THE EFFECT OF SALES PROMOTION TECHNIQUES ON CONSUMERS' PURCHASE INTENTIONS. APPLIED ON HYPER MARKETS.

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Abstract:

Consumers recently have significantly changed their way of buying and have become more demanding than ever before. Sales promotion is one of the key elements that marketers have used in the past to meet the changing needs of the customer and the market. Hyper markets are frequent users of sales promotions techniques such as price discounts, free samples, buy one get one free and loyalty points to influence the consumers purchase intention. This paper focusses on both priced and non-priced promotions that influence the consumers' purchase intention. A quantitative research methodology is used in this paper, an online questionnaire was constructed and distributed to the selected sample for completion. The results proved that price discounts, free samples and buy one get one free have an impact on consumers' purchase

intentions. However, loyalty points do not have an impact on the consumers' purchase intentions. A variety of recommendations are made regarding the need for future research in this topic.

Keywords: sales promotions, price discounts, free samples, buy one get one free, loyalty points, consumers' purchase intentions and hypermarkets.

1. Introduction

Marketers in today's complex business environment often faced constant change in the taste of consumers, strong market competition, opportunity of new entrants in the market and availability of substitute products therefore, they face a huge challenge to communicate their marketing objectives. The shift in power of marketers to consumers has forced them to ensure that their products are unique and of high quality to give the customer a reason to purchase their products and remain loyal. In this paper, the focus will be in sales promotion which is an offer of an incentive to induce a desired sales result (Langga et al., 2021). Promotion is a marketing tactic which is used to attract consumers in order to temporary boost the sales of the company and attract new customers and retain the existing ones. Companies cannot ignore the interests, needs, and desires of customers in the current competitive market. In order to maintain and grow their market share as well as create and implement marketing strategies, it is important to understand the elements influencing customers' purchase intentions (Zarif Sagheb et al., 2020). Purchase Intention

refers to the future intent and plan of a customer to purchase a good or service that they want. (Gorji & Siami, 2020). Customers are able to choose which channel is best for them to buy products since they are aware of the distinctions between brick and mortar and internet stores (Pauline & Selvi, 2018).

It has been found that among the different sales promotion elements, price discounts, free samples, buy one get one free and loyalty points are the most stimulating variables used in hypermarkets for quick selling. There are various types of sale promotion tools used by the marketer but how to decide which of them can stimulate the intention to purchase. Today, hypermarkets are up against severe competition. As a result, hypermarkets use sales promotions to differentiate themselves from competitors to meet customer wants is expected of them in order to win this competition. There has been no research or empirical evidence on the relationship between sales promotion strategies and consumer buying intentions. This paper aims to investigate the preference of consumers on various promotional tactics. In this way, marketers will be aware of the consumer's behavior in order to apply the right and most effective promotional strategy to attract customers. In addition to determine the degree to which various sales promotion strategies can profit marketers in hypermarkets by influencing consumers' purchasing intention.

2. Literature review:

2.1 The concept of sales promotion:

Promotional tools have become the most powerful tool for marketers to change the perception of customers towards a brand and also to stimulate purchase intention. As market competition intensifies, marketers must embrace several strategic techniques to make their products sustainable and also to attract a wider pool of consumers. Sales promotions is linked and help to achieve favorable result of every business. The maturity level of the product can be reached easily through the promotions. It is a short and rapid action to seek customer and increase sales. (Ali & Muhammad, 2021). According to Soni (2022) an essential part of businesses marketing communication strategies is sales promotions. Consumers must be ready to buy now rather than later, which means that this is the level of sales promotion that focuses on the final consumer with the purpose of encouraging product trial by providing information about a new product, and sales promotion will help to stimulate customers to try it. A business's ultimate purpose is to increase product sales, and sales promotion is an important approach for achieving this goal (Ofosu-Boateng, 2020). The sales promotion is viewed by marketers as a beneficial technique for overcoming a variety of short-term sales challenges (Nakarmi, 2018).

Sales promotion affect consumer for stockpiling because offers encourage customers to buy extras (Chandra et al., 2018). Savings

are crucial for price-conscious consumers and those consumers having financial restriction. It is not just about monetary savings but also about perceived quality and convenience (Sinha & Verma, 2020). Sales promotion help encourage purchase of such products thus increasing sales in off-season. Also, it helps to persuade the present customers to repeat purchase more, which in return increase customer loyalty. The most important use of promotion is to build demand by convincing customers to make a purchase or to purchase in a large quantity. (Chandra et al., 2018).

According to Nakarmi (2018) the promotional tools are only intended to produce short term quick and impulsive outcomes and have no long-term beneficial impacts. It may harm the brand image of the product by creating uncertainty in the customers' minds. The consumers may have doubt about the ability of the products with many incentives and concessions for praising. Fam et al., (2019) mentioned that there are two critical characteristics of sales promotion which are sales promotion timings and value. Sales promotion timings: Whether it is instant or delayed, it might affect how consumers use the sales promotion. The use of coupons, discounts, point-of-purchase incentives, premiums, refunds, or free samples are all examples of instant-reward sales promotion techniques. Advertising and customer contests are examples of delayed-reward sales promotion tools. Sales promotion value: sales promotion incentives can be monetary or non-monetary. Non-monetary incentives include tangible or

intangible presents that are given either immediately after or before the purchase, whereas monetary incentives include discount coupons, price discounts, and rebates.

According to Arsta and RsiRespati (2021), the indicators of sales promotions are as follows: Promotional quality, promotion quantity, promotion time and accuracy and suitability of promotional objectives. There is a positive link between shopping enjoyment and gender, with women being more influenced by promotions, and men being less influenced by promotions, but influenced more by functional factors. Age and income seem to have a big impact on the attitude towards sales promotion and consumer purchase decision making (Fam et al., 2019)

2.1.1 Types of sales promotion:

Price discount: It is described to be the easiest mode by reducing price. It is the most common sales promotion technique as well as it is the simplest and frequently used technique for sales promotion (Nakarmi, 2018, Shahzad et al., 2020; Khan et al., 2019).

Coupons: It is a promotional code or number that can be used to provide customers discount when they purchase a particular product (Ofosu-Boateng, 2020, Shahzad et al., 2020, Khan et al., 2019).

Free Samples: A free sample alerts consumers to a new product, helping to create demand. Samples are the representation of your product because they must be in huge quantities to give the targeted market a fantastic experience of it.

When product demand rises, you should stop giving away free samples (Ali & Muhammad, 2021, Ofosu-Boateng, 2020).

Extra Pack (Buy one get one free): It is one of the most frequently used consumer sales promotion to persuade a customer to make a purchase in the sense that if the customer buys a product, the consumer gets a free product; by using this method, the consumer is easily persuaded to make a purchase because there is no additional cost. Since there is no additional cost, the consumer frequently cannot ignore such an excellent offer (Ofosu-Boateng, 2020; Chandra et al., 2018).

Contests: It is a form of competition where customers can win a prize without having to spend extra money. This kind of competitions creates an excitement among consumers. Contestants compete against one another based on their skills or abilities in order to win a prize, the winners are selected by judges (Ofosu-Boateng, 2020).

Sweepstakes: A sweepstake is a sales promotion tool where customers are required to provide their names and e-mails in exchange for a chance to win cash, trips or a product or service. The only factor that determines the winners is luck (Ofosu-Boateng, 2020).

Loyalty Points: The customers always appreciate the individual attention by the sellers. In such context the loyalty points would be the marketing techniques for retaining the loyal customers for lifetime. Every time a consumer makes a purchase,

they are awarded with loyalty points, which they may then redeem for future purchases at a discount (Nakarmi, 2018).

2.2 The concept of consumers' purchase intention:

Consumers' purchase intention can be defined as the acquisition and consumption goods and services that involve a variety of actions leading to the decision-making before and after behavior. Customers obtain benefits from completing the purchase behavior, which increases their intention to make a purchase. Purchase intention is the concern and expression of the customer when they purchase the goods. Numerous internal and external factors influence customers' purchase intention. Internal factors are distinctive and result from personality, incentive, and customer perception. External factors which are related to market include cultural, economic, political, and legal aspects (Zarif Sagheb et al., 2020). According to Martinus and Anggraini (2018), when the product was affordable, discounts generated more impulse purchase intention than bonus packs. Meanwhile, when the product was expensive, bonus packages were more effective way of sales promotion than discounts. Attention, interest, desire, and action are possible measurements of purchase intention.

According to Zarif Sagheb et al., (2020), there are various factors affecting consumers' purchase intention including Customer knowledge and awareness which is the result of the interaction and exchange between the customer and the business which is a combination of information, experience, value, and

insight.   Since customer knowledge can be gathered from a variety of sources and channels, it is considered to be one of the most complicated types of knowledge. Customers have several product knowledge and awareness, including price awareness, green knowledge, quality knowledge, product knowledge/ familiarity and social awareness. Retailer's commercial image including customer perceptions of product variety, service excellence (such as pay over time, free parking, and product returns), and product quality, are all factors that affect a retailer's commercial image. Perceived risk in marketing concepts refers to the possibility of unfavorable consumer behavior. Perceived risks consist of financial risk, performance risk, time risk, health/safety risk and natural risk. Perceived value is the link between the perceived value of the product and the price paid. After consuming the product, consumers look for three values: functional, social and emotional value.

2.3 The Relationship between sales promotion and consumers' purchase intentions:

Purchase intention describes promotional strategies using special short-term tactics that encourage customers of a target market to engage in or respond to a particular action. Various promotional strategies impact customers' purchase intentions at any point of time (Adan & Ramos, 2023). Marketers often utilize promotion as a critical element and essential tool to get a competitive edge, boost sales, and attract the consumers' intention. Promotions affect the

consumers' purchase intentions and shorten the decision-making process. Additionally, there are three primary strategies used in sales promotion: push, pull, and the combination of pull and push (Bhatti, 2018). Investigating the positive and negative effect of various promotions is crucial (Martins, 2018).

2.4 The Notion of Hypermarkets:

Supermarkets and hypermarkets that deal in Fast Moving Consumer Goods are referred to as Modern Trade in the sales and marketing industry. The need for modern trade aroused from people's perception that having a wide range of goods and services under one roof would make them easily accessible and eliminate the need for them to visit various markets to purchase various goods (Khan et al., 2019). Employees at physical stores organize the inventory and offer consultation services to help customers find the information they need. The interaction with employees who play vital roles is shown to be the most attractive factor in bricks and mortar. Additionally, individuals can pick up the package right away and get accurate product information (Pauline & Selvi, 2018).

2.5 Sales promotional tools used by hypermarkets to affect consumers' purchase intentions:

Price discount is a sales promotional strategy which usually used by supermarkets to gain customers by offering products or services at a lower price (Khan et al., 2019). The strategy here is to make the sale at the hypermarkets to attract the masses. Free Sample is one of the commonly used tools of sales promotion in hyper markets in

which the marketing manager of the company used it to increase sales or introduce the new product. (Ofosu-Boateng, 2020). Extra pack (buy one get one free) attracts consumers psychologically and makes them purchase a product which they were not even willing to buy. Moreover, this tool is beneficial to retailers SALE speed as compared to price promotion (Khan & Warraich, 2021). Introducing loyalty points will help loyal customers receive monthly discount coupons, which encourage them to revisit. A "point rewarding" system, in particular, is more successful and effective (Chandra et al., 2018).

3. Research Methodology

The researcher used quantitative methodology for the paper to measure the effect of sales promotion techniques on consumers' purchase intentions. Quantitative Research is defined as a research strategy that emphasizes quantification in the collection and analysis of data. This research method attempts to investigate the answers to the questions starting with how many, how much, to what extent. The advantages of using quantitative research are: the quantitative outcomes are likely to be generalized to a whole population or a sub-population because it involves the larger sample which is randomly selected. Besides sampling, data analysis is less time consuming as it uses the statistical software. The limitations of using quantitative research are: It fails to ascertain deeper underlying meanings and interpretation. It has tendencies of taking a snapshot of a phenomenon (Mohajan, 2020).

3.1 Research design overview:

The descriptive research method was used because it entails an investigation that provides a detailed picture of the situation as well as a detailed description of the findings displayed in tables and charts, as well as the development of inferences on the relationship between sales promotion techniques and consumer purchase intentions. Explanatory research was also used since it enriches and reinforces existing theories by comparing findings to the research questions (Asenahabi, 2019).

The researcher used survey strategy which means to keep an eye or supervise something. A survey often covers a large region and provides a helicopter view of an area of interest. Surveys are often used in the social sciences to collect fundamental data about large groups of individuals, such as their activities, beliefs, and attitudes. (Alturki, 2021). It is a cross-sectional survey conducted among all Egyptian population aged more than 18 years who might buy from hyper markets but depending on the existence of sales promotion. Data were collected from different geographical locations all over Egypt.

3.2 The Conceptual framework:

Figure 3.1 shows the relationship between independent and dependent variables of this paper. It shows that price discounts, free samples, buy one get one free and loyalty points are

independent variables. On the other hand, consumers' purchasing intention is a dependent variable as it depends upon the different sales promotion techniques.
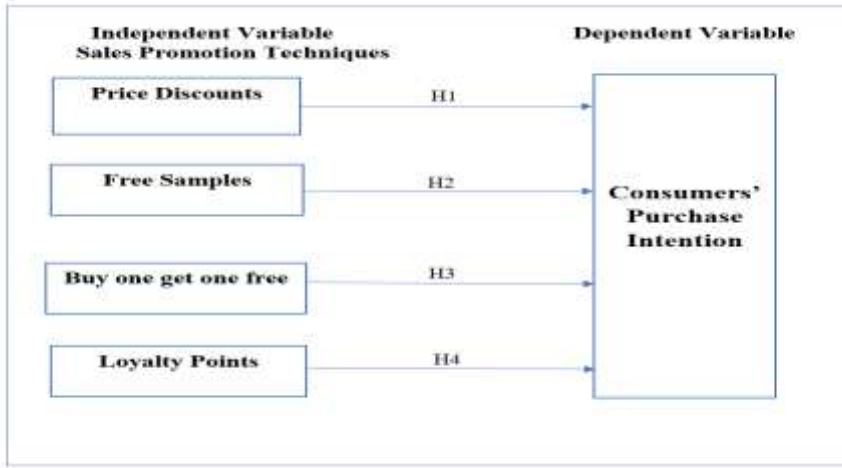

Figure 3.1: Conceptual framework:

3.3 Research hypotheses:

Price discount promotions are more likely for attracting consumers. As a result, price promotions have a significant impact on encouraging consumers to choose one particular brand over another and to acquire it in larger quantities. According to findings price discounts have a major positive effect on consumers' purchase intentions (Gamage et al., 2022; Khan & Warraich, 2021). As a result, the following hypothesis was developed for further investigation:

H1: Price discount has a significant impact on consumers' purchase intention.

The free Sample tool is particularly helpful at encouraging customers to make purchase decisions by engaging them in their brand preferences. The sampling method can impact buyer purchasing behavior and has a strong relationship with a quick selling process. The findings revealed that free samples influence consumer purchase intentions (Khan et al., 2019; Ali & Muhammad, 2021). As a result, the following hypothesis was created for further analysis:

H2: Free samples have a significant impact on consumers' purchase intention.

Buy one get one free has a beneficial link with consumer purchase intentions. Buy one get one free allows a merchant or manufacturer to immediately capture the attention of customers by offering them a double on single item (Ali & Muhammad, 2021). Results indicated that buy one get one free promotion had a moderately positive relationship with customer purchase intentions (Saad & Manzoor, 2021; Khan et al., 2019). As a result, the following hypothesis was established for further research:

H3: Buy one get one free has a significant impact on consumers' purchase intention.

Loyalty points are a popular promotion strategy that encourage customers to make the next purchase in order to receive a reward for future purchase (Nakarmi, 2018). As a result, the following hypothesis was formed for further investigation:

H4: Loyalty points have a significant impact on consumers' purchase intention.

3.4 Sampling and population:

This paper study's the population consisting of adults who do their own grocery shopping. As a result, the population of this study includes all male and female over the age of 18. Data was gathered from several geographical sites in Egypt. According to Ali and Muhammad (2021), the sampling technique is the non-probability convenience sampling strategy which was used in current paper due to inaccessibility of a sample frame, as the sample population for data collection cannot be available.

3.5 Method of data collection:

The researcher collected data from both primary and secondary sources. The research instrument of choice is the questionnaire. An online questionnaire was constructed and distributed to the selected sample for completion. The research questionnaire was designed mainly on five variables which are consumers' purchase intentions, price discounts, free samples, buy one get one free and loyalty points. The introductory part summarizes the paper's aims and guarantees respondents of their confidentiality. The major body of the questionnaire contains particular questions related to the paper objectives. The final portion is frequently the demographic section gathers basic information about participants, such as age, gender, and income.

Prior to the main data gathering phase, a pilot test was done to assess the accuracy and effectiveness of the

questionnaire tool. The questionnaire was administered to a smaller sample size during the pilot test. Following the pilot test, necessary adjustments were made to enhance the questionnaire's accuracy and ensure that it effectively captured the intended data. Recognizing the linguistic diversity within the target population, the questionnaire has been carefully designed to allow respondents to respond in both English and Arabic. Everyone who participated in this paper were properly informed about the goal of the paper, also no information was changed or edited (Adela, 2017).

3.6 Data analysis:

During this research, the program that was used is "The statistical package for social sciences (SPSS)" version 23 which is basically just a software that is used for batches or any interactive statistical analysis. This software also has the ability to offer a various amount of evaluating graphs and diagrams. The statistical significance that will be used during this research is (P – value) in order to be able to determine if the hypothesis that was done earlier is accepted or rejected (Adela, 2017). A standardized test's reliability is typically stated as a correlation coefficient, which reflects the strength of link between variables. In this study, each statement was scored on a 5-point Likert scale, with the options being strongly agree, agree, neutral, disagree, and strongly disagree. Based on this, an internal consistency reliability test was performed, and the instrument's Cronbach's alpha coefficient was calculated

(Saputra & Sumantyo, 2022). In order to summarize and show the data, descriptive analysis such as frequencies, percentages, means, and standard deviations were utilized. The Pearson's Correlation Coefficient was used to determine whether a statistically significant link exists between the (Adela, 2017).

4. Quantitative Data Analysis Results:

4.1 Descriptive analysis:

The sample gathered was 390 responses that were used to test the four hypotheses to generate the results of the thesis. The majority of respondents were females with 51%. The majority of respondents age ranges from 34 to 44 years old. Most of the respondents' income is ranges from 10,000 to less than 15,000 EGP. The majority shop their groceries from hyper markets by 95.1 %. The majority of respondents agreed that price discounts, buy one get one free and loyalty points are the most favorable sales promotion strategies. However, 41 % of the respondents agreed that free samples are the least favorable sales promotion strategies.

The descriptive analysis was used for all the statements in each variable which concluded into the frequencies, percentages, mean and standard deviation. According to table 4.1, the majority of the sample agreed on the statements above concerning the purchase from hyper markets that use sales promotions with the highest mean by 4.67. According to table 4.2, the majority of the sample agreed on the statement "a price discount has allowed me to purchase products from another hyper market which I do not regularly buy from" with

the highest mean by 4.45. According to table 4.3, the majority of the sample agreed on the statement "free samples help me to know about new products" with the highest mean by 4.31. According to table 4.4, the majority of the sample agreed on the statement "buy one get one free offer are catchy" with the highest mean by 4.56. According to table 4.5, the majority of the sample agreed on the statement "I have favorite hypermarkets, but most of the times I buy from a hypermarket that give loyalty points" with the highest mean by 4.16. The standard deviation is all less than 1.5 which mean that the sample is representative and homogenous.

Table 4.1: Consumers' purchase intention.							
Statements	(5) Strongly agree	(4) Agree	(3) Neutral	(2) Disagree	(1) Strongly disagree	Mean	Standard deviation
1) I would more likely purchase from hyper markets that use sales promotions.	290 (74.4 %)	73 (18.7 %)	25 (6.4 %)	2 (0.5 %)	0 (0 %)	4.67	0.618
2) I recommend hyper markets that use sales promotions to other customers.	184 (47.2 %)	169 (43.2 %)	35 (9 %)	1 (0.3 %)	1 (0.3 %)	4.37	0.678
3) The likely that I will shop for this merchandise via online store is high.	130 (33.4 %)	154 (39.5 %)	70 (17.9 %)	25 (6.4 %)	11 (2.8 %)	3.94	1.011
4) I really enjoy shopping from hyper markets that use sales promotions.	263 (67.4 %)	99 (25.4 %)	24 (6.2 %)	3 (0.8 %)	1 (0.2 %)	4.59	0.666
5) I can be attracted by sales promotions sample to buy from hyper markets.	238 (61 %)	111 (28.5 %)	33 (8.5 %)	8 (2 %)	0 (0 %)	4.48	0.737

Table 4.2: Price discounts							
Statements	(5) Strongly agree	(4) Agree	(3) Neutral	(2) Disagree	(1) Strongly disagree	Mean	Standard deviation
1) A price discount has allowed me to purchase products from another hyper market which I do not regularly buy from.	236 (60.5 %)	103 (26.4 %)	42 (10.8 %)	9 (2.3 %)	0 (0 %)	4.45	0.777
2) A price discount has allowed me to buy earlier than planned.	219 (56.2 %)	114 (29.2 %)	47 (12 %)	10 (2.6 %)	0 (0 %)	4.39	0.796
3) I doubt on the quality of goods on offer.	84 (21.5 %)	81 (20.8 %)	99 (25.4 %)	23 (5.9 %)	103 (26.4 %)	3.05	1.479
4) I feel embarrassed to buy the goods that are on offer.	68 (17.4 %)	35 (9 %)	37 (9.5 %)	84 (21.5 %)	166 (42.6 %)	2.37	1.522
5) Price discounts makes me to buy more quantities of same product.	217 (55.6 %)	97 (24.9 %)	57 (14.6 %)	12 (3.1 %)	7 (1.8 %)	4.29	0.950
6) A price discount has allowed me to buy a product which I have never tried before.	214 (54.9 %)	84 (21.5 %)	52 (13.3 %)	28 (7.2 %)	12 (3.1 %)	4.18	1.103

Table 4.3: Free samples							
Statements	(5) Strongly agree	(4) Agree	(3) Neutral	(2) Disagree	(1) Strongly disagree	Mean	Standard deviation
1) Free samples encourage me to purchase more from hyper markets.	207 (53.1 %)	89 (22.8 %)	66 (16.9 %)	21 (5.4 %)	7 (1.8 %)	4.2	1.020
2) Free samples help me to know about new products.	163 (41.8 %)	190 (48.7 %)	32 (8.2 %)	4 (1 %)	1 (0.3 %)	4.31	0.686
3) I tend to go to a certain hyper market if I know I will receive a free sample.	191 (49 %)	66 (16.9 %)	66 (16.9 %)	49 (12.6 %)	18 (4.6 %)	3.93	1.255
4) I will tell my family and friends about the hyper market that offer free samples.	139 (35.6 %)	158 (40.5 %)	58 (14.9 %)	21 (5.4 %)	14 (3.6 %)	3.99	1.023
5) I am more likely to buy the brands that offers free sample.	206 (52.8 %)	72 (18.5 %)	71 (18.2 %)	26 (6.7 %)	15 (3.8 %)	4.1	1.148
Table 4.4: Buy one get one free							
Statements	(5) Strongly agree	(4) Agree	(3) Neutral	(2) Disagree	(1) Strongly disagree	Mean	Standard deviation
1) I am more likely to purchase a product when there is an extra product is given.	255 (65.4 %)	100 (25.6 %)	27 (6.9 %)	5 (1.3 %)	3 (0.8 %)	4.54	0.747
2) Buy one get one free offer attracts me to purchase from a certain hyper market.	175 (44.9 %)	169 (43.3 %)	39 (10 %)	4 (1 %)	3 (0.8 %)	4.31	0.753
3) Attractiveness of extra pack influence my purchase intention.	157 (40.3 %)	189 (48.5 %)	39 (10 %)	5 (1.2 %)	0 (0 %)	4.28	0.692
4) Buy one get one free offer could make me switch between hyper markets.	220 (56.4 %)	94 (24.1 %)	56 (14.4 %)	12 (3.1 %)	8 (2 %)	4.3	0.964
5) Buy one get one free offer are catchy.	258 (66.2 %)	97 (24.9 %)	31 (7.9 %)	2 (0.5 %)	2 (0.5 %)	4.56	0.707
6) I am more willing to buy two or three of a product if I will receive a free gift.	126 (32.3 %)	177 (45.4 %)	62 (15.9 %)	17 (4.4 %)	8 (2 %)	4.02	0.918

Table 4.5: Loyalty points							
Statements	(5) Strongly agree	(4) Agree	(3) Neutral	(2) Disagree	(1) Strongly disagree	Mean	Standard deviation
1) I have favorite hypermarkets, but most of the times I buy from a hypermarket that give loyalty points.	213 (54.6 %)	72 (18.5 %)	69 (17.7 %)	26 (6.6 %)	10 (2.6 %)	4.16	1.095
2) I would rather go to a distant hypermarket that offers loyalty points compared to a close one without it.	114 (29.2 %)	137 (35.1 %)	69 (17.7 %)	46 (11.8 %)	24 (6.2 %)	3.69	1.185
3) If a hyper market offers loyalty points that could be a reason for me to buy from this market.	194 (49.7 %)	92 (23.6 %)	61 (15.6 %)	33 (8.5 %)	10 (2.6 %)	4.09	1.103
4) I buy from a hypermarket only if it gives loyalty points.	172 (44.1 %)	52 (13.3 %)	55 (14.1 %)	71 (18.2 %)	40 (10.3 %)	3.63	1.449
5) When I buy from a hypermarket that offers loyalty points, I feel I am getting good value for money.	188 (48.2 %)	85 (21.8 %)	78 (20 %)	29 (7.4 %)	10 (2.6 %)	4.06	1.100

4.2 Reliability test:

The researcher used the reliability test with the purpose of ensuring the consistency of the questionnaire and if the statements reflect the variable. Cronbach's alpha can range from 0 to 1, with higher values indicating greater internal consistency. Typically, a

higher alpha suggests that the questions are more reliable in measuring the variable. According to table 4.6, all statements have Cronbach's Alpha greater than 0.60 which indicate high level of reliability and consistency of all the statements.

Table 4.6: Reliability statistics:		
Variable	Cronbach's Alpha	N of Items
Consumers' purchase intention:	0.714	5
Price discounts:	0.643	6
Free samples:	0.873	5
Buy one get one free:	0.889	6
Loyalty points:	0.932	5

4.3Validity analysis:

The extent to which data gathering methods accurately measure what they were intended to measure is known as validity. The validity is associated with whether the findings are truly about what they seem to be about (Adela, 2017). Table 4.7 shows that most of the computed scores of (AVE) are greater than the minimum approved level of 0.50. A number of reliability tests were also carried out to ensure the composite and internal reliability of the scales used in the paper. The composite and internal reliability checks produced values above the minimum allowed level of 0.7.

Table 4.7: Validity analysis:

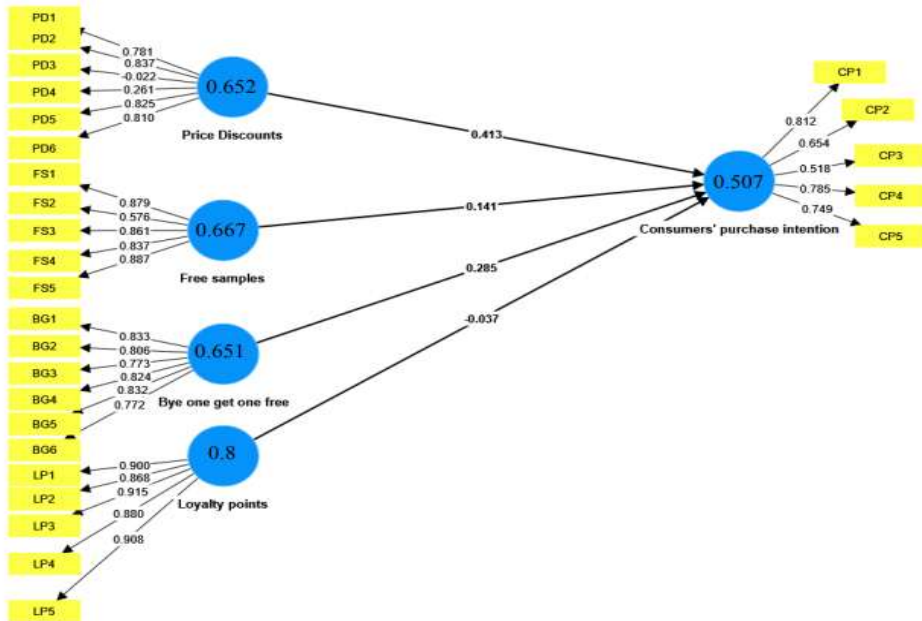| Variables	Statements	Standardized loading	Cronbach's alpha	Composite reliability (CR)	Average variance extracted (AVE)
Consumers' purchase intention:	CP1	0.812	0.749	0.834	0.507
	CP2	0.654			
	CP3	0.518			
	CP4	0.785			
	CP5	0.749			
Price discounts:	PD1	0.781	0.799	0.788	0.652
	PD2	0.837			
	PD3	-0.022			
	PD4	0.261			
	PD5	0.825			
	PD6	0.810			
Free samples:	FS1	0.879	0.868	0.907	0.667
	FS2	0.576			
	FS3	0.861			
	FS4	0.837			
	FS5	0.887			
Buy one get one free:	BG1	0.833	0.893	0.918	0.651
	BG2	0.806			
	BG3	0.773			
	BG4	0.824			
	BG5	0.832			
	BG6	0.772			
Loyalty points:	LP1	0.900	0.937	0.952	0.8
	LP2	0.868			
	LP3	0.915			
	LP4	0.880			
	LP5	0.908			

Figure 4.1: Validity analysis:

4.4 Correlation analysis:

Correlation analysis is utilized in order to evaluate the strength and direction of the relationship between variables. According to table 4.8, the P-value is less than 0.05 which means that there is a positive moderate relationship between the independent variables which are Price discounts, Free samples, Buy one get one free and Loyalty points and Consumers' purchase intention.

Table 4.8: The relationship between independent variables and consumers' purchase intention:		
Price discounts:	Correlation Coefficient	0.566
	P Value	0.000
	N	390
Free samples:	Correlation Coefficient	0.582
	P Value	0.000
	N	390
Buy one get one free:	Correlation Coefficient	0.568
	P Value	0.000
	N	390
Loyalty points:	Correlation Coefficient	0.496
	P Value	0.000
	N	390

4.5 Multiple regression analysis:

Multiple regression analysis was used to perform a simple linear regression to model the impact of multiple independent variables on the only dependent variable using a simple linear regression. The model summary result of the adjusted R square = 0.459 (= 0.46) which means that the independent variables which are price discounts, free samples, buy one get one free and loyalty points can explain about 46% of the change in the dependent variable which is consumers' purchase intentions. ANOVA was used to compare consumers' purchase intentions scores among multiple groups. ANOVA was calculated to result a significance by 0 which means that the overall model is significant, the model is better with the independent variables than without. According to table 4.9, the coefficient is less than 0.05, therefore Price discounts, Free samples and Buy one get

one free positively impact Consumers' purchase intention. However, Loyalty points do not have an impact on Consumers' purchase intention as the coefficient is more than 0.05.

Table 4.9: Multiple Regression Analysis:	
Variable	Coefficient (P Value)
Price discounts:	0.000
Free samples:	0.009
Buy one get one free:	0.000
Loyalty points:	0.408

4.6 Comparative analysis:

Comparative analysis is utilized to compare all variables scores between two groups males and females. According to table 4.10, it represents that the significant level of consumer purchase intention, price discounts, free samples and buy one get one free is less than 0.05, therefore, there is a significant difference between male and female. However, the significant level of loyalty points is more than 0.05 therefore, there is no significant difference between male and female. Males have more intentions towards hyper market and are highly impacted by price discounts, free samples, buy one get one free and loyalty points more than the females. In all the variables the males' mean is higher than the females.

Table 4.10: T- test analysis		
Variables	T- test	Sig
Consumers' purchase intentions	2.296	0.000
Price discounts	- 0.843	0.000
Free samples	2.950	0.003
Buy one get one free	2.217	0.000
Loyalty points	4.117	0.245

4.7 Results of testing hypotheses

The results based on the multiple regression analysis proved that the independent variables which are price discounts, free samples and buy one get one free have an impact on the dependent variable which is consumers' purchase intentions. Thus, the first three hypotheses are accepted. However, the results based on the multiple regression analysis proved that the independent variable which is loyalty points did not have an impact on the dependent variable which is consumers' purchase intentions. Thus, the fourth hypothesis is rejected.

5. Discussion and Recommendation:

5.1 Comparison with findings of previous studies:

The results of this paper are mainly consistent with the previous researches that support the idea that sales promotion techniques influence consumers' purchase intentions in hypermarkets. Price discount is a sales promotion tactic that supermarkets typically utilize to gain customers by selling products or services at a lower price (Khan et al., 2019). According to Ofosu-Boateng (2020), free

samples have the greatest influence on consumers. Buy one, get one free stimulates consumers psychologically and causes them to purchase a product they were not even willing to purchase (Khan & Warraich, 2021). Loyalty points will allow loyal consumers to earn monthly discount coupons, which will motivate them to return (Chandra et al., 2018). The findings appeared to be consistent with the authors' assumption that price discounts, free samples and buy one get one free offer have an effect on consumers' purchase intention. As a result, hypotheses 1, 2 and 3 are accepted. The outcome appeared to contradict the authors' assumption that loyalty points have no effect on consumers' purchase intention. As a result, hypothesis 4 is rejected.

5.2 Conclusion:

Marketing tool analysis is critical for understanding the most successful tools for competing in the market. Marketers will be aware of consumer behavior in this manner in order to implement the best and most successful promotional plan to attract customers. Sales promotion is one approach for encouraging customers to buy more or try a product or service. Sales promotion is an important component of the marketing communication mix since it is the process of informing, persuading, and reminding customers about a product or service, either directly or indirectly. Promotions influence consumer purchasing intentions and speed up the decision-making process.

RQ1: Does price discount have an impact on the consumers' purchase intention?

The findings indicate that price discount has a significant impact on consumers' purchase intention. Consumers may switch brands in a hypermarket situation where numerous brands are offered for the same product category based on the availability of discounts. Effective marketing strategies, clear communication of discounts, and creating a positive shopping experience can enhance the impact of price discounts on consumers' purchase intentions in hypermarkets.

RQ2: Do free samples have an impact on the consumers' purchase intention?

The outcomes show that free samples have a significant impact on consumers' purchase intention. This firsthand experience can create a positive impression and increase the likelihood of purchase. The effectiveness of this marketing tactic in influencing consumers' purchase intentions can be maximized by properly trained employees and well-executed sampling events.

RQ3: Does buy one get one free have an impact on the consumers' purchase intention?

The results appear to suggest that buy one get one free has a significant impact on consumers' purchase intention. Consumers may feel pressured to take advantage of the offer, fearful of missing out on the chance to receive a free product. Clear messaging about

the terms of the promotion and the value proposition can enhance its impact on consumers' purchase intentions.

RQ4: Do loyalty points have an impact on the consumers' purchase intention?

The findings indicate that loyalty points have a significant impact on consumers' purchase intention. The ability to earn points that can be redeemed for discounts, free products, or other rewards enhances the overall perceived value of shopping at a particular hypermarket. Loyalty programs can be a source of competitive advantage. For loyalty programs to be effective, it's essential for hypermarkets to communicate the benefits clearly, ensure ease of participation, and regularly update and refresh the program to keep it engaging for customers.

5.3 Implications of the research study:

According to the paper's findings, retailers can enhance their company's sales by selecting the right mix of promotional strategies. As a result, managers must concentrate on making the best use of sales promotion display as a powerful component driving customer purchasing intentions. The first three hypotheses of the paper claims that price discount, free samples and buy one get one free have a significant impact on consumers' purchase intention. The findings indicate that there is a positive correlation between price discount, free samples, buy one get one free and consumer purchase intention, as well as a positive impact on it. As a result, this hypothesis was accepted. The

fourth hypothesis of the paper claims that loyalty points have a significant impact on consumers' purchase intention. The findings indicate that there is a positive correlation between loyalty points and consumer purchase intention, however, it has no effect on it. Therefore, this hypothesis was rejected. Before presenting any form of sales promotion, retailers should do research in their targeted area to learn about their customers' interests and purchasing behavior.

5.4 Recommendations:

After analyzing the research hypotheses and results, the researcher recommends the hyper markets to use promotional tools use on a regular basis but with caution as it encourages customers to buy more. The hyper markets should promote the products at the appropriate time, in the right place, and to the right audience. Because sales promotions have a short-term impact, hyper markets must conduct ongoing follow up to create long-term relationship with new customers acquired during sales promotion time. The online shopping behavior must be included due to the changes in purchasing trends created by the modern technology as the focus was only on the consumers' purchase intention.

5.5 Research limitation:

The current paper focused solely on hypermarkets to examine the relationship between sales promotion techniques and consumers' purchase intentions. The paper did not take into consideration the

effect of respondents' age, which may influence customer intention. Because this paper was done mostly among Hypermarket shoppers in various areas of Egypt, it cannot represent people living in other rural and urban areas who lead completely different lifestyles. The paper just looks into one type of promotion. However, due to the large number of promotional mix (personal selling, advertising, direct marketing, and public relations), these results may not generalize to other promotional mix.

5.6Directions for future research:

For future research it is suggested to examine other promotional strategies along with the dependent variable consumers' purchasing intentions. Other dependent variables such as consumer purchase decisions can be investigated in the future studies. It is suggested to conduct the research on other types promotional mix. It is suggested that the researchers do a comparative study between online and offline hyper markets. Other mediating elements should also be investigated to determine the effect of events on sales promotions, for example, events like Ramadan, Eid, Christmas and other occasions.

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