SALES PROMOTION TOOLS IN BRAND BUILDING: A STUDY OF SOFT DRINKS

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RECOMMENDATION

CERTIFICATION

DECLARATION OF AUTHENTICITY

I, Sabina Aryal declare that this GRP is my own original work and that it has fully and specifically acknowledged wherever adapted from other sources. I also understand that if at any time it is shown that I have significantly misrepresented material presented to SOMTU, any credits awarded to me on the basis of that material may be revoked.

Signature:

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ACKNOWLEDGEMENTS

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List of Abbreviations

ANOVA	Analysis of Variance
BB	Brand Building
BO	Buy One Get One Free
CO	Coupons
DF	Degree Of Freedom
FS	Free Samples
MBA	Master's in Business Administration
PD	Price Discounts
SD	Standard Deviation
SPSS	Statistical Package for Social Science
VIF	Variance Inflation Factor

EXECUTIVE SUMMARY

The purpose of this study was to investigate the relationship between use of sales promotion tools and its impact on brand building. The study was guided by the following research objectives; To know whether there is significant influence of price discounts in brand building, to find whether there is relationship between coupons and brand building, to know whether there is significant impact of free samples on brand building, to find whether there is significant impact of buy on get one free on building a brand.

The researcher collected the primary data from 367 respondents with the help of self-administered questionnaire by distributing questionnaire through email and different social media. This research used convenience sampling method for the research. The research is quantitative in nature. The questionnaires were multiple choices, rating scale. Likert scale and other demographic information were used to collect primary data. All the variables were measured in five-point Likert scale.

A research design was adopted which involved descriptive and explanatory research. A research design was adopted which involved descriptive, correlation and regression approaches which were analyzed through the use of Statistical Package for Social Science (SPSS). Based on literature review, four independent variables were identified which are Price Discounts, Free Samples. Coupons and Buy one get one free. The study was done to determine whether or not the independent variables have significant effects on dependent variable i.e. Brand Building.

The study was conducted among customers of soft drinks inside Nepal. A total of 367 respondents participated in survey. Due to time and resources constraint as the research was conducted during lockdown period, only digital forms were filled up by the participants. The research study used descriptive statistical tools to analyze the data and correlation is used to find the significance of relationship between variables.

A sample of 367 customers was selected from all over Nepal. Finding revealed that there was a significant relationship between Coupon, Buy one get one free and Brand Building. But there was insignificant relationship between Price Discounts and Free Samples with the Brand Building. R value of 0.605. This value indicates that, there

exist positive correlation between dependent and independent variable as a whole. The value of R^2 is0.365 which means 36.5% variation in dependent variable i.e. Brand Building is explained by independent variables like Price Discounts, Coupons, Free Samples and Buy one get one free. Adjusted R Square is 0.358 which means 35.8% variation in Brand Building is explained by independent variables after adjusting with degree of freedom (df).

Model summary also indicates the standard error of estimate of 0.71560 which shows the variability of the observed value of customer satisfaction from the regression line is 0.71560 units.

The empirical findings of the research showed that there is significant relationship between one independent variable and dependent variable i.e. Buy one get one free. Price Discounts, Free Samples and Coupons seemed to be insignificant with Brand Building. So, only two independent variable has positive impact on Brand Building.

CHAPTER I

INTRODUCTION

1.1 Background

Sales Promotion is defined as marketing activities usually specific to a period, place or customer group, which encourage a direct response from consumer or marketing intermediaries, through the offer of additional benefits. Sale promotion is the process of persuading the potential customers; company's communication strategy to promote an increase in sales. The sales promotion is short term tactics along with advertising, public relation and personal selling for building long term customer loyalty. The sales promotion is customer focused for boosting the sales number. At the core sales promotion is the marketing activity that adds to the basic value proposition behind a product mostly for limited time in order to stimulate the customer purchase. It may either direct to the customers or the intermediaries; retailers (Nakarmi, 2018).

Kotler and Armstrong (1994) stated that promotion directed at consumers includes a variety of short-term promotional techniques (methods), designed to encourage consumers to buy manufacturer's products instead of competitors'. According to Srinivasan and Anderson (1998) specifically, the intent is to motivate consumers to buy the product immediately and/or in large quantities, by lowering price or adding value. In other words, the main goal is to encourage certain responses in consumers' behavior, such as: brand switching (purchase of competing products), purchase acceleration (the purchase ahead of schedule), stockpiling (the purchase of large quantities ahead of schedule), product trial (trial of products that have not been purchased so far) and spending more (Spending more than planned) (Shi, Cheung, & Prendergast, 2005).

Sales promotion is defined as a key element in marketing campaigns which help the organization to achieve its long-term goals, primarily through attracting new customers and creating loyalty with existing ones (Oyedapo, Akinlabi, & Sufian, 2012). However, according to the most comprehensive definition, sales promotion includes series of stimulus funds (mostly short-term) designed to stimulate quicker or greater purchase of particular products or services by consumers or business customers (Blattberg & Neslin, 1990). In other words, sales promotion is considered to be the most stimulating promotional technique which helps sales directly, but in a short term, i.e., which has an

influence on purchasing decision of consumers or business customers. Precisely, while advertising offers reasons to buy, sales promotion offers an additional incentive to purchase (Palmer, 2004).

The importance of sales promotion has increased with the increasing competition globally. The reason for increasing importance of the sales promotion is the changing marketing environment as promotional activities with the new and creative ideas flowing for the favorable sales and future expansion of the sales. It has become the part of the marketing strategy for the survival at any obstacles or with the new birth of products or brands. The sales promotion has become as equal important to the advertising (Nakarmi, 2018). According to Kotler and Keller (2006) "A decade ago, the Advertising-to-Sales promotion ratio was about 60:40. Today, in many soft drink companies, sales promotion accounts for 75% of combined budget (Roughly 50% is trade promotion and 25% is consumer promotion)'.

1.2 Statement of Problem

Over the past decade or half customers have significantly changed their way of buying and have become more demanding than ever before (Cummins, 2008). Customers today are more aware about the product offerings, they are responding more proactively to their expectation about product offering. As a result, marketers today face immense challenge in meeting the ever rising expectation of the customers. Sales promotion is one of the key factors that marketers have used in the past to meet the changing needs of the customer and the market. Markets also depend heavily on marketing campaigns that consist of various incentives, mostly short term designed to stimulate quicker or greater purchase of particular goods of services. Sales promotion is one those incentives which has influenced customer to make instant buying decision than to wait later (Kotler P., Marketing Management, 2003). The vary research will contribute towards recognizing uses of sales promotion tools in influencing the customer behavior and the status of the effectiveness of their activities in brand building.

1.3 Objectives

The general objective of the study is to know the impact of sales promotion tools on brand building. The specific objectives are:

1. To identify the impact of price discount in brand building.

2. To examine the relationship between coupons and brand building.

3. To determine the impact of free samples on brand building.

4. To determine the effectiveness of buy one get one free on building a brand.

1.4 Scope and Significance

The study on the uses of sales promotion tools on brand building in the soft drink industry is of significant value because:

- It is very useful for the industry to recognize uses of sales promotion tools in influencing the customer behavior and the status of the effectiveness of their activities in brand building.

- It also carries importance for the policy makers and regulating bodies to make an understanding of the role of sales promotion tools in changing the behavior of the customer in this dynamic industry.

- It may provide support to the academic researchers to understand the customer behavior of the industry by filling the gap in the literature by investigating the relationship between sales promotion tools and brand building.

1.5 Hypothesis

In order to identify the uses of sales promotion tools on brand building, following hypothesis have been developed:

Hypothesis 1 (H1): Price discounts has positive influence on brand building.

Hypothesis 2 (H2): There is significant relationship between coupons and brand building.

Hypothesis 3 (H3): Free Samples has positive influence on brand building.

Hypothesis 4 (H4): There is significant relationship between buy one get one free and brand building.

1.6 Limitations

The study aimed in understanding the use of sales promotion tools in brand building. Despite of the efforts made for arriving at meaningful conclusions from the study, some limitations are considered in order to obtain reliable interpretation of the results. The major limitations of the study are as follows:

- The study is completely based on the primary sources of data regarding dependent and independent variables. Therefore, the reliability of conclusions of the study depends upon the accuracy of information provided by the respondents.

- The information collect through the respondents are assumed to be correct. The study is based on the assumptions of linear regression between dependent and independent variable. The study excluded the non-linear regression assumptions. Hence, the scope of this study is limited; all assumptions may not be satisfied.

- Total number of sample of observations of primary data is only 367. Less sample size might lead to the less significant result as expected.

- By distributing the questionnaire on Emails, Facebook and other social media, the questionnaire only reached to the individuals who have either mail address or the social media account, which might have affected the sample. Hence, there could be a risk that the sample is not representable for the whole population.

1.7 Outline/ Structure of the Report

The study comprises of three main sections: preliminary section, body of the report and supplementary section. The preliminary section consists of title page, acknowledgements, approval sheet, and certificate of authorship, table of contents, list of tables, list of figures, abbreviation used and executive summary. This body of the report is organized into five main parts and they are as follows:

Chapter I: Introduction

The first chapter deals with general background of the study. It describes what this study is all about and why this study is worth doing. It includes introduction of the topic, statement of problem, objectives of the study, research hypotheses, and limitations of the study and structure of the study.

Chapter II: Related Literature and Theoretical Framework

The second chapter deals with the review of earlier studies that are relevant to the problem explored in this study. It includes review of literature related to the international studies as well as review of studies in Nepalese context. It includes the summary of the major findings of previous studies and they are presented in separate headings. On the basis of these literature reviews, the conceptual framework for the study is constructed.

Chapter III: Research Methods

The third chapter describes the methodological aspects that were applied in this study. It includes the research design, population and sample size, sampling method, nature and sources of data, instrumentation, methods of data collection and data analysis.

Chapter IV: Results and Analysis

The fourth chapter contains systematic presentation and analysis of data. This chapter analyzes the collected data through the use of various statistical tools and techniques as mentioned in the chapter three. It tries to explain the relationship between factors and presents the result in the form of tables. The last part of this chapter presents the major findings from the analysis of data and discussions.

Chapter V: Discussion, Conclusions and Implications

The fifth chapter includes the discussion, conclusion and implications of the study. It summarizes the research findings of the study and appropriate implications are presented on the basis of the conclusion of the study. The last part of this chapter presents the recommendation for future research.

The final section of the report comprises of bibliography and appendix as questionnaire. Bibliography includes name of reference books, articles, reports, etc., its writer's name and its page; and appendix is attachment of questionnaire for the survey of the study.

CHAPTER II

RELATED LITERATURE AND THEORETICAL FRAMEWORK

This study is concerned with "Sales promotion tools in brand building"- in Nepal. Literature related to the basic theoretical and empirical aspects of these variables is reviewed in this chapter. Review of related literature has been done particularly with a view to locate the possible correlates of the variable studied. In any study, review of literature forms the most crucial and important part. In order to substantiate the findings of any study, it is needless to say that one should have the clear cut theoretical knowledge. The researcher has reviewed a good amount of literature concerned with the study of "Sales Promotion". Both the theoretical aspects as well as findings of the previous available studies have been included here so as to identify the broader aspects of sales promotion tools in building brand.

2.1 Sales Promotion

Grundey (2010) defined sales promotion as an integral part of the promotion schemes for both manufacturers and retailers of durable as well as nondurable consumer goods. Familmaleki, Aghighi, and Hamidi (2015) said that sales promotion generally works on a direct behavioral basis rather than affecting awareness or attitude. One of the purposes of a sales promotion is to elicit a direct impact on the buying behavior of the firm's consumers. Familmaleki, Aghighi, and Hamidi (2015) said that sales promotion generally works on a direct behavioral basis rather than affecting awareness or attitude. One of the purposes of a sales promotion is to elicit a direct impact on the buying behavior of the firm's consumers. It is continuously said that most types of sales promotions affect the decision making and buying stages of the buying process directly that is affective in the long-run since it leads to increased sales and profit.

Adjagbodjou (2015) confirmed that sales promotion is a key implement managers use frequently to effect customers' buying attitudes directly and also explained that sales promotions as part of the information of value comprise trade promotions, consumer sales promotions, and promotions to the sales drive. Adjagbodjou (2015) acknowledged that marketing strategists should consider promotions as an efficient method and strategy for managing customers and rivals in the end. The author argued that the

central goal managers try to reach through a sales promotion is to activate stimuli and turn customers into actual buyers.

Mughal, Mehmood, Mohi-ud-deen, and Ahmad (2014) stated that sales promotion is an instrument that is used by the retailers or manufacturer to attract consumers and purchase more or tries service or product. The result of the sales promotion is used in high quantity stock, appealing many new customers and more increase in sales. Sales promotions also considered being short-term incentives designed to encourage consumers to buy a product or service.

2.2 Historical Perspective

More than 200 studies on sales promotions have been published in the past 10 years, compared to about 40 studies between years 1965-1983. This dramatic rise in research can be explained by both the large increase in promotional spending and the availability of scanner panel data (Chandon P., 1995).

From 1957 to 1962 Sales promotion defend many separate activities, the more important of which are showing gains in usage. Although, sales promotion is considered as an activity of less importance, but companies increasingly realize the importance of having a well-planned and structured program for sales promotion (Margolis, 1963). In 1960, a survey conducted of the United States of America membership of the Sales Promotion Executives Association revealed that only 27% of the companies contacted tried to measure the results of sales promotion activities. This lack of analysis of sales promotion effectiveness is in surprising contrast to attitudes toward such other marketing tools as advertising and direct selling. It has been significantly considered for its effectiveness in building brand identity and creating satisfactory attitudes toward the products and companies (Margolis, 1963).

Although allocation to customer orientated promotions vary from industry to industry, it can be estimated that marketers spend 60 and 75 percent of promotional budgets on sales promotions, with the remainder being allocated to media advertising. According to Familmaleki, Aghighi and Hami (2015) sales promotion consisted of a variety of incentive tools, mostly short term that are used to stimulate consumers and or dealers to accelerate the buying process or to increase quantities of sales. Quarshie (2010) reported that historically sales promotion is a uniquely American phenomenon and also

observed that the use of sales promotion campaigns has grown into popularity in recent years. In Ghana traders, marketers and other sellers practice sales promotion by inflecting the price of their commodities or merchandises. This is then reduced upon bargaining with the buyer. The price reduction becomes an incentive to the buyer who then makes a purchase (Quarshie, 2010).

2.3 Sales Promotion Tools

Quarshie (2010) stated that several factors have contributed to the rapid growth of sales promotion particularly in consumer markets. First, inside the company, top management as an effective sales promotion now accepts promotion more tool and more product managers are qualified to use sales promotion tools (such as price discount, buy-one get- one-free, coupons, and free sample).

Pricing of product has an impact in deriving consumer perception and the extent to which perception is effect, is derived from the nature of consumer behavior (Nagadeepa, Selvi, & Pushpa, 2015).Saleh (2013) discussed some promotional tools: Samples are offers of a trial amount of a product. Some samples are free. For others, the company charges a small amount to offset its cost. Another common example product sample is, buy one get one free, which is used frequently. Coupons are certificates that offer buyers savings when they purchase specific products. As a means of increasing sales, fast food restaurants rely on coupons to draw new customers, stimulate, and repeat business from existing patrons and to appeal the price conscious segments of the society.

The author also found that the promotional status of the previous purchase could differentially affect buying behavior, through buying event feedback. They also provided a very useful example to help identify this issue (Mendez, Bendixen, Abratt, Yurova, & O'Leary, 2015).The variety of sales promotion methods that may be utilized are limited only by the creativity of the organization offering the promotion (Ferrell & Hartline, 2008). Some well-known techniques include free samples, coupons, rebates, discounts (price-off deals), premiums, bonus packs, loyalty programs, contests, sweepstakes etc (Belch & Belch, 2012).

2.3.1 Price discount

Mughal, Mehmood, Mohi-ud-deen, and Ahmad (2014) price discounted is well known tool for offering a good discount in buying price, which is openly mentioned on the merchandise or point of purchase display. Price promotion refered to reduction in price for a limited time, which offered to customers. Price discounted is a common practice used by organizations to induce product trial and repeat purchases by new and current customers. Consumer product companies spend almost a quarter of their marketing budget on consumer promotions (Raghubir, 1998). According to Schindler (1998) a price promotion that is designed to evoke attributions of responsibility could be expected to appeal to consumers more than one that does not evoke such attributions, and thus have a greater ability to create product trial among consumers. Fill (2002) stated that discounted is the simplest technique to offer a direct reduction in the purchase price with the offer clearly labeled on the package or point of purchase display.

According to Mittal and Sethi (2011) price discounted are found to be more effective in inducing stock piling, and purchase acceleration, moderate in brand switching, and new product trial in that order, but are not effective enough to induce people to spend more.

Ndubisi, Moi, and Tung (2005) reported that price discount play significant roles in influencing consumer product trial behavior. Price discounted plays significant role in brand switching, purchase acceleration, stock piling, product trial and spending more in the store (Farrag, 2010). As Rapp and Collins (1987) agreed price offs could be implemented within several days without previous examining the expected outcome. Peattie and Peattie (1994) warned about the possibility of price wars when exaggerating price-off techniques among competitors.

Percy, Rossiter, and Elliott (2001) reported that consumers pay attention to price-off promotions. Many researchers have found an association between sales promotion and product trial (Wayne, 2002).Some researchers specified that sales promotion would be lucrative to promotion prone customers for many other reasons, rather than just price saving (Chandon, Wansink, & Laurent, 2000). Researchers have concluded that these promotion prone customers may even try a new product when offered a new promotion.

2.3.2 Coupons

Coupon is one of the oldest, most effective and most widely used promotional tools to drive sales (Belch & Belch, 1994). Shoemaker and Tibrewala (1985) found that an increase in face value of a coupon had a direct effect on redemption rates. Also, Bawa and Shoemaker (1897) found higher coupon redemption rates for coupons with medium or high (vs. low) face values. These findings suggest that higher the coupon value higher the incentive to make a purchase. According to Peattie and Peattie (1994) coupon plays a significant role in attracting the consumers to enter new department store. Consumers obtain coupons either through retailers or immediately from manufacturers as they could be called as one of the most effective brand-switching tool.

Yeshin (1998) concurred that the voucher could be added to another product which leads the public to buy one product whilst exert the price reduction for the second one or the benefit could be related to two products from different range. Indeed, the consumer bears in mind these two products. Ailawadi, Gedenk, Lutzky, and Neslin (2006) found that sustained reductions in promotions by Proctor and Gamble subsequent to their value- pricing strategy, led to reduction in market shares, although it did not increase customer retention.

These results are understandable if one allows for an alternate route through which price promotions work by providing information about the price or the quality of the brand offering the promotion. Not surprisingly, there is evidence that coupons with higher values are more likely to be redeemed than those with low values (Shoemaker & Tibrewala, 1985).However, even if higher coupon values positively impact sales, do they do so to their maximum potential? If consumers infer that higher coupon values imply that the product has a higher price, then this perception of high price may make them less likely to clip a coupon, and purchase the brand than if they had not made such an inference, even given the high economic value of the coupon (Shoemaker & Tibrewala, 1985). Typically, the presence of promotions reduced the sale price or raises the expected price. The coupon value effect suggested that the price promotions increase price expectations, then consumers may be less likely to try a product in the first place. Therefore, if price promotions lead to high price expectations, they could have a less positive effect on trial sale than if they did not lead to high expectations (Raghubir, 1998).

However, Cummins (2008) argued that door to door couponing is most effective for targeting a particular area though the cost associated with distribution are relatively high, but is effective in gaining new users. As described above coupons can be provided immediately to customers, which enable the producer to aim on specific group of consumers. Fill (2002) highlighted this is more expensive or through media, which carries the advantage of wide intensity of impression. Fill (2002) have reported the importance of coupons as a sales tool. In addition, coupon doesn't have significant effect on product trial. They stated that it is due to consumer's poor knowledge of the tool. Another reason for the poor influence of coupon may be because coupons provide less shopping convenience benefits, required more skill and effort than buying a product on sale. Gilbert and Jackaria (2002) concurred to the popularity of coupon reported that coupon is ranked last as the promotional least widely used by consumers and least influence on product trial. Therefore, Gilbert and Jackaria (2002) argued that coupons offer should be more attractive than discount promotion. Much emphasis has been put on coupons at the expense of other important promotional tools; as a result it has created the need for more work to be done in this area.

2.3.3 Free Samples

Shimp (2003) defined sampling as "activity which includes any method used to deliver an actual-or trial sized products to consumers". The offering of products or services to customers without charging any cost in the hope that customers will buy the product is called free samples (Blattberg & Neslin, 1990). They include small amounts of free product which can be delivered door to door, sent by mail, shared in shops, packaged with another product (Kotler & Keller, 2006). A free sample offered the customer a chance to use the product by providing a free small portion of the product to test (Blattberg & Neslin, 1990). The objective of free sample is to persuade customer to try the product and to make product positively perceived by the consumer. Free samples have impact on consumer behavior when buying, i.e., they contribute in increasing purchase (Shimp, 2003). Free sample was being widely popular among marketers and retailers as one of the effective promotional tool as it directly enhances product trial amongst customers.

Therefore, many firms nowadays are focusing on mailing a small package of free samples to the customers to enhance direct product trail rather than just spending on

communication media which just lets customers to hear about the product information (Kardes, 1999). On the other hand, Gilbert and Jackaria (2002) argued that a free sample as a promotion tool had little or no significance on consumer's buying behavior. (Fill, 2002) presumed that free sample has the most impact on consumers. It could be provided as presentation in front of customers, small amounts designed to trial or usage of the product promoted free of charge as the notes. As well Shimp (2003) believed that free sample in spite of its high costs has been observed as an integral part of department stores. Product trial engages a consumer to actually try or use a product (Kardes, 1999).

Similarly, Peter and Olson (1996) suggested that trial refered to the level to which a product can be tried by a consumer on a limited basis. With sales promotion being offered, retailers have rapidly increased their possibility to influence their consumer's behavior by offering added value on products through bonus packs, encouraging product trial via free samples and coupons (Peter & Olson, 1996).

2.3.4 Buy one get one free

These types of promotions are used by some manufacturers or retailers to introduce a new product and are often offered to consumers at the regular price, thus adding value to the product (Raghubir, 2005).Consumers may be persuaded to buy the product since an additional amount is given free of charge (Shi, Cheung, & Prendergast, 2005). Buy-one- get-one-free promotions may be offered to shoppers at the regular price, thus adding value to the product. Since an additional amount is given free of charge, consumers may be persuaded to buy the product. The formation of attitudes and motivations of position value, income, and the public at the time of childhood and education levels contribute to the social class itself.

2.4 Effects of Sales Promotion

Gedenk, Neslin, and Ailawadi, (2006) stated sales promotion can resulted in either long term or short term effects and it could also influence the store choice, category choice, consumption rate, and stockpiling and even new product trial of consumers. Short term effects occur during the time of promotion and long term effects, which involves behavior after the promotion has taken place (Gedenk, Neslin, & Ailawadi, 2006). Sales promotions are usually unbeaten in encouraging customers to make a prompt purchase while it is offered. Nevertheless, the strength of promotion also lies in its suppleness to

promptly respond to competitor attacks (Luxton, 2001). Ndubisi, Moi, and Tung (2005) claimed that sales promotion not only increased brand awareness but also encourage customer to buy new product. Fill (2002) documented a link between price promotion and product trial.

Despite these benefits, the question remains whether these effects are made at the expense of the long term impact that sales promotion may have on companies (Sawyer, Dickson, & Peter, 1984). It is argued that sales promotion does not have any brand-building impact and could lead to diminishing effects for the brand, particularly well-established ones (Simonson, Carmon, & O'Curry, 1994).Chandon and Wansink (2002) indicated that sales promotion may be attractive to highly promotion prone consumers for reasons beyond price savings. These highly promotion prone consumers may switch brands to receive special deals that reflect and reinforce their smart shopper self-perception. They concluded that highly promotion prone consumers might try a new product that has promotion (Chandon & Wansink, 2002). Ndubisi, Moi, and Tung (2005) concluded that consumers respond more to free sample, price discount, in-store display, and bonus pack than coupon.

2.5 Benefits of Sales Promotion

There are numerous benefits of sales promotion to the consumers which are monetary savings, quality, convenience, value expression, exploration and entertainment (Chandon, Wansink, & Laurent, 2000). Firstly, most of the sales promotion resulted in the monetary savings for the customer as the products or service are offered at discounted price As a result the unaffordable products suddenly become more affordable and it adds value to the customers (Chandon, Wansink, & Laurent, 2000). Sales promotion can be considered as a great tool for growing the sales in short period of time (Alvarez & Vázquez, 2005). It is widely accepted that, in the short term, sales promotion can have a positive effect on trading by creating a short-term sales spike (Neslin & Shoemaker, 1989). However, there is some conflict in past research findings regarding the long term impact of sales promotion on how consumers value a brand. The two schools of thought can best be summarized as:

A belief that the over use of certain forms of sales promotion, in particular price based promotions, may result in a brand being devalued in the consumers mind, for instance

when a temporary promotion is removed (Lattin & Bucklin, 1989). That there is no negative impact likely to result from the increasing use of sales promotion because (for instance) the consumer quickly forgets the offer (Neslin & Shoemaker, 1989). Managers claimed to use sales promotion as a tool to enhance brand and market position, but in reality, use it more to pursue competitive goals such as retaliation (Luxton, 2001). Furthermore, the protection of brand equity is seen as important and price-based promotions, whilst considered most likely to damage brand equity, were not used excessively. There is little evidence that attention is given to measuring the effect of sales promotion on brand equity (Luxton, 2001). The main objective and goal of many organizations is to build strong brand in the market because the brand equity can help company boast higher prices and greater market share (Aaker D. A., 1991).

Gupta (1988) Among these tools, sales promotions, and in particular price promotions, are believed to erode brand equity because they enhance only short-term performance by encouraging sales and brand-switching and may convey a low-quality brand image. These findings are in line with the approach that has inspired most of the research conducted on sales promotions (Yoo, Donthu, & Lee, 2000). In other words, the value that sales promotions have for brands is related to the value or benefits they have for

consumers (Chandon & Wansink, 2002). Finally, sales promotions can develop meaningful points of difference to the brand, unique associations if the promotional campaign is not attributed to another brand or is not seen as a generic promotion of the product category (Palazón-Vidal & Ballester, 2005).

2.6 Brand Building Models

Kapferer (1997) mentioned that before the 1980's there was a different approach towards brands. "Companies wished to buy a producer of chocolate or pasta: after 1980, they wanted to buy KitKat or Buitoni. This distinction is very important; in the first case firms wish to buy production capacity and in the second they want to buy a place in the mind of the consumer". In other words, the shift in focus towards brands began when it was understood that they were something more than mere identifiers. Brands, according to Kapferer (1997) served eight functions shown in Table, the first two are mechanical and concern the essence of the brand: "to function as a recognized symbol in order to facilitate choice and to gain time", the next three are for reducing the

perceived risk; and the final three concern the pleasure side of a brand. Kapferer (1997) adds that brands perform an economic function in the mind of the consumer, "the value of the brand comes from its ability to gain an exclusive, positive and prominent meaning in the minds of a large number of consumers. Therefore branding and brand building should focus on developing brand value.

Table 1

The Functions of the Brand for the Consumer

Function	Consumer Benefit
Identification	To be clearly seen, to make sense of the offer, to quickly identify the sought after products.
Practicality	To allow saving of time and energy through identical repurchasing and loyalty.
Guarantee	To be sure of finding the same quality no matter where or when you buy the product or service.
Optimization	To be sure of buying the best product in its category, the best performer for the particular purpose.
Characterization	To have confirmation of your self-image or the image that you present to others.
Continuity	Satisfaction brought about through familiarity and intimacy with the brand that you have been consuming for years.
Hedonistic	Satisfaction linked to the attractiveness of the brand, to its logo,to its communication.
Ethical	Satisfaction linked to the responsible behavior of the brand in its relationship towards society.

2.7 Brand Asset Management

Davis (2002) also talked about a new way of managing brands. He stated that brands, along with people, are a company's most valuable asset. "There is growing support for viewing and managing the brand as an asset and thus having the brand drive every strategic and investment decision" (Davis & Dunn, 2002). This becomes relevant given that the top three strategic goals for brand strategy nowadays are increasing customer loyalty, differentiating from the competition, and establishing market leadership (Davis & Dunn, 2002). It is important for a company to change its state of mind in order to adopt this perspective because "brand management has to report all the way to the top of the organization and has to involve every functional area" (Davis, 2002). Brand Asset Management is "a balanced investment approach for building the meaning of the brand, communicating it internally and externally, and leveraging it to increase brand profitability, brand asset value, and brand returns over time" (Davis, 2002).

The Brand Asset Management process, as shown in Figure 1, involves four phases and eleven steps. The first phase is to develop a brand vision, which consists of a single step: developing the elements of a brand vision (Davis, 2002). The basic objective of this step is to clearly state what the branding efforts must do to meet corporate goals. The second phase is to determine the company's "Brand Picture" by understanding consumer perceptions about the brand and of competitor brands. This phase consists of three steps: determining the brand's image, creating the brand's contract - list of customer's perceptions of all the current promises the brand makes-, and crafting a brand-based customer model -which allows for understanding how consumers act and think, and how and why they make their purchase decisions. The third phase is to develop a brand asset management strategy, in order to determine the correct strategies for achieving goals according to the brand vision. This phase consists of five steps: positioning the brand, extending the brand, communicating the brand's positioning, leveraging the brand, and pricing the brand. Finally, the fourth phase is to support a brand asset management culture. This final phase consists of two steps: creating a measure of the return on brand investment, and establishing brand-based culture (Davis, 2002).

Figure 1:

Brand Asset Management Process

Phase 1- Developing a Brand Vision

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                    ┌─────────────────────────────┐
                    │           Step 1            │
                    │  Elements of a brand vision │
                    └─────────────────────────────┘
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                                   ▼
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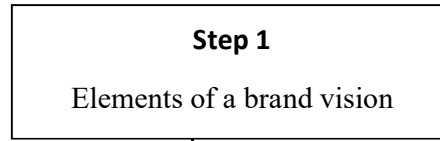
Phase 2- Determining Brand Picture

Step 2	Step 3	Step 4
Determining brand image	Creating brand contract	Brand-based customer model

```
                                   │
                                   ▼
```
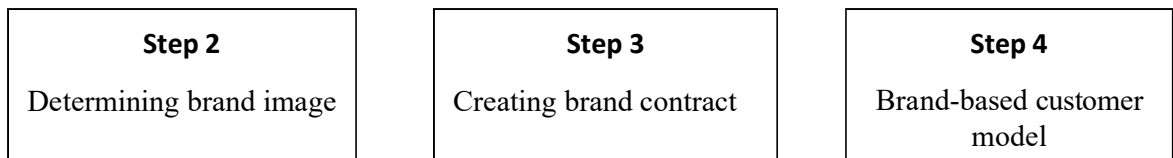
Phase 3- Developing a Brand Asset Management Strategy

Step 5	Step 6	Step 7	Step 8	Step 9
Positioning the brand	Extending the brand	Communicating Brand's positioning	Leveraging the brand	Pricing the brand

```
                                   │
                                   ▼
```
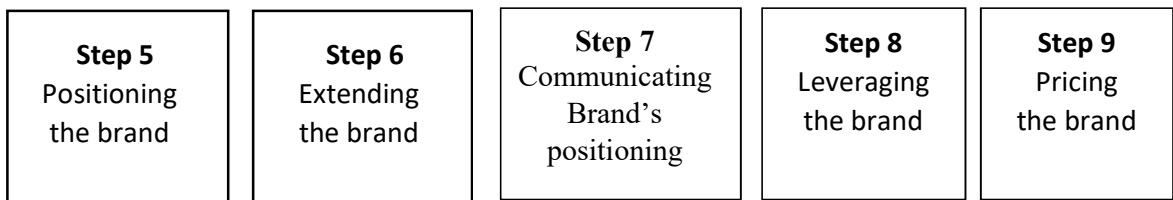
Phase 4- Supporting a Brand Management Culture

Step 10	Step 11
Measuring return on brand investment	Establishing a brand-culture
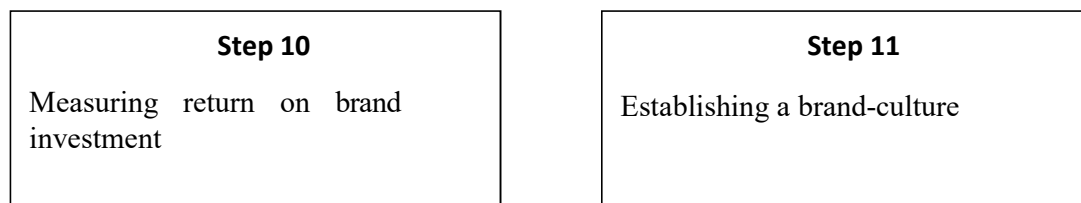
(Source: Davis 2002)

2.8 Conceptual Review

In this thesis, the framework constructed comprises of the five independent variables that plays prominent role in determining the brand building. The independent variables are Price Discounts, Coupons, Free samples, Premiums, Buy one get one free. Similarly, the dependent variable proposed for the research is placed as Brand Building.

The dependent and independent variables proposed for the research is the outcome of the various literature studied by the researcher for the proposed research (Gossaye, 2017).Hence, the framework for the undergoing research has been constructed identifying the gap from the literature of the different research made in the context of various countries. From the support of above literature, the researcher is able to develop the model that Price Discounts, Coupons, Free samples, Premiums, Buy one get one free plays vital role in Building the Brand.
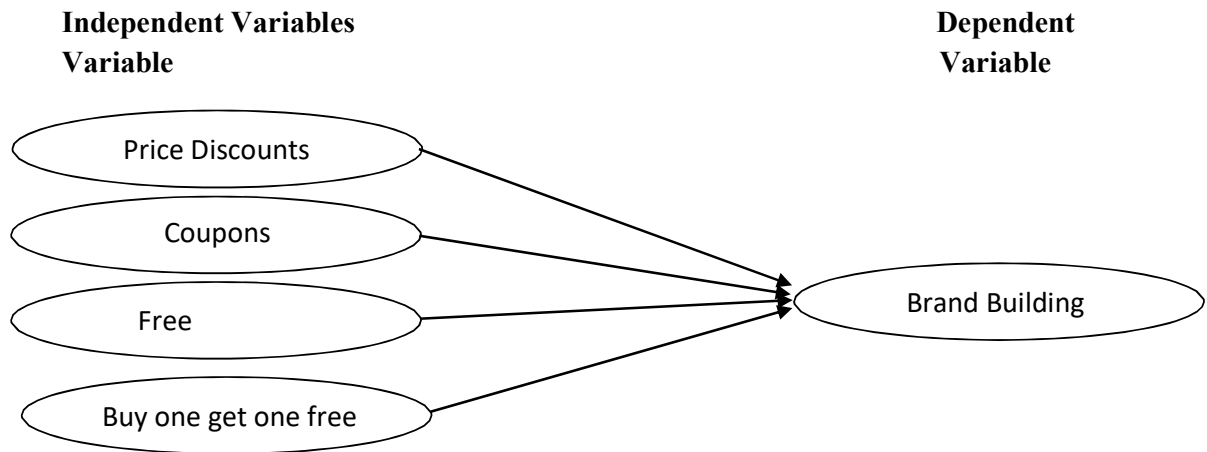
(Source: Gossay, 2017)

Figure 2 : Conceptual Framework of Sales Promotion tools and brand building

Price Discounts:

With the objective of examining the impact of sales promotion tools, the price discounted as an independent variable plays a vital role in building the brand. Price discount directly attracted the customers towards the purchase of the product. It is the tool which provides the discount at the exact time of purchase. Hence, consumers were mostly attracted by price discounts which ultimately help in building a brand.

Coupons:

A coupon is a certificate entitling the bearer to a stated saving on the purchase of a specific product: mailed, enclosed in other products or attached to them, or inserted in magazine and newspaper ads. It is one kind of sales promotion tool which directly can be benefitted to consumers. Consumers can use coupons and claim the mentioned

offs on the product. Coupons also help in generating more sales of the product for brand building.

Free Samples:

Free sample is being widely popular among marketers and retailers as one of the effective promotional tool as it directly enhances product trial amongst customers. The objective of free sample is to persuade customer to try the product and to make product positively perceived by the consumer. Many firms nowadays are focusing on mailing a small package of free samples to the customers to enhance direct product trail rather than just spending on communication media which just lets customers to hear about the product information. It is believed that free samples have the most impact on consumers which directly helps in brand building.

Buy One Get One Free:

It is the scheme which provide consumers two product of the same type for the price of one. It helps in generating unplanned purchase. Consumers are attracted towards receiving a free product for which they don't have to pay. Buy one get one free is popularly used nowadays as there is cut throat competition in the market in different products. Building Brand is possible directly by the positive relationship of Buy one get one free techniques of sales promotion.

Brand Building:

It is the process of creating, nurturing and expanding the horizon of the brand. The process starts with the proper planning of how the product or service is introduced in the market and how the product is placed in the mind of the consumers. In this era, branding is the key factor in creating and retaining the consumers. It is not one time process, it continues as long as the product/service is in the market. In this thesis, brand building is dependent factor as it depends upon other factors such as price discounts, coupons, free samples, premiums, buy one get one free. These factors directly or indirectly affect the process of brand building. Hence, the use of sales promotion tools is directly or indirectly connected to the brand building process.

CHAPTER III

RESEARCH METHODS

This chapter is designed to explain the research methods used to meet the stated objectives of the study. This chapter explores the research process regarding use of sales promotion tools in brand building. This chapter explains the collection procedure of data and the methodology used by the researcher for analyzing the available data. This chapter covers research plan and design, description of sample, instrumentation, data collection procedure, validity and reliability of data and analysis plan.

3.1 Research Design

A descriptive as well as explanatory research was carried out for the purpose of carrying out this research. The finding of this research is based upon the primary survey. The data has been collected by formulating a set of questionnaire and the questionnaire was distributed to the respondents through email. The questionnaire was self-administered. The finding has been totally based on the data and facts provided by the sample respondents. Apart from questionnaire, the expert opinion was obtained depending upon the necessity of the research.

3.1.1 Type of Study

The research studied sales promotion tools in brand building. The study is based on various statistical tests such as correlation, regression, mean, standard deviation etc. The software called Statistical Package for Social Science (SPSS) and Microsoft Excel was used to analyze and interpret the quantitative data. This software is commonly used by researchers and easily available in business settings. The reliability of scales is analyzed using Cronbach's alpha since Cronbach's alpha test is best measure for multiple scale items. It is also most popular test for the inter-item consistency reliability.

3.2 Description of Population and Sample

The study is academic research conducted with the objectives of determining the impact of sales promotion tools in brand building. Selection of sample is very important part

to carry out during research. The target population of this study is all the consumers of soft drinks.

For this study, survey method was used. The overall survey and study were guided by the objectives of the study. The study was designed to understand the use of price discounts, coupons, samples and buy one get one free on brand building. The population identified for this study are the people who drink soft drinks on a periodic basis. For this, survey method was used. The overall survey and study were guided by the objectives of the study. The researcher distributed questionnaires and survey was based on the reaction of 367 respondents.

To collect the data, non-probability sampling technique i.e., Convenience Sampling was used because of their convenient accessibility and proximity to the researcher. Similarly, due to time and resource constraint, this technique was appropriate for this study. Questionnaires were distributed to respondents in person whose email address were known to the researcher and through social media such as Facebook, Instagram.

3.3 Data Source

For conducting thesis research the data were collected directly with the help of questionnaire i.e., only primary data is the main source for the research. However, secondary source was also used but for the study of the past trend. The required primary data was collected directly from the respondent some of whom were working individual while some were student. This was done through the distribution of the questionnaire directly through mail and social media. Respondents were guided through the questionnaire to ensure high level of accuracy in the data collection process.

3.4 Instrumentation

Primary data was collected through administering a questionnaire. The questionnaire contained closed ended questions relating to each study variable. This study is mainly based on the primary and secondary data collection from the customers who consume soft drinks. At the initial phase, the conceptual framework was developed based on the secondary data collection procedure. The secondary source of data as a part of literature review was internet, books, journals, newspaper and articles. In the later stage of the research, the primary source of data collection was used for the purpose of collecting

data so as to analyze data for making findings. Thus, the major tool used in data collection was questionnaire. The questionnaire that was used for this study was retrieved from (Shrestha, 2015)

For primary data collection, self-administered questionnaire is used. Self-administered questionnaire contained two sections: Demographic information and Likert-scale measurement questions for measurement of variables. The first part of the questionnaire deals with demographic information which includes gender, age, occupation, education qualification, etc. The second part consists of questions to measure the independent and dependent variables.

It is widely used rating scale that requires the respondent to indicate a degree of agreement or disagreement with each series of statement. Each scale item response categorizes ranging from 'Strongly Disagree' to 'Strongly Agree'. A 5-Point Likert scale was used. Value of 1 means Strongly Disagree, 2 for Disagree, 3 for Neutral, 4 for Agree and 5 for Strongly Agree. The respondents were provided instruction on the questionnaire itself. Close end and specific questionnaire were used in this study to empirically test the hypothesis. The questionnaire comprised of three major parts. Copy of questionnaire is provided on Annex.

3.5 Data Collection Procedures

Primary sources of data were used in conducting research. A structured questionnaire was prepared and distributed to the respondents through mail and social media. The respondents filled out the questionnaire following the instructions given in the questions. Mostly data were collected through personal network.

The respondents were selected by their academic qualifications, their profession and personal relationship with the researcher. Digital forms were used for the purpose of data collection. The data collected from questionnaire were analyzed using Mathematical tools and results were presented in tables and charts for the clear understanding of data. The conclusions were drawn from the analysis of findings.

3.6 Reliability and Validity

Whenever a test or other measuring device is used as part of the data collection process, the validity and reliability of that test is important. Validity refers to how well a

measurement truly represents characteristics that exist in the phenomenon being investigated. In order to guarantee external validity, measures were taken to collect a sample that is as representative as possible. However, the sampling frame of this study was limited to professionals who were willing to participate in the study.

Validity can also be increased by adopting questions already validated in previous research. Reliability is synonymous with the consistency of a test, survey, observation, or other measuring device. Reliability refers to the correlation of an item, scale or instrument with a hypothetical one which measures what it is supposed to. P value is compared in terms of 0.01. if p-value is less than 0.01, then the null hypotheses is rejected else if it is equal to or more than 0.01, the null hypotheses is accepted.

The value ranges from 1 to 5 and the mean is 3. Generally, it is thought that mean value more than 3 is positive response and less than 3 is negative response. If the values are above 3, it can be concluded that the scales are reliable. Cronbach's Alpha was calculated for the reliability test. In general, data with alpha value ranging from 0.70 to 0.95 are considered to be reliable. This study also relies on Cronbach's alpha for testing the reliability of the data collected. From the test, it can be inferred that the questionnaire prepared was reliable for the study as each Cronbach alpha is more than 0.7. The result of the reliability test is shown as below:

Table 2

Cronbach's Alpha

S. No.	Variables	Cronbach's Alpha
1	Price Discounts	0.864
2	Coupons	0.871
3	Free Samples	0.860
4	Buy one get one free	0.866
5	Brand Building	0.876
6	Overall	0.949

Table 2 shows the Cronbach's Alpha coefficients of independent and dependent variables of the study. Here, Cronbach's Alpha of all the variables are considered as accepted with value of 0.949. After gathering all the questionnaires from the respondents, SPSS and MS-Excel were used for the analysis of the data.

CHAPTER IV

RESULTS AND ANALYSIS

This chapter presents the analysis of the study results and their interpretation. Basically, study results using proposed statistical tools and techniques are presented in this chapter.

This chapter is intended to analyze and interpret the data collected during the study and present the result of the questionnaire survey. The main objective of this research study is expected to accomplish with the outcomes derived from the analysis of the data in this chapter. The hypothesis would be tested to see whether the relationship stated in them are significant or not. The collected data will be analyzed according to the analysis plan to fulfill the stated objectives of this study.

The result is mainly based on responses of questionnaire administered to consumers. This chapter presents the results based on the analysis of data with the help of IBM SPSS Statistics Software and MS-Excel which was used to generate various tables and figures to explain results. The results are analyzed using descriptive statistics, inferential statistics, hypothesis testing and discussion.

At the end of the chapter, discussion of the study finding have been presented linking this study result with previous studies. Similarly, discussion of the findings of the results have been presented. At the end of the chapter, summary table of the research hypothesis have been presented. It provides a clear and quick glance for readers to acquire findings of the study.

4.1 Demographic Profile of Respondents

Table 3

Demographic Profile of Respondents

Demographic Variables		Frequency	Percent
Gender	Female	187	51
	Male	180	49
Age	16-25	191	52.1
	25-35	149	40.6
	35-45	21	5.7
	Above 45	6	1.6
Academic	SLC	19	5.2
Qualification	Plus 2	45	12.3
	Bachelor	167	45.5
	Masters and above	136	37
Occupation	Student	164	44.7
	Professional	83	22.6
	Employee	89	24.3
	Self-employed	31	8.4
Monthly Income	Below Rs 20,000	150	40.8
	Rs 20,000 to Rs 30,000	61	16.6
	Rs 30,000 to Rs 40,000	27	7.4
	Rs 40,000 to Rs 50,000	49	13.4
	Above Rs 50,000	80	21.8
Consumption	Never	9	2.5
	Rarely	68	18.5
	Sometimes	146	39.8
	Often	121	33
	Always	23	6.2
Preference	Coca-Cola	192	52.3
	Pepsi	37	10.1
	Mountain dew	66	18
	Sprite	51	13.9
	Others	21	5.7
Total		**367**	**100**

Table 3 exhibits the demographic profile of the respondents who took part in this survey. Respondents have been divided into several categories. They are Gender, Academic Qualification, Age, Occupation, Income, consumption of Soft drinks and preference of soft drinks.

Out of 367 respondents taken for the study, 51% were female and 49% were male. This shows that majority of respondents were females. The questionnaire was distributed to respondents of different age groups. Academic qualification of the respondents is studied by classifying it into four groups: SLC, plus 2, bachelor, masters and above. Out of 367 respondents, the highest numbers of respondents with bachelor degree were 45.5%. After this large numbers of respondents were masters and above degree covering 37%. The numbers of respondents with plus 2 level were only 12.3% and respondents with SLC were only 5.2%.Out of 367 respondents taken for the study, 16-25 years and 26-35 years age grouped respondent's holds majority of the sample which is comprised of 52.1% and 40.6% respectively. Out of 367 respondents, 44.7% were students, 24.3% were Employee, 22.6% were professional and 8.4% were self-employeed. Out of 367 respondents 40.9% have below Rs.20000 monthly income. Similarly, 16.6%, 7.4%, 13.4%, 21.8% have monthly income of Rs. 20,000 to Rs. 30,000, Rs. 30,000 to Rs. 40,000, Rs. 40,000 to Rs. 50,000 and Above Rs. 50,000 respectively. 39.8% of consumers consume soft drinks sometimes. Similarly, 33.0%, 18.5%, 6.3% of consumer consumes soft drinks often, rarely, always respectively and 2.5% never consume soft drinks. 52.3% of the consumer prefers Coca Cola and 18.0% prefer Mountain Dew. Similarly, consumer preferring Sprite, Pepsi and Other drinks are 13.9%, 10.1%, and 5.7% respectively.

4.2 Descriptive Statistics

Descriptive analysis is a summary statistic that quantifies and summarizes the characteristics of the data gathered. Its aim is to summarize the sample rather than to learn about the population represented by the sample data. The computation of statistical measures such as mean and standard deviation, as well as maximum and minimum values, is part of descriptive analysis. This section deals with the descriptive analysis of the data collected through the questionnaire during the research phase. The four independent variables are Price Discounts, Coupons, Samples, Buy one get one free and one dependent variable i.e. Brand Building of this study were measured on a

five-point Likert Scale where 1 representing Strongly Disagree, 2 representing Disagree, 3 representing Neutral, 4 representing Agree and 5 representing Strongly Agree.

The sum of all value from 1 to 5 equals to 5 and divided by number of items gives mean value of the item that is 3. The mean value of item greater than 3 indicate that there is inclination towards agreement and value of mean below 3 indicate that there is inclination towards disagreement with the statements. Standard deviation indicates the variation in the value from the mean value.

Price Discounts is the first independent variable of this research. A five-point Likert Scale was used. Responses for Price Discounts were assessed from 4 statements and descriptive study of each questions drafted is shown below:

Table 4

Descriptive Statistics of Price Discounts

Code	Statements	N	Mean	SD
PD1	I only make my purchase if there is price discounts on the products.	367	2.72	1.206
PD2	I tend to buy more than usual when offered price discounts.	367	3.10	1.094
PD3	Price discounts influence me to make unplanned purchase.	367	3.19	1.158
PD4	I am willing to switch brands if price discounts is offered by the competing brands.	367	3.03	1.187
PD5	I am willing to pile up stock of soft drinks when There is a price discount.	367	2.94	1.241
	Price Discounts	367	2.94	1.241

Table 4 shows the descriptive statistics of Price Discounts. There are 5 statements in the table with mean value ranging from minimum of 2.72 to maximum of 3.19, it shows that responses are inclined towards agreement. The table shows PD3 has the highest mean and PD1 has the lowest mean value. The highest mean of 3.19 of PD3 indicates that maximum respondents feel that price discounts is somewhat neutral towards

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influencing unplanned purchase. Similarly, the lowest mean value of 2.72 of PD1 indicates that respondents disagree in making purchase decision if there is price discounts on the products.

Furthermore, the table shows that PD5 has the highest standard deviation of 1.241 whereas PD2 has the lowest standard deviation of 1.094. This means respondents have less deviation with the statement 'I am willing to pile up stock of soft drinks when there is a price discount'. The aggregate mean of Price discounts is 2.996 which suggest that the respondents disagree with the statement that Price discounts might impact in brand building. The mean value of the given variable shows it has low impact on the dependent variable.

Table 5

Descriptive Statistics of Coupons

Code	Statements	N	Mean	SD
CP1	Coupons encourage me to try new products far more easily.	367	3.13	1.107
CP2	I tend to make purchase more often when the value of the coupon is higher.	367	3.04	1.064
CP3	I tend to make instant purchase decision when coupons are distributed at point of sale.	367	3.09	1.123
CP4	I often spend more if I can receive a bounce back coupons.	367	3.03	1.123
CP5	I usually keep coupon safe to use for my future purchase.	367	3.20	1.153
	Coupons	**367**	**3.098**	**1.114**

There are 5 statements in the table with mean value ranging from minimum of 3.03 of CP1 to maximum of 3.20 of CP5, it shows that responses are inclined towards agreement. The highest mean of 2.88 of CP5 indicates that maximum respondents doesn't 'keep coupon safe to use for future purchase'. Similarly, the lowest mean of 3.03 of CP4 indicates that respondents don't agree with 'I often spend more if I can receive a bounce back coupons'.

Furthermore, the table shows that CP5 has the highest standard deviation of 1.153 whereas CP2 has the lowest standard deviation of 1.064. This means respondents have more deviation with the statement 'I usually keep coupon safe to use for my future purchase' and lowest deviation with the statement 'I tend to make purchase more often when the value of the coupon is higher.'

The aggregate mean of Coupons is 3.098 which suggest that the respondents agree that Coupons might impact brand building. The mean value of the given variable shows it has high impact on the dependent variable.

Table 6

Descriptive Statistics of Free Samples

Code	Statements	N	Mean	SD
FS1	Free samples influence me to try new product.	367	3.21	1.086
FS2	Free samples influence me to make unplanned purchase.	367	3.03	1.064
FS3	When offered free samples it influences me to make purchase decision instantly.	367	3.07	1.083
FS4	I am more willing to buy a new product only if free sample is offered.	367	2.91	1.172
FS5	I will have a positive attitudes because of a free samples.	367	3.01	1.075
	Free Samples	**367**	**3.046**	**1.096**

There are 5 statements in the table with mean value ranging from minimum of 2.91 to maximum of 3.21, it shows that responses are inclined towards agreement. The highest mean of 3.21 of FS1 indicates that maximum respondents 'free samples influence me to try new product. Similarly, the lowest mean of 2.91 of FS4 indicates that respondents don't agree with 'I am more willing to buy a new product only if free sample is offered'.

Furthermore, the table shows that FS4 has the highest standard deviation of 1.172 whereas FS2 has the lowest standard deviation of 1.064. This means respondents have more deviation with the statement 'I am more willing to buy a new product only if free

sample is offered' and lowest deviation with the statement 'Free samples influence me to make unplanned'.

The aggregate mean of coupons is 3.046 which suggest that the respondents agree that free samples might impact the brand building. The mean value of the given variable shows it has high impact on the dependent variable.

Table 7

Descriptive Statistics of Buy one get one free

Code	Statements	N	Mean	SD
B1	I often purchase products where I get one free item while buying one.	367	3.22	1.119
B2	Buy one get one free influences me to try new product.	367	3.32	1.049
B3	Buy one get one free influences me to make unplanned purchase.	367	3.30	1.108
B4	I am willing to spend more on purchase of a product to take advantage of buy one get one free.	367	3.17	1.067
	Buy one get one free	**367**	**3.2525**	**1.087**

There are 4 statements in the table with mean value ranging from minimum of 3.17 to maximum of 3.32, it shows that responses are inclined towards agreement. The highest mean of 3.32 of B2 indicates that maximum respondents find 'Buy one get one free influencing to try new product'. Similarly, the lowest mean of 3.17 of B4 indicates that respondents are somewhat neutral with 'willing to spend more on purchase of a product to take advantage of buy one get one free '. Furthermore, the table shows that B01 has the highest standard deviation of 1.119 whereas B2 has the lowest standard deviation of 1.049. This means respondents have more deviation with the statement 'I often purchase products where I get one free item while buying one' and lowest deviation with the statement ' Buy one get one free influences me to try new product'.

Furthermore, the table shows that B01 has the highest standard deviation of 1.119 whereas B2 has the lowest standard deviation of 1.049. This means respondents have more deviation with the statement 'I often purchase products where I get one free item while buying one' and lowest deviation with the statement ' Buy one get one free influences me to try new product'. The aggregate mean of Buy one get one free is 3.2525 which suggests that the respondents agree that Buy one get one free might impact the brand building. The mean value of the given variable shows it has high impact on the dependent variable.

Table 8

Descriptive Statistics of Brand Building

Code	Statements	N	Mean	SD
BB1	I am committed to my favorite brand.	367	3.45	1.146
BB2	I prefer those brands with good brand image.	367	3.44	1.036
BB3	I prefer those brands which provide high quality product.	367	3.67	1.093
BB4	I usually try those brands which are already established in the market.	367	3.50	1.076
BB5	I would be willing to pay a higher price for my favorite brand over other brands.	367	3.40	1.107
	Brand Building	**367**	**3.492**	**1.0916**

Brand Building is the dependent variable of this research. Responses for brand building were assessed from 5 statements and descriptive study of each questions. There are 5 statements in the table with mean value from minimum of 3.40 to maximum of 3.67, it shows that responses are inclined towards agreement. The highest mean of 3.67 of BB3 indicates that maximum respondents agree with the statement 'I prefer those brands which provide high quality product.' Similarly, the lowest mean of 3.40 of BB5 indicates that respondents don't agree with 'I would be willing to pay a higher price for my favorite brand over brands'. Furthermore, the table shows that BB1 has the highest standard deviation of 1.146 whereas BB4 has the lowest standard deviation of 1.036. This means respondents have more deviation with the statement 'I am committed to my favorite brand' and lowest deviation with the statement 'I prefer those brands with good

brand image'. The aggregate mean of Brand Building is 3.492 which indicate inclination towards agreement.

4.3 Inferential Statistics

Inferential statistics analysis deals with the analysis of possible relationships between the prior formulated variables. It uses the data analysis to deduce properties of the underlying probability distribution. A simple correlation analysis among the dependent and independent variables were conducted to test the hypothesis. Regression analysis was done in order to estimate the relationship among variables. The hypothesis listed in the first chapter was tested considering the sample size of 367.

4.3.1 Correlation Analysis

Correlation is a bivariate analysis that measures the strength of association between two variables and the direction of the relationship. Higher correlation value indicates stronger relationship between both sets of data. When the correlation is 1 or -1, a perfectly linear positive or negative relationship exists; when the correlation is 0, there is no relationship between the two variables; when the correlation is greater than 0, there exists positive relationship between the two variables; when the correlation is less than 0, there exists negative relationship between the two variables. The Correlation between Independent Variables and Brand Building as dependent variables are explained in this section. Also, the level of significance 0.01 is used hence if P value is less than α i.e. 0.01, the correlation coefficient is significant and if not, the correlation coefficient is insignificant.

Table 9

Correlation Matrix

Variables	Brand Building
Price Discounts	0.425**
Coupons	0.537**
Free Samples	0.471**
Buy one get one free	0.568**

**. Correlation is significant at the 0.01 level (2-tailed)

Relation between Price Discounts and Brand Building

Table 9 shows the correlation coefficient value of Price Discounts of 0.425 which means that independent variable Price Discounts has strong positive relationship with dependent variable Brand Building. Further, the P value is less than alpha i.e. 0.000< 0.01, the correlation is significant between the variables.

Relation between Coupon and Brand Building

Table 9 shows the correlation coefficient value of Coupons of 0.537 which means that independent variable Coupons has strong positive relationship with dependent variable Brand Building. Further, the P value is less than alpha i.e. 0.000< 0.01, the correlation is significant between the variables.

Relation between Free Samples and Brand Building

Table 9 shows the correlation coefficient value of Free Samples of 0.471 which means that independent variable Free Samples has strong positive relationship with dependent variable Brand Building. Further, the P value is less than alpha i.e. 0.000< 0.01, the correlation is significant between the variables.

Relation between Buy one get one free and Brand Building

Table 9 shows the correlation coefficient value of Free Samples of 0.568 which means that independent variable Free Samples has strong positive relationship with dependent variable Brand Building. Further, the P value is less than alpha i.e. 0.000< 0.01, the correlation is significant between the variables.

4.4 Regression Analysis

Regression analysis is a set of statistical process for estimating the relationships between a dependent variable and one or more independent variables. It includes many techniques for modeling and analyzing several variables. A correlation analysis can only tell whether or not a strong relationship exists between two variables. But even if a correlation coefficient indicates that a strong relationship exists between two variables, the exact shape of the relationship between the two variables cannot be determined. In this case, regression analysis provides more information about the scope of the relationship. It is used to describe the nature of a relationship and to make

predictions.

In this study, the regression analysis was used to test the hypothesis. This section determines which independent variable explains variability in the outcome, how much variability in dependent variable is explained by independent variables, and which variables are significant (over other variables) in explaining the variability of the dependent variable. Linear regression analysis was conducted to identify relationship between the dependent variable (Brand Building) and independent variables (Price Discounts, Coupons, Free Samples, and Buy one get one free). Linear regression is more suitable because of its simplicity, interpretability, scientific acceptance and widespread availability.

4.4.1 Multiple Regression Model

$Y = a + b1X1 + b2X2 + b3X3 + b4X4 + ei$

Where,

Y   =   Brand Building

X1 =   Price Discounts

X2 =   Coupons

X3 =   Free Samples

X4 =   Buy one get one free

A   =   Constant

E1 =   Error term

Tables below show the findings of regression analysis between independent and dependent variables.

4.4.2 Regression Model Summary

By using model summary, Correlation coefficient (R), coefficient of determination (R^2), adjusted R-squared, and standard error of the estimate can use to determine the correlation between dependent and independent variables.

Table 10

Model Summary of Regression Analysis

R	R^2	Adjusted R^2	Std. Error of the Estimate
0.605	0.365	0.358	0.71560

Table 10 shows the model summary of correlation coefficient (R) between dependent and independent variable as well as coefficient of determination (R^2). The correlation coefficient between dependent variable and all independent variable is 0.605. This value indicates that, there exist positive correlation between dependent and independent variable as a whole.

R^2 is also called coefficient of determination. It is the statistical measure of how close the data are fitted to the regression line. It is defined as the percentage of response variable variation that is explained by a linear regression model. R-square is always between 0% to 100% and higher the percentage better the model fits the data.

Here in Table 10, the value of R^2 is 0.365 which means 36.5% variation in dependent variable i.e. Brand Building is explained by independent variables like Price Discounts, Coupons, Free Samples and Buy one get one free. Adjusted R Square is 0.358 which means 35.8% variation in Brand Building is explained by independent variables after adjusting with degree of freedom (df).

Model summary also indicates the standard error of estimate of 0.71560 which shows the variability of the observed value of customer satisfaction from the regression line is 0.71560 units.

4.4.3 Regression ANNOVA

Analysis of variance (ANOVA) in a multiple regression analysis is used to show whether the model is significant or not. ANOVA helps to show whether the model that includes different independent variable is significant or not at given level of confidence interval to measure the dependent variable.

Table 11

ANNOVA Table

Model	Sum of Squares	dF	Mean Square	F	Sig.
Regression	106.749	4	26.687	52.115	0.000
Residual	185.375	362	0.512		
Total	**292.124**	**366**			

Table 11 gives the description of ANOVA table. ANOVA table is used to analyze whether the overall model is significant and if model can be applied to the research. The result of Table 11 shows that p-value is less than α i.e. $0.000 < 0.05$. The model is significant at 5% level of significance. So multiple linear model can be used to analyze the data.

4.4.4 Coefficient of Regression Model

The coefficients of regression model show the different contributing variables to measure the dependent variable. Different contributing variables in this study are four independent variables and dependent variable is Customer Satisfaction. Therefore, coefficient table shows the p-value, test statistic value and standard error of each individual value.

Table 12

Coefficient of Regression Model

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	T	Sig.	Tolerance	VIF
(Constant)	1.438	.151		9.516	.000		
Price Discounts	-.049	.063	-.052	-.773	.440	.393	2.544
Coupons	.281	.071	.284	3.963	.000	.340	2.938
Free samples	.045	.070	.045	.646	.518	.368	2.715
Buy one get one free	.366	.060	.376	6.068	.000	.456	2.192

Table 12 gives results of Sales Promotion tools in Brand Building. The table shows whether the independent variables are significant with help of sig value and whether collinearity is present with VIF. Multi-collinearity is present when there is high degree of correlation present between independent variables. If multi-collinearity is present then it affects output of the research so multicollinearity is tested. VIF is one of the tools to measure multi-collinearity. Since the value of VIF is less than 3, there is no multi-collinearity between the independent variables i.e. Price Discounts, Coupons, Free Samples and Buy one get one free; and dependent variable i.e. Brand Building.

Higher beta values (B) indicate higher dominant influence of independent variables on the dependent variable. It can be inferred that Buy one get one free has the highest dominant influence with a beta of 0.376, followed by Coupon with beta of 0.284, Free Samples with beta of 0.045, and Price Discounts with beta of -0.052.

Significance value lower than 0.05 indicates there is significant relationship between the independent variables and dependent variable. It can be inferred that Buy one get one free and Coupon has a significant relationship with Brand Building as it has significance value less than 0.05. But Price Discounts, and Free Samples have insignificant relationship with Brand Building as it has significance value more than 0.05. Price Discounts has significance value 0.440 and Free Samples has significance value 0.518 which is more than 0.05.It indicates that only Buy one get one free and Coupons independent variable have significant relationship with dependent variable i.e. Brand Building.

4.5 Hypothesis Testing Summary

Table 13

Hypothesis Testing Results

Hypothesis	P-value	Result
Price Discount	0.440	Rejected
Coupon	0.000	Accepted
Free Samples	0.518	Rejected
Buy one get one free	0.000	Accepted

Table 13 exhibits the hypothesis testing result summary. It can be seen that H1 and H3 have been rejected and H2 and H4 have been accepted as per the analysis of the result.

In first hypothesis, there is a negative correlation between Price Discounts and Brand Building. The correlation is insignificant because the p-value is more than α i.e.0.050 < 0.440 which means that the result obtained from the sample can't be generalized. Hence, we accept the null hypothesis at 5% level of significance so that the above stated hypothesis H1 is rejected i.e. Price Discounts has insignificant relationship with Brand Building.

In second hypothesis, there is positive correlation between Coupons and Brand Building. The correlation is significant because the p-value is less than α i.e.0.000< 0.050 > which means that the result obtained from the sample can be generalized. Hence, we reject the null hypothesis at 5% level of significance so that the above stated hypothesis H2 is accepted i.e. Coupons has significant relationship with Brand Building.

In third hypothesis, there is a negative correlation between Free Samples and Brand Building. The correlation is insignificant because the p-value is more than α i.e. 0.050< 0.518 which means that the result obtained from the sample can't be generalized. Hence, we accept the null hypothesis at 5% level of significance so that the above stated hypothesis H3 is rejected i.e. Free Samples has insignificant relationship with Brand Building.

In fourth hypothesis, there is a positive correlation between Buy one get one free and Brand Building. The correlation is significant because the p-value is less than α i.e. 0.000< 0.050 which means that the result obtained from the sample can be generalized. Hence, we reject the null hypothesis at 5% level of significance so that the above stated hypothesis H4 is accepted i.e. Buy one get one free has significant relationship with Brand Building.

4.6 Major Findings

Some of the major findings of this research are as follows:

- Out of 367 respondents, 51% were female and 49% were male.

- 16-25 years age group respondents holds majority of the sample which is 52% and above 45 years age group consists of only 1.6%.

- The majority of respondents were from bachelors (45.5 %) while SLC, plus 2, masters and above respondent were 5.2%, 12.3% and 37.1 %.

- Occupation wise distribution of respondents shows 44.7% of respondents were students, 22.6% were professional, 24.3% were employee and 8.4% were self-employed.

- Monthly income wise distribution of respondents shows 40.9% have below Rs 20,000 monthly income. Similarly, 16.6%, 7.4%, 13.4%, 21.8% have monthly income of Rs. 20,000 to Rs. 30,000, Rs. 30,000 to Rs. 40,000, Rs. 40,000 to Rs. 50,000 and Above Rs. 50,000 respectively.

- Consumption of soft drinks wise distribution of respondents shows 39.8% of consumers consume soft drinks sometimes. Similarly, 33%, 18.5%, 6.3% of consumer consumes soft drinks often, rarely, always respectively and 2.5% never consume soft drinks.

- Consumer's preference wise distribution of respondents shows 52.3% of the consumer prefers Coca Cola and 18% prefer Mountain dew. Similarly, consumer preferring Sprite, Pepsi and Other drinks are 13.9%, 10.1 and 5.7% respectively.

- The overall average mean value of Price Discounts is 2.996 which shows that respondents don't agree that Price Discounts is important factor that affect Brand Building.

- The overall average mean value of Coupons is 3.098 which shows that respondents agree that coupons is important factor that affect Brand Building.

- The overall average mean value of Free Samples is 3.046 which shows that respondents agree that Free Samples is important factor that affect Brand Building.

- The overall average mean value of Buy one get one free is 3.2525 which shows that respondents agree that Buy one get one free is important factor that affect Brand Building.

- The overall average mean value of Brand Building is 3.492 which indicates inclination towards agreement.

- Among four independent variables, Buy one get one free has highest mean of 3.2525 and Price Discounts has lowest mean of 2.996. All the variables inclined towards agreement except price discount

- Price discount, coupon, free sample and buy one get one free influences brand building at 95% confidence interval with a sig. level of 0.440, 0.000, 0.518 and 0.000.

- There is positive correlation or strongly positive correlation between all the independent variables (Price, Coupon, Sample free and buy one get one free) to dependent variable i.e. brand building.

- At 95 percent confidence level p value for the color price discount is 0.440. Since, p value is greater than significance value 0.05 which indicates that price discount doesn't not influence on the brand building of soft drinks.

- Coupon influences brand building. At 95 percent confidence level p value for the coupon is 0.00. Since, p value is less than significance value 0.05 which indicates that coupon influences on brand building of soft drinks.

- The results of test of hypothesis indicated that there exists negative correlation between Free Samples and Brand Building of soft drinks.

- Buy one get one free has positive influence on brand building. Since, p value is less than significance value 0.05 which indicates buy one get one free influences on brand building of soft drinks.

CHAPTER V

DISCUSSION, CONCLUSIONS AND IMPLICATIONS

This chapter deals with the discussion, conclusions and implications of the study. Whole study has been here summarized in brief and draws the major conclusions of this research. In addition, major conclusions are discussed in separate section of this chapter which is followed by the recommendations based upon the study findings regarding use of sales promotion tools in brand building. This chapter is divided into four sections that deal with the discussions, conclusions of the whole study, implications based on the results and suggestions for the further studies.

5.1 Discussion

The major objective of this research is to understand the impact of sales promotion tools on brand building. The research is entirely focused on impact of sales promotion tools in brand building. This study helps to determine the major impact of sales promotion tools in brand building. As such the researcher studied various promotional tools like price discounts, coupons, free samples and Buy one get one free that affect the Brand Building. The result of this research provides important information about the impact of sales promotion tools on Brand Building and leads us towards the most effective sales promotion tool that can be used for Brand Building. The sample for the research was taken from customers inside Nepal. The study was done to measure the relationship between these mentioned dependent and independent variables. The dependent and independent variables were derived from the literature review and conceptualization was done in second chapter of this study. The framework for the study is done based on the variables abstracted from the literature reviews. Some findings of the research were same with the findings of this study while some were not.

Sales Promotion tools were taken as independent variables and Brand Building as dependent variable. The results of this study were based on the descriptive and inferential statistics analysis of the primary data that were collected with the help of survey questionnaire. 367 responses from distinct backgrounds and demographics were collected for the study. The Cronbach's alpha coefficient of major study was 0.949 which indicates all the variables are considered as accepted.

Data collected from the questionnaire were analyzed and interpreted with the help of different statistical tools. The first part of the study deals with the Demographic profiles of respondent. It gives demographic information about the respondents such as age, gender, academic qualification, Occupation, Monthly Income, frequency of consuming soft drink and Preference of soft drink. In the second part, the descriptive analysis of different factors was studied. The last part deals with inferential analysis where different tools like correlation, regression were used. On the basis of hypothesis formed in the first chapter, correlation and regression analysis were done to test the hypothesis. Through the correlation analysis, it was found that all the independent variables have a significant impact on dependent variable. But, as per the regression analysis, coupon and buy one get one free as independent variables have significant impact on customer satisfaction and other don't have significant impact.

As previously notes, most recent studies have examined the convenience of using sales promotions tools and its sales impact. The study of different types of sales promotion tools, based on the type of benefits they offer, have been examined, but with less interest. This study, like Chandon, Wansink, and Laurent (2000) and Raghubir, Inman, and Grande (2004) adopted a consumer-based approach to consider how sales promotions also can have an effect on a cognitive and emotional level that could later influence brand Building.

Previous findings show that consumers usually claim to respond more to price discounts, to buy-one-get-one-free offers and to coupons than to in-store demonstrations or sweepstakes and games. This may be because the first three promotions are relatively easy to understand and can provide consumers with transaction utility. These three tools allow consumers to make a rational evaluation of the deals offered by soft drink companies. Looking first at price discounts, in the mind of consumers there exists a 'fair' reference price based on their past shopping experience. Therefore, they are most likely to respond positively to price discounts because consumers know that they will be better off if they accept the offer. Price discounts are the simplest and the most straightforward sales promotion tool and are easy for shoppers to understand. Shoppers need only compare the value of the offer with the reference price; this finding is consistent with that of (Neslin, Henderson, & Quelch, 1985)

Previous findings also show that consumers claim that buy-one-get-one-free offers are relatively more effective than coupons in inducing most behaviors. This may be explained by the fact that the coupon offers are available only to coupon holders, and that consumers have to spend a certain amount of money before they can take advantage of the deal. Consumers may consider using coupons to be troublesome and inconvenient, because they have to remember to bring the coupon with them and buy something that they may not need at the moment. Comparatively, buy one get one free is a more flexible tool. With this offer, consumers know how much more they can get from the deal. The only drawback from the viewpoint of shoppers is that they might buy more quantity than they actually need at the moment. This finding, that buy one get one free is particularly more effective than coupons and is inconsistent with the findings of Laroche, Pons, Zgolli, and Cervellon (2003) but is consistent with the findings of (Helsen & Schmittlein, 1992)

Overall, the two promotional tools viz. Price Discounts and Free Samples are found relatively less effective in Brand Building whereas Coupons and Buy one get one free is found effective in Brand Building. Consumers felt that Coupon and Buy one get one free is relatively more useful in inducing product trial. This may be because Coupon and buy one get one free reduce their risk in buying a new product that they have not tried.

5.2 Conclusions

The purpose of this research was to understand the impact of sales promotion tools in brand building in the context of soft drinks. The positive impact of sales promotion tools have been analyzed by determining the level of brand building. The change in consumption pattern of consumer when provided different sales promotion tools is somewhat fruitful to the company. Also, the study focuses on determining the significance of independent variables i.e. Price Discounts, Coupons, Free Samples and Buy one get one free on Brand Building.

Based on the findings of this research, several valid conclusions can be drawn. In most of the respondents taken under study, Coupon and Buy one get one free are found to be key factor for Brand Building. Coupon and Buy one get one free was the major tools among the others. It is one time process and the benefit of the purchase is instantly provided. Hence, it is the most satisfying sales promotion tool.

There is a strong positive correlation of Price Discounts, Coupons, Free Samples and Buy one get one free with Brand Building towards soft drinks. Higher Beta value of Buy one get one free has a higher influence on Brand Building. The result shows that Coupon and Buy one get one free has significant relationship with Brand Building on soft drinks. And other sales promotion tools like Price Discounts and Free Samples have lower influence on Brand Building which shows that these tools have insignificant relationship with Brand Building.

The study concludes that Coupons and Buy one get one free stimulates Brand Building but Price Discounts and Free Samples are not likely to stimulate Brand Building. So, study reveals that Coupons and Buy one get one free is most important factor for Brand Building. Price Discounts and Free Samples are least important factor for Brand Building. Also, the aggregate mean value of Brand Building is inclination towards agreement.

The study also shows that the preferred soft drink in Nepal is Coca Cola. During the research, it is found that consumer sometimes only consume the soft drinks.

5.3 Implications

5.3.1 Practical Implications

The study observed that Price Discounts has negative relationship with Brand Building. Hence, the price discount couldn't satisfy the customers and should focus on how the price discounts enables customers to increase the consumption of soft drinks. The study revealed a positive relationship between Coupons and Brand Building. Hence, Coupon helps in enhancing satisfaction and increase consumption level of soft drinks. Hence, it should focus on increasing instant purchase of soft drinks. The study found a negative relationship between Free Samples and Brand Building. Therefore, Free Samples couldn't satisfy their customers and couldn't help in increasing consumption and assist in Brand Building. Hence, Free Samples must assist in attracting the consumers towards soft drink. There is positive relationship between Buy one get one free and Brand Building. Hence, Buy one get one free helps in satisfy their customers need. It should take care of quality as people think that getting one extra product while buying one generally are of low quality. Brand Building is long term process. To develop a brand, proper supervision and more

investment is required. The awareness of the brand is also necessary for promotion tools in building the brand.

5.3.2 Implications for future research

There remains enough ground of scope in terms of data, models and methodology for studies in days to come. For future research it is suggested to test this relationship with increased sample size and better sampling techniques to generalize the findings. This research is conducted without considering and moderating variables. Hence, future researches can be conducted taking potential moderating variables that may positively or negatively shape the relationship. The sample size and time period taken for the study is limited; so future study can be conducted by taking larger sample size and longer time period. The model used in this study is limited to simple linear regression models. Thus, other models and some advance statistical tools can be used to examine for further studies. For example, future studies can use non-linear statistical tools and bidirectional causality tools.

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ANNEXES

Survey Questionnaire

SALES PROMOTION TOOLS IN BRAND BUILDING: A STUDY OF SOFT DRINKS

Dear Respondents,

I am MBA student of School of Management, Tribhuvan University (SOMTU). As a partial fulfillment of the academic requirement of the university, I am conducting a research on "Sales promotion tools in brand building: A study of soft drinks". I assure that the data and information collected from you will be kept confidential and will be used for my academic purpose only. Please take few minutes to fill the questionnaire.

Hope for your favorable response.

Sincerely,

Sabina Aryal

Section I: Demographic Profiles

   1. **Gender:** ( ) Female   ( ) Male

   2. Current Age:

      ( ) 16-25 Years   ( ) 26-35 Years

      ( ) 36-45 Years   ( ) Above 45 Years

   3. Academic Qualification:

      ( ) SLC   ( ) Plus 2   ( ) Bachelor   ( ) Masters and above

    4. Occupation:

      ( ) Student   ( ) Professional

      ( ) Employee   ( ) Self Employed

5. Monthly Income

( ) Below Rs. 20,000

( ) Rs. 20,000 to Rs. 30,000

( ) Rs. 30,000 to Rs. 40,000

( ) Rs. 40,000 to Rs. 50,000

( ) Above Rs. 50,000

6. How frequently do you consume soft drink?

( ) Never   ( ) Rarely ( ) Sometimes ( ) Often (   ) Always

7. Which soft drink do you prefer?

( ) Coca cola   ( ) Pepsi ( ) Mountain Dew (   ) Sprite   ( ) Other's

Section II. Sales Promotion Tools

This section contains questionnaire for the purpose of testing the use of sales promotion tools in brand building. Please read each statement carefully and tick the most appropriate answer that indicates how strongly you agree or disagree with the following statements, where: (1=Strongly Disagree, 2 = Disagree, 3=Neutral, 4= Agree, 5= Strongly Agree).

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Price Discounts					
I only make my purchase if there is price discounts on the products.					
I tend to buy more than usual when offered price discounts.					
Price discounts influence me to make unplanned purchase.					
I am willing to switch brands if price discounts is offered by the competing brands.					

I am willing to pile up stock of soft drinks when there is a price discount.					
Coupons					
Coupons encourage me to try new products far more easily.					
I tend to make purchase more often when the value of the coupon is higher.					
II tend to make instant purchase decision when coupons are distributed at point of sale.					
I often spend more if I can receive a bounce back coupons.					
I usually keep coupon safe to use for my future purchase.					
Free Samples					
Free samples influence me to try new product.					
Free samples influence me to make unplanned purchase.					
When offered free samples it influences me to make purchase decision instantly.					
I am more willing to buy a new product only if free sample is offered.					
I will have a positive attitudes because of a free samples.					
Buy One Get One Free					
I often purchase products where I get one free item while buying one.					
Buy one get one free influences me to try new product.					

Buy one get one free influences me to make unplanned purchase.					
I am willing to spend more on purchase of a product to take advantage of buy one get one free.					
Brand Building (Dependent Variable)					
I am committed to my favorite brand.					
I prefer those brands with good brand image.					
I prefer those brands which provide high quality product.					
I usually try those brands which are already established in the market.					
I would be willing to pay a higher price for my favorite brand over other brands.					

Thank you!