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“(The Impact of Higher Sales Discounts on store image, Brand Loyalty and Customer Buying Behavior.)”



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Declaration

I clearly mention that this thesis research is conducted properly following all possible steps to complete this report. It includes information and literature which is clearly mentioned in the respective portion. I also declare that this research is not submitted anywhere else for completion of any project or thesis. If this work is found, university has full right to take required actions against it.

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DEDICATIONS

I would like to devote my thesis to my friends who have helped me throughout for the completion of my research, without them it was difficult for me to complete this report on time. I would also dedicate this work to my mother who is source of inspiration for me.

At last I would like to dedicate it to my country: Pakistan.

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ABSTRACT

Promotional mix is a term used to describe the set of tools that a business can use to communicate effectively the benefits of its product and services to its customers. Promotional mix is a part of wider marketing mix. Providing Sales discount is a part of sales promotion. In today's competitive environment, sustaining a loyal customer to the retailer and its product is worth challenging and retailers use a set of different promotional mix in order to attract prospective customers, build their store image and influence the customer buying behaviors. This research investigates the impact of higher sales discount on Store Image, Brand Loyalty and Consumer Buying behavior of the customers in Pakistan. The data collected for this research was from well-known retailers of Rawalpindi and Islamabad during May-June 2016. Higher Sales discount is used as an independent variable to measure the change in store Image, Brand Loyalty and Consumer Buying Behavior. Results indicates that providing higher sales discount strongly effect the consumer buying behavior, followed by enhancing Store Image and then had a little effect on Brand loyalty of customer.

Keywords: Promotional mix, marketing mix, sales discount, brand loyalty, store image, consumer buying behavior.

Table of Contents

CHAPTER 1.....	1
1. Introduction.	1
1.1. Retailing.	3
1.2. Sales Discounts.	4
1.3. Brand loyalty.	4
1.4. Store Image.	5
1.5. Consumer buying behavior	6
1.6. Purpose of Study/Justification.	7
1.7. Statement of the Problem	7
1.8. Objectives	7
1.9. Significance of the study.....	7
CHAPTER2.....	9
2.1. Higher Sales Discount.....	9
2.2. Brand Loyalty.....	12
2.3.Store Image	15
2.4.Consumer Buying Behavior.....	19
2. 5.Theoretical Framework.	24
CHAPTER 3	25
3. Methodology.	25
3.1. Source of Data.	25
3.2.Population.	25
3.3.Sample Size.	25
3.4.Data analysis Method/tool.....	25

3.5. Software used	25
3. 6. Variables.....	25
3.6. 1. Independent Variable	25
3.6.1. 1. Higher Sales discount.....	25
3.6.2. Dependent variables.....	26
3.6.2.1. Brand loyalty.	26
3.6.2.2. Store image.	26
3.7. Limitations.	27
3.8. Hypothesis Development.	27
CHAPTER 4	29
4. Analysis results and discussions.	29
4.1. Descriptive Statistics.	29
4.2. Reliability Analysis.	33
4.3. Correlation Analysis.	34
4. 4. Regression Analysis.	35
4.4. 1. Regression Analysis for HSD and BL.....	35
4.4.2. Regression Analysis for HSD and SI	37
4.4.3. Regression Analysis between HSD and CBB.	39
4.5. Bar charts	41
CHAPTER 5	43
5. Conclusions and Recommendations.	43
5.1. Conclusion.....	43
5.2. Recommendations.....	44
5.3. Managerial Implications	45

List of Figures

Theoretical Framework.....	24
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List of Tables

Table 1: Gender-wise distribution of sample.....	29
Table 2: Age-wise distribution of sample.....	30
Table 3: Qualification-wise distribution of sample.....	31
Table 4: Income-wise distribution of sample.....	32
Table 5: Reliability Statistics.....	33
Table 6: Correlation Analysis.....	34
Table 7: Model summery for HSD and BL.....	36
Table 8: ANOVA for HSD and BL.....	36

Table 9: Coefficient table for HSD and BL.....37

Table 10: ANOVA for HSD and SI.....38

Table 11: Coefficient table for HSD and SI..... 38

Table 12: ANOVA for HSD and CBB.....39

Table 13: Coefficient table for HSD and CBB.....40