



The Effects of Sales Promotion on Customer Buying Behavior An Analytical study on Carrefour supermarket's customers in Erbil (PP 297 - 315)

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Abstract

The first store opening of Carrefour supermarket in 2010 in Family mall was a new era of the professional retail industry in Kurdistan region of Iraq. Since then the ever increasing competition in the industry has prompted retail firms to be determined and ensure satisfaction of customer needs and wants more effectively than their competitors. In other for these retail firms to succeed in this ever increasing competitive market, they employ a lot of different promotional tools to attract and retain their customers. One of the most commonly used promotional tools is sales promotion which provides incentives to customers or to the distributor channel to stimulate demand for a product such as buy one get one free, discount coupons, membership programs, brochures, free samples and etc. This study is aimed at assessing the role sales promotion play in influencing the consumer buying behavior of Carrefour supermarket customers. A non-probability sampling technique was used for the study and the sample 150 participants were selected from a population of the supermarket customers in Tablo mall located in Erbil city. A five point Likert scale questionnaire was used in acquiring the respondent's information. The questionnaires were analyzed with the help of Statistical Package for Social Sciences (SPSS) and Microsoft Excel. The study indicated significant influence of sales promotion on consumer buying behavior. The research consequently recommended that, supermarkets need to undertake regularly sales promotion activities to ensure constant influence on their patrons.

KeyWords: marketing mix, promotion mix, sales promotion, customer buying behavior, retail industry, Carrefour

1- Introduction

1.1 Background to the Study

The business environment has become very competitive in the 21st century due to the speed of technological change, infrastructure and access to information around the globe. This has made the environment very complex and consumer preferences keep changing because of the low switching cost in the market. Due to this increasing demand of consumers in the market, management of organizations have to increase their attention on attracting and retaining its customers.

The ever increasing competition in the global market has prompted organizations to be determined and ensure satisfaction of customer needs and wants more efficiently and effectively than ones competitors (Kotler, 2009). The retail industry in the Kurdistan region is one area that has experienced an increased competition in the last (10) years. This increased competition has been the result of several communication tools being employed by marketers to help them succeed in this competition orientated era. One of the commonly used communication tools by retailers in Kurdistan is sales promotion. Sales promotion is an initiative undertaken by organizations to promote and increase sales, usage or trial of a product or services (Aderemi, 2003). Sales promotion refers to the provision of incentives to customers or to the distribution channel to stimulate demand for a product. It is an important component of an organizations promotional mix, along with advertising, public relations and personal selling. Sales promotion acts as a competitive weapon by providing an extra



incentive for the target audience to purchase or support one brand over the other. It is particularly effective in spurring product trials and unplanned purchases (Aderemi, 2003).

1.2 Statement of the Problem

Retailer in particular supermarkets needs to provide Offerings include products, services and ideas that satisfy consumer needs and expectations to ensure the company's survival. In order to achieve this feat, they need to understand consumer buying behavior to help them evaluate their service offerings.

Customers of supermarkets go through a cycle of decision making processes before making a purchase decision which define their behavior in the consumption of the products they purchase from these companies. The consumer buying process is a complex matter as many internal and external factors impact on the buying decision of the consumer.

The consumer makes a purchase decision by examining alternatives before making the purchase. Sometimes, the purchase may differ from the purchase decision reached earlier.

There is always a post purchase evaluation by the consumers after purchasing and consumption of the products. The consumer determines whether he was satisfied or not with the product rendered. This actually will be an important information reference point to the consumer in determining their behavior in the next purchase.

This research therefore seeks to find out to what extent the sales promotion practiced by supermarkets influence the consumer buying process and how consumers rank promotions relative to each other. It also seeks to find out reasons for consumers deviation from the established buying process. Thus this will be a reference point for Carrefour supermarket in-order to identify which of the sales promotion tools to rely on more and use to influence their customers.

1.3 Objectives of the Study

The general objective of this research is to access the role sales promotion play in influencing the consumer buying behavior of Carrefour supermarket consumers.

Therefore this research seeks specially:

- 1- To find out the practice of sales promotion in the Carrefour supermarket.
- 2- To access the impact of sales promotion on consumer behavior in the Carrefour super market.
- 3- To recommend suggestions on measures for improvement.

1.4 Research Questions

This research seeks to find answers to questions such as;

- 1 What sales promotion methods have Carrefour market used to attract customers and effects these promotion methods on consumer behavior?
- 2 Do the sales promotion tools (coupons, sample, price discount.. etc) have significant impact on consumers buying behavior (brand switching and consumer loyalty)?
- 3 What do Erbil consumers rank the promotion methods which have been employed by Carrefour supermarket?

1.5 Significance of the Study

Sales promotions are a key or kind of advertising in the majority of companies to encourage customers to buy more products. Sales proportion has become a fundamental motivating objective in the field of marking and any organization that has different market structures. As its well-known there are many sales promotion tools that companies can use to influence their customers purchasing decisions, the importance of this study will be to find out which of those tools are more preferred by customers so that the companies can depend on them more hence spending their marketing budget efficiently and effectively.



2- Review of Literature

2.1 Marketing

According to the American Marketing Association, quoted by Kotler and Keller (2009) marketing can be defined as “an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders”. Another simpler definition is presented as marketing “includes anticipating demand, managing demand, and satisfying demand” (Evans J, Berman B 1997). Marketing could also be defined in a few words with “mutually satisfying exchange relationships” (Baker M 2006). The marketing mix is defined as “the specific combination of marketing elements used to achieve objectives and satisfy the target market. It encompasses decisions regarding four major variables: product, distribution, promotion, and price”

A specific combination of promotional methods used for one product or a family of products. Elements of a promotion mix may include print or broadcast advertising, direct marketing, personal selling, point of sale displays, and/or merchandising.

As one of the marketing mix elements, promotion includes all the activities directed to the targeted consumers, that lead to facilitate the process of contacting with them for the purpose of formatting a sense of the importance of the commodity in achieving a high degree of consumers satisfaction of their wishes and needs comparing with the competitors commodities, and so, the concept of promotion extends to all personal, and non-personal contact, such as advertising, public relations, exhibitions, sales promotion, packaging, branding, samples and gifts, etc..

The primary purpose of the promotion is to contact the consumer and influence it , and the good effective promotion requires of both understanding and knowledge of the persuasion process and how it is affected by various environmental variables, the targeted Consumers must be able to understand all the information he receive, and then the desired information must be formulated in the light of environmental considerations associated with consumer culture before delivered (Abdel-Fattah, 1988).

The promotion can be defined as a “marketing activity involves the persuasion contacting process through which the sender define of a commodity, or service, or an idea, or a place, or a person, or a pattern of behavior for the purpose of influencing the members of a particular audience minds, to appeal to their response behavioral about what promotes” (Mualla, 2006).

Promotion has an important role in forming of loyalty and psychological connection degree between the consumer and the product, the ad campaign, and the formulation of a sentence that create loyalty to the product play a major role in the success of achieving the objectives of the promotion policy (Mualla, 2006). It could be argued that the target of the promotion policy is mainly to develop of the market share of the

Company, and to present to consumer adequate definition of the product, as well as to clarify how it is used (Abdul Hakim, 2004).

There are several promotional goals and the most three main objectives the company seeks to achieve through the promotion are:

1. Forming the appropriate mental image for the company: When the company marketed its products, seek to form a consumer mental image about the company by defining itself and its goals in the early stages of the company’s entry to the market (Abu kahaf, 2001).
2. Defining of the company’s product: in general, the main task of the promotion is to define the product, specifications, price, places of distribution, how to use it, and places of service centers and maintenance, besides, trying to convince consumers of its benefits (Abdul Hamid, 1990).



3. The development of the company's market share: promotion is considered one of the main tools the company relies upon to develop its market share, where consumers could be convinced with the available features in the company's product, thus the consumers demand on the company's product will be increased. In addition to, some consumers turning into buying the company's product instead of buying competing products, which means an increasing in the company's market share (Ansari, 1988).

2.2 Promotional Mix

The promotional mix or marketing communications program term is a set of components that interact and integrated together to achieve the institution promotional objectives in the context of the prevailing marketing philosophy (Kotler & Keller, 2006). Promotional mix includes an effective set of balanced and consistent components and elements to achieve the promotional objectives, including: advertising, personal selling, sales promotion, publicity, and public relations. Below is a brief explanation of each:

2.2.1 Advertising

Is defined as any non-personal communication means of ideas or products by using mass communications media such as television, newspapers, magazines, cinema, radio etc. and is implemented through a specific sponsor, for a fee paid to influence consumer behavior (Kotler & Keller, 2006; Mualla, 2007). This promotional activity can be measured through: the advertising medium used, advertising size, the duration of the advertisement, the technical advertising output, the repetition of advertising, the content of advertising, and the drafting of advertising.

2.2.2 Personal Selling

Is defined as a verbal communication and face-to-face interaction with one or more of the potential buyers in order to provide the product or service, or to answer questions, or to respond to requests or others. (McCarthy & Perreault, 2004). This promotional activity can be measured through: the level of training and skills of sales staff, the style and appearance, the possibility of providing information, capabilities in solving problems, displaying, verbal persuasion, and style presentation, etc..

2.2.4 Sales Promotion

Is defined as any marketing or non-marketing effort or activity in which marketing or non-marketing means are used at a particular time to stimulate increased demand or to prove the availability of the product (Obydat, 2004). This promotional activity can be measured by individual and collective selling types of awards, free gifts and subscriptions, economic packages offers, free samples, rebates, the multiplicity of services, sales offers events, sales offers duration, dissemination methods, realized credibility.

2.2.5 Publicity

Is defined as any unpaid broadcasting or publishing about positive or negative news of the company, or its products and activities by using mass media. (Kotler & Keller, 2006)

2.2.6 Public Relations

Public Relations is interested in building a good relations between the organization and its audience, and achieving satisfaction and mutual understanding, either internally or externally, through the implementation of policies and programs based on the principle of social responsibility, and employing media to build a good image of the organization. They also include all activities carried out by the organization in order to enhance or improve its image in the community such as supporting and participating positively in social, environmental, health, and public issues (Lovelock & Wirtz, 2004). This promotional activity can be measured through: the areas of social activities these companies carried out such as support social business and charity, teams and clubs Sports, support loyalty of customers, accept audience complaints and criticisms, address problems and issues, interest in the field of environment and health. (Kotler & Keller, 2006)



2.3 Consumer Buying Behavior

The purchasing decision process describes the process a customer goes through when buying a product. There is a common theme of five stages in the decision process. The stages are:

2.3.1 Need Approval

We must admit that the most important step in the purchasing decision is need approval. Without this step, a purchase cannot take place. The unsatisfied psychological need can be stimulated by the interaction of external stimuli with internal drives (kotler, et al., 2009).

2.3.2 Information Gathering

Searching for the best solution for the problem resulted from the need approval is the second stages in the decision process. In this stage the buyers' seek at searching in the internal and external business environments to identify and observe sources of information related to the item or commodity that satisfies his/her need (Blythe, 2008). Gathering information is relying on a variety of information sources such as different media, friends, family, coworkers and personal experience. The nature of the information needed by the consumer is related to the quality of item, its characteristics, its price, method of payment of the price, etc.

2.3.3 Evaluation of Alternatives

After providing the necessary information, the buyer makes an assessment to the various of available alternatives related to the item to be purchased, a set of criteria in the evaluation process are used, and these standards differ from buyer to buyer depending on their, psychological and demographic characteristics, as well their purchasing power. (kotler, et al., 2009).

2.3.4 Purchasing Decision

The final purchasing decision which is the result of the evaluation process and the choice among available alternatives to choose the appropriate item that satisfies buyers needs and desires, can be affected by two factors: negative feedback from other customers and the level of motivation to refuse or accept the feedback (kotler, et al., 2009).

2.3.5 Post - Purchase Evaluation

After purchasing process buyers compare products with their previous expectations and are either satisfied or dissatisfied. If the product correspond and comes according to their expectations, they will be satisfied, and vice versa. Buyers satisfaction will affect the decision process for a similar purchase from the same company in the future (Foxall, 2005) when the product complies with the buyers' expectations similar purchase from the same company in the future will happen which leads to brand loyalty.

2.4 The relationship between Sales promotion and consumer buying behavior

There are many factors that that are able to combine Sales promotion and consumer buying behavior, and the factors and points can have positive and negative influences on consumer buying behavior because target of each market is the buyers. In addition, sellers highly are required to satisfy buyers' needs, and they have to know how to deal and cope with the buyers because there are many buyers with different behavior and manner. Furthermore, here, the goal is that sellers need to provide buyers' needs to promote and increase sale in their fields of selling. Otherwise, attracting buyers is another key to promote sale, and each company needs to have strategies to attract buyers; there are some common plans that consist free sample, price discrimination, and buy-one- get- one free that facilitate selling more daily. Also, we can say that communication-behavior needs to be focused because communicating initiates all marketing points towards consumers and by communicating, sellers are able to inspire buyers to make decision about purchasing more productions. Communication is extremely crucial to impact buyers' mind set, so communication does advertising that is very significant to persuade consumers. To satisfy consumers' needs and wants, production managers need to emphasize buyers' demands, and they should provide what buyers want and need. Moreover, the quality of the goods and serviced is really important to increase sale and extend your business since always people require the best production with the high quality. Financial



services that contain of credit unions, banks, credit-card companies, insurance companies, accountancy companies, consumer-finance companies, stock brokerages, investment funds and some government-sponsored enterprises are going to facilitate buyers' tasks because that company that has these financial services is going to be more reliable in view of buyers, and the market is going to get more sale promotion; majority of the consumers are going to visit the market. Sum up, making a strong relationship with buyers is all about increasing sale day by day in order to achieve more profits by selling more product, and sellers need to take all strategies to cope and convince buyers to purchase more products.

Link of the online sources: -

3- Methodology

3.1 Introduction

This section of the research assesses the procedures used in conducting the research under study. It discusses the research design, population, sample and sampling technique, data collection tools, and data analysis procedure.

Research methodology defines the systematic and scientific procedures used to arrive at the results and findings for a study against which claims for knowledge are evaluated (Nachamias et al., 1996). A methodology is therefore shaped by the perspective the researcher chooses to approach the study.

3.2 The Study Area

The study was conducted in the Carrefour Supermarket in Tablo Mall in Erbil . It comprised all customers of Carrefour supermarket. The study used only the consumers Caarefour in that branch. All respondents lived or worked in Erbil as at the time the data was collected.

3.3 Population and Sampling Technique

The study population, as have been noted, comprises all customers of Carrefour supermarket in Tablo Mall in Erbil.

The sampling design provides detailed explanation of the target population and the sampling method used for this research. The population was heterogeneous because it comprised all customers of Carrefour supermarket in Tablo Mall in Erbil. For the purpose of this research, a purposive sampling technique was used to sample one hundred and fifty (150), made up of customers who were adjudged to shope at the tablo mall branch of carrefour.. Guba and Lincoln (1981) have stated that purposive sample is almost never random but intended to exploit competing views and fresh perspectives as fully as possible. The sample size for this study was therefore, one hundred and fifty (150) customers of Carrefour supermarket in Tablo Mall in Erbil.

The researcher used the non-probability sampling technique to determine subscribers from whom data was obtained. The researcher found this technique appropriate to use because the sample was taken out of a diverse population of supermarket customers in their natural environment and a questionnaire was administered to seek customer's answers to questions. Furthermore, this research, like any marketing research, involves a large population which is almost inaccessible if each member of the population should have a known chance of being included in the sample. This would cost too much or take too much time.

3.4 Data Collection Procedure

Both primary and secondary data were collected for the study. The researcher administered questionnaires to customers of Carrefour supermarket in Tablo Mall in Erbil.

The respondents then completed the questionnaire within an average of ten (10) minutes. There was a response rate of 100 %. The aim of collecting the data was to establish the influence of sales promotion on consumer buying behavior in the retail industry. The researcher assisted respondents who found difficulty especially where they could not understand.



Secondary data was obtained through related literatures of sales promotion and consumer behavior.

3.5 Research Instrument

Questionnaire served as the main data collection instrument used. The questionnaire proves to be the most common research instrument, appropriate enough to help the researcher ask questions and obtain data with ease. In all, the questionnaire was in five parts consisting of forty five (45) items. five (5) related to respondents demographics,

The questions were mostly closed-ended and in major part contained 5-point Likert Scale such as “Strongly disagree”, “disagree”, “agree”, “strongly agree”,

For large extent” (See Appendix B). The questionnaire was administered by the researchers as they met consumers of the Carrefour supermarket.

3.6 Research Design

Research design according to (Kerlinger 1986) is “the plan and structure of investigation conceived so as to obtain answers to research questions”. The design of a research specifies the methods and procedures for acquiring the information needed. It represents the overall operational framework of the project that stipulates what information is to be collected from which source and by what procedure.

This work lays focus on customers of Carrefour supermarket in Tablo Mall in Erbil. The researcher employed the quantitative approaches to data collection and analysis.

3.7 Data Analysis

Analyzing data involved reducing and arranging the data, synthesizing searching for significant patterns and discovering what was important. (Ary et al 2002) has noted three steps involved in analyzing data: organizing, interpreting and summarizing data.

Statistical tools such as tables, bar graphs and pie chart were used. The analysis was done with the help of Statistical Package for Social Science (SPSS) and Microsoft Excel. The closed ended questions were given numerical codes which were done in a varying scale depending on the responses. The Cornbrash’s coefficient was used in assessing the reliability analysis of the data obtained. Data was analyzed in the form of 42 reliability analysis, descriptive statistics and multiple regression analysis. The results of data analyzed are presented in the form of tables and charts.

4-Data Analysis and Discussion of Results

4.1 Introduction

This chapter presents the analysis of data collected for the study. For the purpose of responding to the objectives of this study, a sample of 150 retail customers was used. The study mainly assesses the role of sales promotion in consumer buying behaviour in the supermarket setting. Data have been analyzed in the form of reliability analysis, descriptive statistics, and multiple regression analysis. The results of data analyzed have been presented in the form of tables and charts below.



4.2 Demographic Data

Gender

The majority of consumers (51%) were males and the rest (49%) were females. See details in Table 1 below.

Table 1: What is your gender?

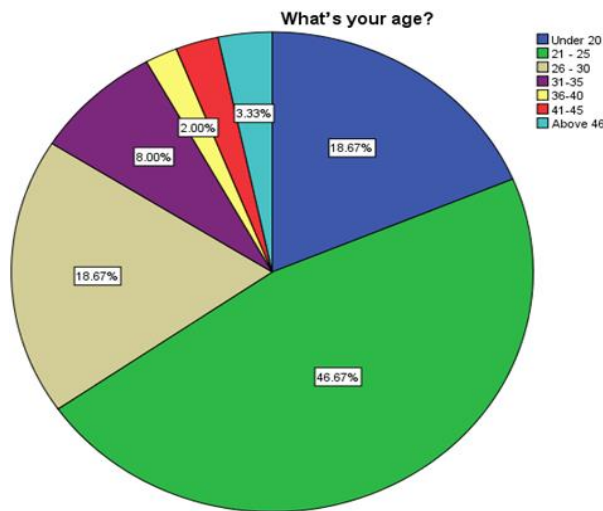
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	77	51.3	51.3	51.3
	Female	73	48.7	48.7	100.0
	Total	150	100.0	100.0	

Source: Prepared by Authors

Age

Results showed that majority of the consumers (47%) were aged from 21 to 25 years. This was followed by those aged from under 20 and 26 to 30 (19%) each and those 36 to 40 years (2%). Most of the consumers were therefore relatively young given that the least number of them (8%) were 31 to 35 years and only (3%) were above 46 years of old. See details in Figure 4 below.

Figure 1: Age



Source: Prepared by Authors

Educational Status

Table 2: What's your educational level?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below Bachelor	44	29.3	29.3	29.3
	Bachelor	90	60.0	60.0	89.3
	Master	14	9.3	9.3	98.7
	Doctorate	2	1.3	1.3	100.0
	Total	150	100.0	100.0	

Majority of the consumers (60%) had Bachelor degrees with 29% having a under bachelor degrees and 9% a masters also only 1% had PhDs. See details in Table 2 below.



Source: Prepared by Authors

Occupation of the customers

34% of the participants were employed in the private sector were 32% were business owners and 17% were working in the public sector, 14% were students and alarmingly only 2% were unemployed. See figure 5 below.

Figure 2: Occupation

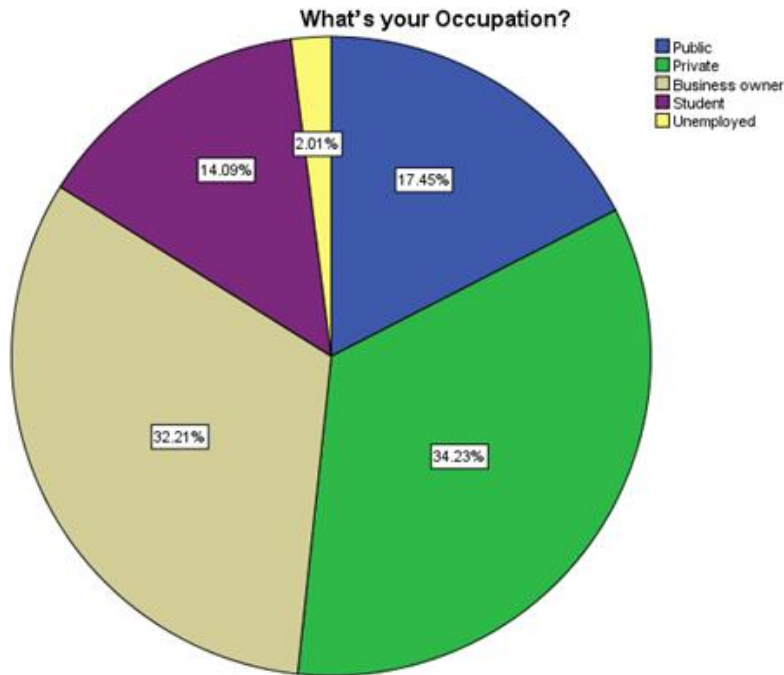


Table 3: Salary per month in (Iraqi Dinar)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than 300,000	39	26.0	26.2	26.2
300,001-500,000	38	25.3	25.5	51.7
500,001-1,000,000	37	24.7	24.8	76.5
1,000,001-1,500,000	17	11.3	11.4	87.9
1,500,001-2,000,000	7	4.7	4.7	92.6
More than 2,000,001	11	7.3	7.4	100.0
Total	149	99.3	100.0	
Missing System	1	.7		

Source: Prepared by Authors



Salary

For the table (3) below it can be seen that 26% of the costumers had the salary of below 300,000 IQD in a month were as 25% making between 300,000 and 500,000 also 24% were on salary of 500,000 and 1 million IQDs and the rest which was only 23% together were making above 1 million IQDs a month.

Source: Prepared by Authors

4.3 Consumer Behavior

How many people do you shop for?

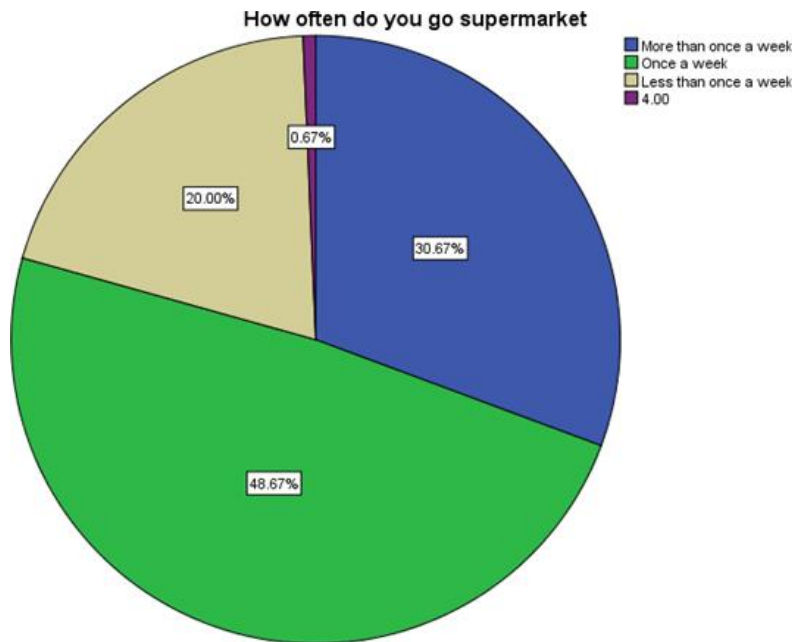
When customers were asked how many people do you shop for? They 57% present of them responded 2-5 people were only 26% shopped for only one person. See table 4 below.

Table 4: How many people do you shop for?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Myself only	39	26.0	26.0	26.0
	2-5 People	86	57.3	57.3	83.3
	5-7 People	13	8.7	8.7	92.0
	7 or more	10	6.7	6.7	98.7
	5.00	1	.7	.7	99.3
	8.00	1	.7	.7	100.0
	Total	150	100.0	100.0	

Source: Prepared by Authors

Figure 3: number of visits



Source: Prepared by Authors

Number of visits

In the meantime when the customers were asked how often do you visit the supermarket? They responded that, 47% were visiting the supermarket on a weekly basses and were as 30% of them coming to the supermarket more than one time a week and finally those who were visiting the store less than once a week were 20% of the respondents. See Figure 6 below.

How much do you spend each time?

On average 29% spent between 10,000 and 30,000 IQDs each time they visited the store were another 29% also spent more than 50,000 each time they visited the store and 23% only spend



less than 10,000 IQDs and finally 16% of the shoppers spent between 30,000 and 50,000 IQDs. See the table 5 below:

Table 5: On average, how much do you spend each time you go to the supermarket in (IQD)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 10,000	35	23.3	23.3	23.3
	10,001 - 30,000	44	29.3	29.3	52.7
	30,001-50,000	25	16.7	16.7	69.3
	More than 50,000	44	29.3	29.3	98.7
	5.00	1	.7	.7	99.3
	9.00	1	.7	.7	100.0
	Total	150	100.0	100.0	

Source: Prepared by Authors

4.3 Sales Promotion Practice

Do you receive mail from Carrefour telling you about discounts?

The researcher asked the customers of the supermarket if they received any promotional emails, and they 70% of them responded NO and only 30% responded Yes. See table 6 below:

Table 6: Do you receive mail from Carrefour telling you about discounts?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	44	29.3	29.3	29.3
	No	105	70.0	70.0	99.3
	3.00	1	.7	.7	100.0
	Total	150	100.0	100.0	

Source: Prepared by Authors

Table 7: Do you remember having seen any ads for Carrefour on TV, or anywhere else recently?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	86	57.3	57.3	57.3
	No	64	42.7	42.7	100.0
	Total	150	100.0	100.0	

Source: Prepared by Authors

Also when the customers were asked if they remembered any adverts shown on TV or anywhere else telling them about the availability of the any promotions 57% of them



responded Yes they have seen TV adverts about Carrefours promotions and 43% responded they have not been exposed to any form of advertising. See table 7 above.

4.5 Impact Of Sales Promotion On Consumer Buying Behavior

Factor analysis is a way of identifying patterns in data, and expressing the data in such a way as to highlight their similarities and differences. Also through factor analysis we can detect the most important variables impact on such a phoneme. Since patterns in data can be hard to find in data of high dimension, where the luxury of graphical representation is not available, factor analyzing is a powerful technique for analyzing data. There are various ways to do so and Principal Components Analysis (PCA) is one of the most usage one.

The main advantage of PCA is that once you have found these patterns in the data, and you compress the data, ie. by reducing the number of dimensions, without much loss of information. This technique used in image compression, as we will see in a later section.

This chapter will take you through the steps you needed to perform a Principal Components Analysis on a set of data. I am not going to describe exactly *why* the technique works, but I will try to provide an explanation of what is happening at each point so that you can make informed decisions when you try to use this technique yourself.

After conducting PCA on our data in SPSS program the following outputs are created as we will go through the main important results. Table (0.8) shows several important parts of the result; the Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett’s test of sphericity. The KMO statistic varies between 0 and 1. Since the value is greater than 0.5 which is (0.566), therefore using Factor Analysis is likely to be appropriate.

Table 8: Test of KMO and Bartlett’s

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.577
Bartlett's Test of Sphericity	Approx. Chi-Square	842.610
	Df	150
	Sig.	0.000

Source: Prepared by Authors

Bartlett’s measure tests the null hypothesis that the original correlation matrix is an identity matrix. For factor analysis to work, we need some relationships between variables and if the r-matrix were an identity matrix, then all correlation coefficients would be zero. Thus, we want this test is to be significant and it is indeed.

Table (0.9) demonstrates the main results of the factor analysis. As seen there are (13) factors which have been extracted using PCA which explains the total variability of the data. We can notice that we have (13) extracted factors as chosen automatically by the program and chose only those which have eigenvalues greater than 1. % of Variance column indicates how much of the variability in the data has been modeled by the extracted factors. All 13 factors are the main factors which effects on customers to decide buying goods in Carrefour supermarket and the total variability from those factors are (66.748%) and each factors explains (3.756, 2.218, 1.785, 1.643, 1.55, 1.468, 1.398, 1.328, 1.224, 1.148, 1.097, 1.048, 1.03) respectively.

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %

**Table 9: Total variance of each component**

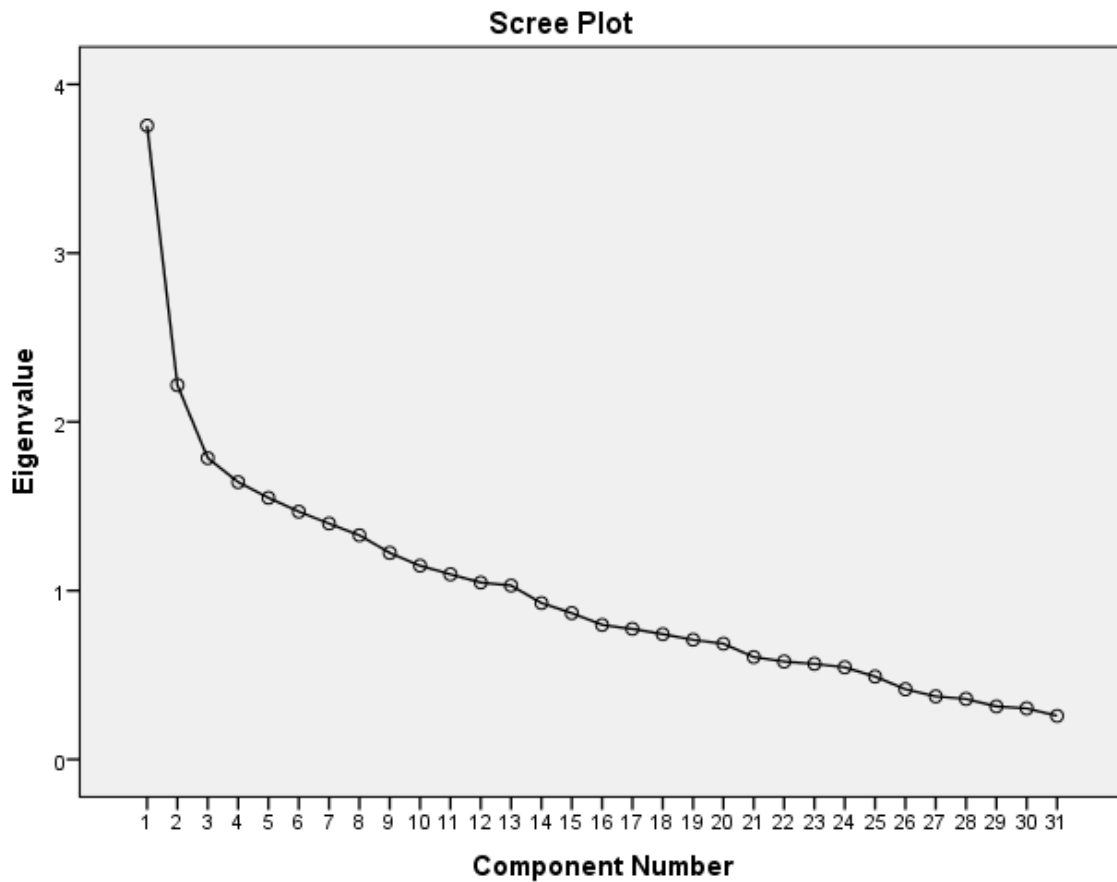
Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	3.756	12.115	12.115
2	2.218	7.154	19.270
3	1.785	5.759	25.029
4	1.643	5.301	30.330
5	1.550	5.000	35.330
6	1.468	4.736	40.066
7	1.398	4.508	44.575
8	1.328	4.284	48.859
9	1.224	3.947	52.806
10	1.148	3.702	56.508
11	1.097	3.538	60.046
12	1.048	3.380	63.426
13	1.030	3.323	66.748
14	.926	2.989	69.737
15	.867	2.797	72.534
16	.797	2.571	75.104
17	.773	2.493	77.598
18	.741	2.392	79.989
19	.708	2.285	82.275
20	.685	2.211	84.486
21	.606	1.956	86.442
22	.580	1.870	88.312
23	.566	1.826	90.138
24	.545	1.759	91.898
25	.491	1.583	93.481
26	.416	1.341	94.821
27	.373	1.204	96.025
28	.358	1.155	97.180
29	.314	1.012	98.192
30	.302	.975	99.167
31	.258	.833	100.000

Source: Prepared by Authors



Considering the eigenvalue-one criteria and the scree plot in Fig. 4, it would be reasonable to retain the (13) PCs

Figure 4: Plot of Eigenvalue versus number of component



Source: Prepared by Authors

Table (10) illustrates the significant factors have impact on consumer purchasing decisions and they are dependent on significant variables;

Table 10: Component matrix and communalities of variables

	Component													Communalities
	1	2	3	4	5	6	7	8	9	10	11	12	13	
q1 9	0.51						0.45							0.635
q1 6	0.51		0.31	0.31										0.613
q4 2	0.47		0.30			0.38						0.37		0.640
q1 5	0.45	0.35		0.37										0.744
q2 2	0.44				0.37					0.30				0.574
q1 8	0.42	0.33	0.34											0.726
q4 0	0.41				0.31									0.695



q3 8	0.4 1		0.3 2					0.3 5										0.721
q4 3	0.4 1			0.3 7		0.3 0												0.633
q2 9	0.4 0		0.3 8															0.647
q1 3	0.3 8	0.3 5	0.3 4															0.585
q1 2		0.5 4																0.612
q2 7	0.3 6	0.5 2			0.3 0			0.3 1										0.727
q1 1		0.4 9	0.3 2															0.667
q2 8		0.3 9	0.4 0						0.3 2									0.643
q3 6	0.3 9			0.5 0							0.3 8							0.687
q4 5				0.4 2					0.3 1		0.3 2	0.3 4						0.732
q2 3	0.4 1				0.5 3													0.734
q3 4	0.3 1				0.4 0		0.3 3											0.578
q4 4						0.5 2				0.3 3								0.549
q3 5			0.3 3			0.4 6												0.713
q1 7					0.4 2	0.4 4												0.687
q2 5	0.3 8			0.3 7		0.3 9												0.798
q1 4	0.3 3						0.5 0		0.3 0	0.4 6								0.591
q2 1	0.3 5							0.4 2										0.721
q2 4	0.3 3		0.3 3						0.3 6									0.542
q3 9		0.4 8								0.4 9								0.735
q2 0									0.3 3	0.3 5								0.687
q2 6		0.3 6			0.3 5							0.4 1						0.604
q3 7				0.3 2				0.4 2					0.5 3					0.730
q4 1							0.3 0	0.3 1								0.4 5		0.741

Source: Prepared by Authors



Factor 1: First factor always has the highest impact, so in Carrefour Supermarket the first factor explains (3.756%) total variance. It means with this percentage has impact on deciding to purchase tools and the variables which share their influences in these factors are as followings in order:

- 1: Discount Coupons.(q19)
- 2: Brochures and mailings which show the discounted products(q16)
- 3: I am more likely to buy a product if I have a coupon for it.(q42)
- 4: Free samples(q15)
- 5: Membership programs.(q22)
- 6: Buy-one-get one-free promotions.(q18)
- 7: I am more likely to buy a product after seeing a demonstration of the product being used.(q40)
- 8: If a price off promotion requires buying more than one product, I still like to participate in the promotion.(q38)
- 9: I try to spend enough to get cash back coupons.(q43)
- 10: I am more likely to shop at a store if I have a credit card for the store that will give me a percentage of my purchase back?(q29)
- 11: I like to receive coupons in the mail from Carrefour.(q13)

Factor 2: This factor is rank at second place and explains (2.2018%) of total variance. The variables contributable are given below;

- 1: I make price comparison every time when I do shopping(q12)
- 2: I want to buy more than usual when there is a promotion to win something.(q27)
- 3: Which supermarket do you prefer to do shopping?(q11)

Factor 3: This factor is rank at third place and explains (1.785%) of total variance. The variables contributable are given below;

- 1: I am more willing to buy two or three of a product if I will receive a free gift.(q28)

Factor 4: This factor is rank at fourth place and explains (1.643%) of total variance. The variables contributable are given below;

- 1: I am more likely to purchase a product if there is a "buy one get one free" promotion.(q36)
- 2: I am more likely to purchase a product if I can earn extra rewards points for my membership program.(q45)

Factor 5: This factor is rank at fifth place and explains (1.55%) of total variance. The variables contributable are given below;

- 1: Demonstrations.(q23)
- 2: I go to the store more often when I know there are promotions in which I am interested.(q34)

Factor 6: This factor is rank at sixth place and explains (1.468%) of total variance. The variables contributable are given below;

- 1: After buying a product on promotion, I usually buy the product again after the promotion is over.(q44)



- 2: I am more persuaded to buy a product when there is a lottery or contest I can enter.(q35)
- 3: Lotteries(q17)
- 4: Free trial product with the purchase of another product.(q25)

Factor 7: This factor is rank at seventh place and explains (1.398%) of total variance. The variables contributable are given below;

- 1: Which store do you believe has cheaper products?(q14)

Factor 8: This factor is rank at eighth place and explains (1.328%) of total variance. The variables contributable are given below;

- 1: At the counter display promotions.(q21)
- 2: Cash-back promotions.(q24)

Factor 9: This factor is rank at ninth place and explains (1.224%) of total variance. The variable contributable is given below;

- 1: I am more likely to buy a product after I try it at the store.(q39)

Factor 10: This factor is rank at tenth place and explains (1.148%) of total variance. The variables contributable are given below;

Factor 11: This factor is rank at eleventh place and explains (1.097%) of total variance. The 1: Price-off promotions.(q20) variables contributable are given below;

- 1: Product promoters at a supermarket have influenced my purchase of a product.(q26)

Factor 12: This factor is rank at twelfth place and explains (1.048%) of total variance. The variables contributable are given below;

- 1: If there is a price off promotion, I will buy more of the product to save for a later date.(q37)

Factor 13: This factor is rank at thirtieth place and explains (1.030%) of total variance. The variables contributable are given below;

- 1: I often purchase products displayed near the checkout counter.(q41)

We can also specify the effect of single variable on consumer decision of purchasing by customer from all of the extracted factors. The Communalities column in Table (3) that is derived for each variable by taking the sum of the squared factor loading for each of the factors associated with the variable. Q1 which is loading in first component has 63.5% variability on deciding purchasing items in Carrefour supermarket. However, the percentage of variability of Q15, Q18, Q40 and Q38 is about 70%. Also the other variables can be expressed in the same way.

5- Summary of Findings, Conclusions and Recommendations

5.1 Summary of Findings

Below are the findings of the research as gleaned from the analyses; Sales promotion practice is a very prominent feature in the retail industry and consumers are very much aware of the various sales promotional strategies practiced by these supermarkets. The various strategies identified in the Carrefour Supermarket by consumers' supports the most frequently used sales promotions in the world as identified by Berkowitz and Hartley (1994). The notable sales promotional strategies practiced in Carrefour are included

Free samples, Brochures and mailings which show the discounted products, Lotteries, Buy-one-get one-free promotions, Discount Coupons., Price-off promotions, At the counter display



promotions, Membership programs, Demonstrations, Cash-back promotions, Free trial product with the purchase of another product.

The sales promotion strategy that consumers were mostly aware was the contest and sweeps takes. The consumers' awareness of the sales promotional strategies in the retail industry gives them access to enough information that guides their decision making.

The sales promotion practice in the industry draw these consumers to the product and make them do impulse purchase. This confirms the assertion by (Ngolanya, et al, 2006) that sales promotion engenders impulse buying.

Factors such as appearance of sales persons, displays of products, free gifts accompanied with the purchase of products, free samples offered for customer trial and short term reduction of prices on certain occasion could enhance or impair the effectiveness of sales promotion. The findings confirmed that, amidst the factors that could enhance the effectiveness of sales promotion practice, the factor that has the greatest effect was the attachment services such as double bonus for all day. This supports the study done by (Adcock 2001), who asserts that when a purchase decision is made, the actual purchase can be affected by unanticipated situational factors. Some of these situational factors according to them could be directly associated with the purchase, for example the outlet where the purchase is to be made, the quality to be bought, and payment procedure among others. The consumers also had similar views that these attachment services enhance the effectiveness of sales promotion.

There was a significant influence of sales promotion on consumer behaviour. Implying an improvement in the sales promotion strategies will lead to a corresponding improvement in consumer buying behaviour towards purchasing products at the supermarket at least in the short term. This supports the study by Sam and (Buabeng 2011), which states that, the essence of sales promotion is to provide a direct inducement to act by providing extra worth over and above what is built into the product at its normal price. Sales promotion plays a significant role in influencing the consumer decision process by shortening the decision process during purchase.

5.2 Conclusion

From the result which was given in the previous chapter, we can conclude that there are some important factors which push people to decide to buy items in any markets or supermarkets. In Carrefour supermarket there are 13 factors extracted from 30 as they are able to show 66.758% variability. As it was mentioned that the first factors always contains the most effective variables on the any situation, in our study we can see 11 variables and they are matched which reality of deciding items or goods in supermarket. The variables associated with factor one are (q19, 16, q42, q15, q22, q18, q40, q38, q43, q29, q13).

5.3 Recommendations

Recommendations have been made about measures that could be taken to improve the practice of sales promotion in the retail industry in order to influence the consumer buying behavior effectively. The following may be noted:

Buy on get one free offer should be carefully applied as it can reduce profitability. Therefore it may be used in conjunction with other promotional tools such as coupons. Greater emphasis may be placed on attachment services to gain maximum advantage.

Sales promotion has short term effect, as a result services providers need to do a continuous follow up to establish long term relationship with new customers acquired during sales promotion period.

Retailers should engage in continuous research to correctly approximate consumer expectations and plan to meet them to reduce consumer complaints.

Carrefour and other supermarkets should enhance the situational factors such as display of items, appearance of sales persons, location of showrooms as well as payment processes.



These factors and other situational factors will enhance the effectiveness of their sales promotions to influence their consumers.

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