discrepancy noted against deals found online and deals found in-store. Some of the data gathered showed that certain deals are online only, while other deals can only be accessed through physically going to the store. Managers commented that this sometimes cause confusion for customers and some customers are unhappy as they see a deal online, go to a store to get this deal only to be told it is online only. In contrast to this, the in-store only deals help push customers to brick and mortar stores instead of them buying online.

Monthly deals are also usually advertised, and this contributes to a lot of customers coming into the store asking for these products. Some consumers also look for products online, but do not want to buy them as they first want to see the actual product in a store. Consumers therefore choose what they want to buy from a retailer online but still come to the physical store to inspect and buy the product instead of completing the transaction online. The research shows that this 'inspection' can depend on the type of product customers make enquiries about. For example, it was identified that stores selling items such as cellphones had a lot more customers asking about online deals. Madhavan and Chandrasekar (2015, p. 94) explain that these types of products fall part of the limited decision-making process where consumers are familiar with the product but need some more information. One of the retailers also sold cell phones and the store manager is of the opinion that deals on these cellphones (such as get free data with a purchase) are mostly what customers come in to ask for.

Would you say consumers look for deals in-store or do they already know about the deals when arriving at the store? If they look for deals in-store, where would you say they try and get this information (in-store catalogue, demonstrations by in-store promotions etc.)

This question is to determine whether consumers actually get impacted by in-store promotions and if they use in-store promotions to actually do an information search regarding a product. Answers to this question will also potentially show if customers use in-store promotions as a source of information search and not resort to impulse buying behavior which is actually the purpose of the in-store promotion.

Feedback received from Store managers:

Most of the feedback to this question is that customers still come into brick-and-mortar stores to look for deals. Empathica (2013) mentions consumers being more technologically empowered and the survey results generally indicate that customers browse the chain's online store to get an idea what they want. However, customers then still come into the store to search for alternatives. As per the literature, Ross (2021) is of the opinion that people use brick and mortar stores to browse what they want to buy, but then actually buying the product online. This suggests consumers still want to see the physical product first, and will then buy it online from home. One store manager explained that customers who buy from their store always come in asking the store consultants about a product seen online which they want to buy. When the consultant then asks the customer what they intend to use the product for, it is usually not the correct product for the customer. For example, the store had a customer come in wanting to buy running shoes they saw online. When they spoke to the store consultant, the consultant mentioned to the customer that the product he/she wants to buy is not ideal for running. The consultant then proceeded to guide the customer to the right shoes for running and the customer ended up buying a different product than what was decided upon before coming into the store. To summarize this finding in the managers words: "Customers think they know what they want when browsing online, however if they come into the store the consultants show them what they actually need".

A different response received mentioned that the store advertises a lot of deals in the newspaper for upcoming sales. Even though this is seen by a lot of customers, they still find most of the information of what they want to buy in-store. "Although we do advertise in the newspaper, most customers see the deals instore. We have brochures in store, as well as a display as you enter with everything that is currently on special

for that weekend. This, along with promotional cards on shelves for every item that is currently on special, makes a massive difference in the sales of these products.”

One of the biggest reasons according to one of the store managers as to why consumers rather look for deals in-store, is because online shopping might sometimes be deceiving. When looking at a product online, it could be a slightly different color, texture or size in “real life” compared to what is seen online.

How effective would you say your in-store sales consultants are in making instant sales? Have you ever had a brand ambassador come into your store to sell a specific product? Also, would you say they will be able to change predetermined buying behavior from shoppers? Can you provide an example of this?

In-store sales promoters can also be regarded as a form of in-store promotions. By asking this question the researcher can explore the effectiveness of having an in-store sales promoter for a certain product against the sales consultants who work in the store on a full-time basis.

Feedback received from Store managers:

Most of the feedback received for this question agreed that in-store sales consultants or a specialized promoter of a brand increases sales for a product. Some managers who did not agree, mentioned that it might work. However, the sales are not immediately recognizing so they cannot confirm if it is a valid form of promotion. One manager argued that when they have in-store promoters the effects are not seen immediately, but it might affect consumer buying behavior at a later stage when the shopper returns.

Most store managers who agreed that sales consultants work and gave some reasons why this is so. Sales consultants can “sway consumers’ minds. If two products suit the customer’s needs, in-store sales consultants can tell the customer which product/brand to take”. Another manager uses in-store sales consultants as a tool to push expiring stock. This manager explained that they always have stock soon to expire which they struggle to sell. The store then arranges for a promoter or

representative of the brand to come and sell these products. When this is done, they usually end up selling all the expired stock and the stock goes out extremely fast.

Furthermore, a manager reported that he also educates till staff on the specials running in-store and uses them as sales consultants as well. These till staff need to tell consumers about specials at till points to try and upsell. According to the manager, this has been quite successful. A comment received was that in-store sales consultants are the “driving force behind the company”. This was a strong statement, and the reasoning was that “customers come into the store not sure on what they want, then our consultants convince them that they need a certain item. Our sales consultants also provide customers with a buying journey which they cannot find online”. In contrast to this, one questionnaire showed that sales consultants are not always trusted, and consumers rather look for advice from a store manager. “This boils down to how experienced your consultants are. Having a specific consultant designated to certain areas helps as their product knowledge can be narrowed down so they can focus on a specific customer base. I currently have two guys that are strictly in my wine aisles, their focus is only to assist in the selling of the wines and can make recommendations based on their experience and on the wines that are currently selling well. In saying that a lot of customers tend to only take advice or recommendations from manager level, I think that is just due to them believing that the managers are more knowledgeable.”

A statement was also made from another manager who believed in-store consultants only work with certain products. In this store, they also sell cellphones. The manager believes that customers who come in to buy this type of product already did their research online and know exactly what they want. When the customer comes into the store, they go straight to what they saw online, and a consultant cannot change their mind.

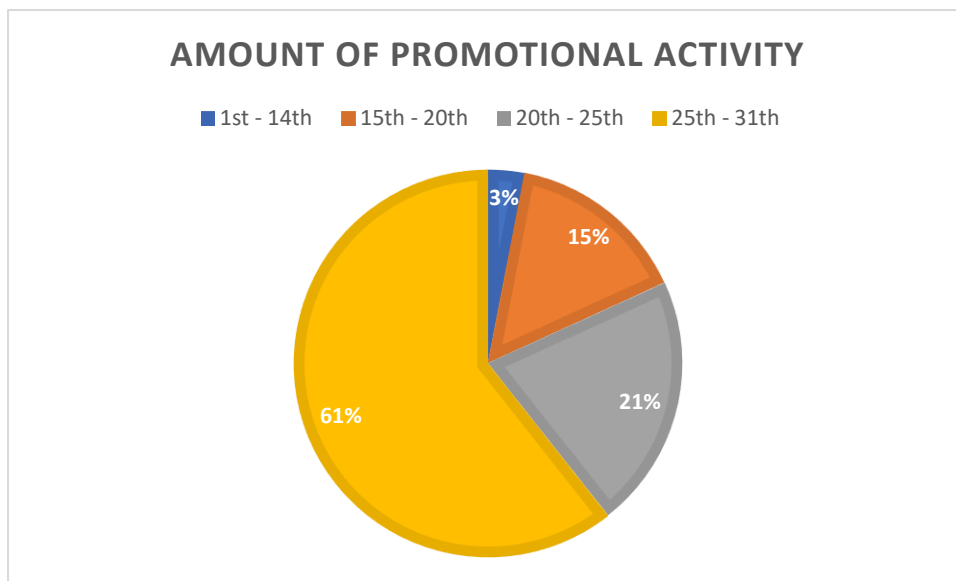
4.2 Discussion of feedback received

After examining the feedback, there were clear themes or answers which were shared among majority of managers interviewed. Some managers stood out by not agreeing with the majority and had completely different views. Below follows a discussion of each sub-question.

4.2.1 Determining if there is a preferred time for promotions

The data shows that the busiest time for stores are weekdays between 1pm - 3pm and Saturdays 9am – 12pm. With regards to holiday periods such as easter/Father's Day, the feedback is split and there is no clear answer. The figure below 3 shows the promotional activity happening during the month to indicate the busiest period based on the different feedback received.

Figure 3 - Amount of promotional activity



Source: The researcher's own construction

Figure 3 clearly shows that majority of the feedback indicates most promotional activity happening at the end of the month between the 25th and 31st. This was attributed to people getting paid their salaries and wages.

4.2.2 Time of the year and product being promoted

General feedback indicates that October to December is the busiest time for shoppers as this is close to Christmas and the holiday period. Apart from this time being generally busy, there was no real peak identified as to when promotions are used more on a yearly scale. As for the relationship between time of year and product being promoted, this is mostly based on seasonality. Figure 4 shows which promotions work best according to store managers (most effective at the bottom to least effective at the top).

Figure 4 - Most effective form of promotion



Source: The researcher's own construction

Price was the most effective form of promotion according to managers; it was also the most frequently used type of promotion.

4.2.3 Effect of in-store promotions on buying behavior and impulse buy

Premised on the feedback received, impulse buying certainly gets impacted by in-store promotions. All the feedback showed that point of sale promotions has a massive impact on the sales made for certain products. The feedback received also shows that customers still mostly choose what they want to buy when they visit the brick-and-mortar physical store. This means promotional activity can still impact the final buying behavior of consumers. Finally, in-store sales consultants or promoters are shown to be a great tool for making instant sales and swaying consumers from buying one brand instead of another.

4.3 Summary of empirical study

After looking at the final discussions on each sub-question, the reader should have an idea what store managers think of promotions and the timing thereof in general. The clear time of month for when promotions could reach the greatest number of consumers are at the end of the month when people get paid. Promotions also

generally does not seem to reach a peak at any given stage during the year and companies have pre-determined yearly or monthly promotions they seem to run. This is apart from October to December when it was identified that stores are generally a lot busier. The type of promotions is also very important with pricing being both the most common and most preferred according to the store managers. Impulse buying is also a major part of in-store promotions and the feedback showed that the measures currently in place do work in order to induce this buying behavior.

CHAPTER 5 – CONCLUSIONS AND RECOMMENDATIONS

5. Conclusion and recommendations

With the data analysis being concluded and matched to the theory, the following chapter will provide some concluding remarks as well as recommendations from the researcher. These recommendations given are based on the personal opinion of the researcher through the learnings gain from the feedback received. Each sub-question will be listed (preferred time for promotions, time of the year and product promoted and effect of instore promotions on impulse buying behavior) with a summary of the conclusion followed by suggestions for companies.

5.1 Is there is a preferred time for promotions

Data suggests that timing does play a role for when in-store promotions occur. Brands do not just pick random times in which they choose to run promotions, but instead base their decisions on factors driving consumer purchase behavior such as having more spending power during certain times. With brands running promotions during the busy times, it can affect consumer buying behavior. It is also shown that firms base promotions on peak periods where consumers are more active within the store.

5.1.1 Study conclusions

- There is a preferred time of the month for promotions, this is from the 25th to the 31st. Last two weeks after people get paid. This shows promotions can affect consumer buying behavior.
- Time of the day can affect the amount of foot traffic. This is based on external factors such as end of school day and weekends.
- Holiday periods do not have a major role in when in-store promotions are held.

5.1.2 Suggestions for companies

Companies should aim to capitalize on when stores are busiest when conducting promotions. A suggestion would be that brands must use various type of promotions based on the time of the month. For example, when stores are busy during the end of the month, the foot traffic is already there. Brands should use promotions such as tastings, samples or giveaways in order to try and switch consumers from using one

brand to another. Customers have more spending power after pay-day and are willing to experiment more and try other products. This is therefore an ideal time for brands to try and win over customers. When the stores are not as busy during the middle of the month, brands then need to run promotions in order to keep consumers spending. This should be price related promotions as customers do not have a lot of spending power during this period.

A further recommendation would be that brands advertise their promotions in advance like one of the respondents suggested. If customers see deals before getting paid, they will already know what they want to buy. By pre-launching special deals or promotions, it builds anticipation and will drive customers to the store. Brands should also aim to have gorilla style promotions to mix things up. Annual and bi-annual promotions could still be run, however some variation in monthly promotions should be introduced. This way if a brand runs a promotion which is out of the usual, it will attract more attention.

5.2 Time of the year and product being promoted

After the feedback has been analyzed it was clear that stores are generally busy during October – December based on this being the holiday period. Seasonality is also shown to be a big part of which products brands choose to run promotions with. It was strange that brands have set annual/bi-annual promotions as well as set monthly promotions in place. These annual/bi-annual promotions affect consumer buying behavior as it “forces” consumers to spend money when the brand decides to run a promotion. Consumers might not have spent money during this promotional period if the brand did not have any promotions running. It did not seem like there was a lot of flexibility on the timing of promotions during the year and follows more a historical based method on choosing when to run promotions. Brands run the same type of promotions at the same time of year. This could have both positive and negative outcomes. The positive of running promotions like this is consumers already know what’s coming and anticipate these promotions to happen. Customers can diarize these annual or bi-annual sales and a lot of people are aware of them without the brand even having to advertise it.

In contrast to this, consumers might get used to the same specials and promotions running month after month or year after year. This means there is no more excitement for the customer as no new promotions are happening and it is just the same deals over and over.

When it comes to the type of promotion being the most effective, price was the clear choice of most store managers. This was expected by the researcher as price promotions are seen in stores all around the globe. A challenge which can be seen as the most common problem faced by customers is items or goods being too expensive. Customers often first have to look at the price of the product before they make a purchasing decision. Price promotions addresses this challenge which is a contributing factor to its success. So, if a price promotion is introduced, it affects consumer buying behavior and serves as a trigger for consumers to spend money.

5.2.2 Study conclusions

- October to December are the busiest periods for retail stores. This is based on it being the holiday period.
- Seasonality is key to which product gets promoted at a certain time in the year.
- Price is the most popular form of promotion as well as the most effective according to the feedback received.
- Consumers are bargain hunters and price promotion, or free items could lead customers to switch brands regardless of brand loyalty.

5.2.3 Suggestions for companies

Brands need to be aware of the busy periods during the year and the type of products related to these periods. If for example it is the December period where more consumers are on holiday, more leisure products should be promoted. Price promotion could increase sales during this period; however, the researcher believes other forms of promotions should be implemented during this busy period. Customers have more buying power during this period and spend more money unnecessarily than when they are not on holiday. More sampling promotions should be run during this period. The aim is that if customers enjoy the taste of a new product, they will buy it regardless for the price and just because “they are on holiday”. Price promotion should then be run

during the year as consumers are usually price conscious and buy whichever brand offers a good deal. With brands offering price promotions as the preferred type, it could have a negative effect on the brand as well. If brands usually run price promotions on a certain product, consumers might get used to the reduced price. For example, if customers always buy coffee brand A at a reduced price of R50, they might never want to buy it at full price of R80. This means less volume of a product is sold and customers might think the product quality is not worth the full price charged. Customers then do not buy the product at full retail price and would rather wait until it is on special again. By running price promotions, it does end up costing the company more money or reduced profits.

If a brand runs a sampling promotion instead of a price promotion, it offers a brand the opportunity to convey the quality of the product to the consumer. So, coffee brand B can also charge R80 and not run price promotions, but rather sampling promotions in order for consumers to trial the product before they buy. Customers then might think coffee brand B is of superior quality, only because there was never a reduction in price.

5.3 Effect of in-store promotions on buying behavior and impulse buy

Based on the feedback received, majority of the managers believe consumers fall prey to impulse buying behavior. Congruent to this, in-store promotions were found to induce impulse buying. Therefore, the study can conclude that in-store promotions lead to impulse buying behavior and affect the consumers buying pattern. In-store consultants were also identified as being a big influencing factor to consumer buying behavior. This form of marketing is vital for educating customers on a brand's products and results in consumers switching from one brand to another.

An interesting finding was that store managers did not mention in-store promotions as one of the favorites, however most found it to be a vital form of promotion. Sales consultants within the store are able to provide expertise on a product and allows them to convince consumers because they need to buy a certain product. Some of the stores even mentioned in-store consultants being the backbone of the company which proves its importance. Lastly, it was proven that consumers do look for offerings before

they get to a store, however the actual purchasing decision could still be affected within the physical store.

5.3.1 Study conclusions

- In-store promotions induces impulse buying which is a major factor contributing to the purchasing decisions consumers make.
- Sales consultants or in-store promoters are a very important method for educating customers and helping customers decide which product/brand to buy.
- Customers do look for information online or on other forms before they get to store in order to have a pre-determined purchase decision. This, however, can then still be influenced within the store.
- Snake isles or point of purchase promotions were found to be a very effective tool for inducing impulse buying.

5.3.2 Suggestions for companies

Snake isles were identified to work extremely well, so the suggestion would be for companies to try and get as much advertising space here as possible. Companies can also come up with creative ways to advertise at point of purchase, such as offering smaller portions of a product. For example, if a deodorant can gets sold as 100ml, they can sell 50ml cans at point of purchase. This way consumers will impulse buy the product just to try it out and then hopefully buy the full size when looking for deodorant again. Free gifts or coupons can also be given out at point of purchase so that consumers can sample a product.

In-store promoters should be implemented more frequently in order to push sales of a brands products. It was identified that customers look for specials online, however, change their mind when convinced by an in-store consultant when they get to store. This shows that a brand might spend a lot of money on online marketing, but then lose customers to competing brands when they get to store. This means brands pay a lot to make customers aware about products, but it does not lead to a final purchasing decision.

If companies have in-store promoters, they could potentially “poach” customers from competing brands through incentivizing an impulse buy. Customers might then get use to this product through the impulse purchase and start to become brand loyal to the new brand. Apart from “poaching” customers, in-store promoters can also be useful without necessarily making a sale on the spot. Brands can use these in-store promoters to act as product specialists in order to educate consumers on a product. If a product is technical (like a smartphone), the in-store consultant can answer questions consumers might have and give advice. This is something that online marketing cannot do as efficient. In-store promoters also gives customers a personal experience of the brand and is a great form of one-on-one marketing.

5.4 Recommendations for further studies

A big discrepancy found in the study was that managers did not mention in-store promoters to be one of the most important tools for selling. However, when it got to the section of the importance of sales consultant’s majority agreed to it being a vital part of selling. Therefore, a lot of managers see the value in-store consultants can provide, yet price promotion is still at the top of their mind when it comes to the most successful form promotion. If managers do not instantly mention in-store promoters as a top form of promotion, can it perhaps be due to not enough in-store promoters going into stores? Most managers said price is the most important form, and price was also the most used form of promotion. This means managers might just be so used to price promotions that it makes them believe it is the most efficient.

Limitations were also experienced in the study, with the effects of Covid 19 being the main aspect. Due to people not wanting to be in crowded places and risk being infected, in-store promotions could possibly have been severely impacted and put on hold during this time period. This means it might not have been such a viable form of promotion during this period.

Further studies around in-store promoters specifically could help marketers understand the extent or impact this form of marketing provides. A future study

should also include the advantages and disadvantages as well the feasibility of having large scale in-store promoters within a set of stores.

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APPENDIX A

Interview Questionnaire

Dear Respondent

I am studying towards my MBA (Master in Business Administration) degree at the Nelson Mandela University Business School. I am conducting research on the impact of in-store promotions on consumer buying behavior. I believe that my study will make an important contribution to what the theory of marketing suggests against what is actually happening in the real world.

You are part of our selected sample of respondents whose views we seek on the above-mentioned matter. We would therefore appreciate it if you could answer a few questions. It should not take more than thirty minutes of your time and we want to thank you in advance for your co-operation.

There are no correct or incorrect answers. Please answer the questions as accurately as possible. There are various questions which I will be asking in order to gather the needed data for the study. You do not have to be restricted in the length of your answer and can share your full opinion. Please note also that your participation in this study is entirely voluntary and that you have the right to withdraw from the study at any stage. We also guarantee your anonymity and the confidentiality of information acquired by this questionnaire. Neither your name nor the name of your firm will be mentioned in the study.

Thank you very much.

Contact details: 076 489 8041

To verify the authenticity of the study, please contact Prof John Burger at telephone number 082 855 1110 or e-mail address jburger367@gmail.com

Questions based on timing of in-store promotions

1. Would you say there is a preferred time in the day where shoppers are more active and spend more?
2. Is there a time in the month where you see more in-store promotional activity?
For example, Month-end or Mid-month. If so, why do you think this happens?

3. Have you experienced an increase in promotional activity based on public holidays? If so, can you provide some examples of the type of products affected by this (for example chocolates eggs in easter etc.).

Questions based on the type of product being promoted based on time of year/month

1. Would you say there is a specific time in the month/year where a certain type of promotion gets used more than the others? If so, can you provide an example of this?
2. In your opinion, which type of in-store promotion works best between price promotions, taste samples, demonstrations or coupons? Please can you also provide an example or substantiate your decision.
3. Which type of promotion from the above four choices do you see happening the most in your store? Would you say its daily, weekly, or monthly?

Questions to determine whether or not in-store promotions can affect consumer buying and induce impulse buying

1. Do you think it is effective when brands have in-store promotions in the aisle where consumers queue while waiting for a cashier? Also do you see a lot of people putting items from here into their baskets?
2. Do you have a lot of customers who approach you asking about deals they saw on television or other media? If so, is it for price deals, buy one get one free etc.
3. Would you say consumers look for deals in-store or do they already know about the deals when arriving at the store? If they look for deals in-store, where would you say they try and get this information (in-store catalogue, demonstrations by in-store promotions etc.)
4. How effective would you say your in-store sales consultants are in making instant sales? Also, would you say they will be able to change predetermined buying behavior from shoppers? Can you provide an example of this?