

IMPACT OF SALES PROMOTION ON CONSUMER BUYING BEHAVIOUR: A CASE OF FMCG PRODUCTS

BY

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20267

A thesis presented to the Department of Management Sciences, Bahria University
Karachi Campus, in partial fulfillment of the requirements
of the MBA degree

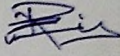
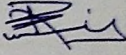
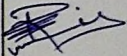


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MBA Thesis
2nd Half-semester Progress Report & Thesis Approval

Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	16 sep 16	Faculty Cubicle	Discussion on literature review	
6	09/20/16 20 Oct 16	Faculty Cubicle	Questionnaire discussion	
7	25 Nov 16	Faculty Cubicle	Research Methodology.	

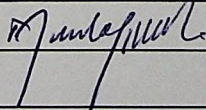
APPROVAL FOR EXAMINATION

Candidate's Name: ROMAIS LIDA Registration No. 20267
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Supervisor's Signature: _____ Date: 01/02/17

Name: Jacqueline Ismat

Head of Department Signature  Date: _____

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Abstract

Purpose- The aim of this study was to explore and evaluate the impact of sale promotion vehicles on consumer buying behavior in Pakistani context. The sales promotion is the useful tactic in marketing which allows to build awareness in market and compete based on effectiveness.

Methodology/sample- The quantitative design was selected and the questionnaire was prepared which was further filled through conducting the survey. The sample size was of 384 respondents and consumers of Nestle dairy products were approached. The data was analyzed through performing descriptive, reliability analysis and Pearson Correlation test.

Findings- The findings of study prove that sales promotion vehicles such as coupons offer, discounts prices, buy-one-get one-free offer and free samples influence positively on the buying behavior of consumer. The Pearson correlation test reveals the strong relationship among variables and the hypothesis H1, H2, H3 and H4 were accepted with sig value of 0.000

Practical Implications- The outcomes of the research may help marketing managers in identifying the tactic that can be used for attracting customers towards products.

Keywords: The outcomes of the research may help marketing managers in identifying the tactic that can be used for attracting customers towards products.

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