

Role of Sales Promotion on Impulsive Buying Behavior of Skin Care Products

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Abstract

Sales promotions are important means of mobilizing sales on account of impulse buying. Skin care products are typically associated with longer life cycles and the loyalty generated among the users is also higher due to increased span of usage. The present research initiative is an attempt to understand the effectiveness of different promotional techniques adopted for skin care cosmetic products. The findings are based on the responses collected from a sample of 250 respondents in Uttarakhand, India. Majority users are unmarried women in the age group of 18-25 years. Findings enabled to identify the most important reason for use, that is the desire for fairer skin tone. The efficacy of different promotional techniques like discounts, free samples, trial options, gifts, coupons, advertisements, celebrity endorsements, specialist advice is also studied. SPSS 22 is used for analysing the data.

Keywords- Sales Promotion, Impulsive Buying, Skincare Products.

1. Introduction

Promotions are way to encourage buying or facilitate the decision making process by creating awareness, generating interest, inclination, desire and converting into actual purchase. Promotions are an extremely important part of marketing strategy for any product and involve huge expenditure.

Skin care category of products is huge and diverse segment in the cosmetics industry and plays vital role in the overall looks and image of individuals. The study focuses upon customer oriented sales promotion which are incentives offered directly to the customer to accelerate or speeden the process of buying. Often in wake of different promotional techniques the customers buys without forethought. The skin care market has long remained an often neglected or least cared for segment among the cosmetics market. The dominant ones being the colour cosmetics and the hair care sector.

Impulsivity is taking decision at the spur of the moment without forethought or without thinking about the consequences. Impulsive buying behaviour is a universally recognized, pervasive phenomenon and distinctive aspect of consumer lifestyle and have become the focal point of all marketing activities on considering the different aspect of impulsivity, it is

found that impulsive buying is considered as irresponsible behavior with stiff consequences. Taushif and Gupta (2013) stated that 80% of purchases in certain product category are made on impulse. Sales promotions have been viewed as a way to motivate customers towards buying impulsively. It is an important phenomenon in context of retail business and marketing, according to Verplanken and Sato (2011). Chen (2001) describes the factors which influence impulsive buying such as external stimuli (buying frequency, store displays, promotions, advertising, atmosphere in stores and retailers) internal perceptions (lifestyle, personality, emotions, money and time pressure) buying behavior (price, time of purchase, payment) and demographic variables (age, gender, income, occupation, household income and social status).

Sales promotions are an absolute essential part in the overall marketing strategy. It is a way to encourage product trials among non-users and attempt to convert these non-users into users. For existing users promotions are a way of incentivizing and developing the much needed loyalty in fiercely competitive market. It is also considered to be an important way to induce trial by customer's of competitive products.

2. Literature Review

Sales promotion has been viewed as a tool for winning the target customer. Murugnanthan and Bhakat (2013) found sales promotion a strategic tool to attract customers to indulge in impulsive buying.

Harish and Suchitra (2010) suggested that sales promotion enable making psychological and emotional impact and help in encouraging purchase or increase in quantity or frequency of purchase. Different promotional techniques are used to mobilize sales depending upon the type of product, customer and usage pattern. According to Ailawadi et al. (2009) store level promotions are a way of grabbing consumer's attention and offer immediate inducement. Oly Ndubisi and Tung Moi (2005) advocated that sales promotion impacted product trial which in turn determined repurchase behavior. Lammers (1991) opined that sampling is an effective way of promotions and enhances sales volume in short time, encourages customers to purchase and induce repetitive purchases. He further advocated that in-store promotions act as catalyst and induces impulsive buying. Pawar et al. (2016) stated that the in-store sampling results in positive perception of promoted brands and improves brand's value. Attractive sampling and free gifts are a way to encourage shoppers for trial. Weng and De Run (2013) stated that the preferences for sales promotion have significant impact on the behavioral intention and purchase satisfaction. Liao et al. (2009) suggested reward bases sales promotion which resulted in reminder impulse buying. Chandon et al. (2000) stated that there are utilitarian benefits which are associated with monetary savings and other dimension towards impulse buying is the fun element and excitement produced. Bhandari (2014) identifies sales promotion as a marketing tool aimed at gathering the attention of potential customers. Tinne (2011) suggested that pricing, store characteristics, situational factors,

promotional activities influence impulsive buying behavior at superstores in Bangladesh. Kchaou and Amara (2014) propagated the hedonic benefits such as seeking pleasure, variety and expressing value lead to impulsive buying. This kind of buying is aggravated through promotions. The study undermined the importance of saving money or convenience on impulsive purchase. Weerathunga and Pathmini (2015) concluded that price discounts, free samples, buy one get one free schemes, loyalty programmes have significant influence on consumer impulsive buying behavior in supermarkets.

3. Research Methodology

The impact of promotions on impulsive buying behavior in skin care cosmetics is studied through a well-structured questionnaire filled by users at selected market places and malls in Dehradun and Rudrapur, Uttarakhand, India. In this study an attempt is made to study the impact of various promotional elements on buying behaviour of skin care products in brick and mortar stores. 250 completely filled questionnaires are considered for analysis. A five point likert scale is used to study the impact of the different promotional techniques on impulsive buying of skin care products. SPSS 22 is used for data analysis. The following objectives have been identified.

3.1 Objective

To understand the demographic traits of the buyers.

To identify reasons for buying skin care products.

To study the impact of different promotional elements on impulsive buying behavior of skin care products.

4. Data Analysis

Table 1 shows the age of the sampled respondents. 62% respondents fall in the age of 18 to 25 years. 33.2% are in the age group of 26 to 39 and 4.8% fall in the age between 40 to 54 years.

Table 1. Age of respondent

Age Group	Frequency	Percent	Valid Percent	Cumulative Percent
18-25	155	62.0	62.0	62.0
26-39	83	33.2	33.2	95.2
40-54	12	4.8	4.8	100.0
Total	250	100.0	100.0	

Table 2 shows the gender of the respondents. 82.4% of the sampled respondents are females and 17.6% are males.

Table 2. Gender of the respondent

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Female	206	82.4	82.4	82.4
Male	44	17.6	17.6	100.0
Total	250	100.0	100.0	

Table 3 shows the marital status of the respondents. 71.6% are unmarried and 28.4% are married.

Table 3. Marital status

Marital Status	Frequency	Percent	Valid Percent	Cumulative Percent
Married	71	28.4	28.4	28.4
Unmarried	179	71.6	71.6	100.0
Total	250	100.0	100.0	

Table 4 shows the family income of the respondents. 28% of the respondents have a monthly income of Rs.15,000, 13.6% have income between Rs.15,000 and Rs.25,000. The largest segment of 31.2% have income levels in the range of Rs.25,000 to Rs.35,000. 9.6% have income levels between Rs.35,000 and Rs. 50,000. 17.6% of the respondents have income levels of above Rs. 50,000 per annum.

Table 4. Family income of respondents (in Rs. on monthly basis)

Income levels	Frequency	Percent	Valid Percent	Cumulative Percent
upto 15,000	70	28.0	28.0	28.0
15,000 to 25,000	34	13.6	13.6	41.6
25000 to 35000	78	31.2	31.2	72.8
35,000 to 50,000	24	9.6	9.6	82.4
above 50,000	44	17.6	17.6	100.0
Total	250	100.0	100.0	

Skin care applications are used for many different reasons as shown in Table 5. 30% of sampled respondents use skin care for fairness. This clearly indicates the penchant for fairer skin tones. 21.2% of respondents use skin care applications for sun protection. 20.8% use for anti-aging and 20.4% use for daily care. 7.6% users have medical reasons for using skin care products.

Table 5. Prime reason for buying skin care product

Reasons	Frequency	Percent	Valid Percent	Cumulative Percent
daily care	51	20.4	20.4	20.4
anti-aging	52	20.8	20.8	41.2
fairness	75	30.0	30.0	71.2
sun protection	53	21.2	21.2	92.4
medical reason	19	7.6	7.6	100.0
Total	250	100.0	100.0	

Promotional elements are extremely important part of overall marketing strategy. An attempt is made to understand the most popular promotional techniques in skin care products as shown in Table 6. It is found that extra weight in same price is opted by 19.6% of the respondents. 18.4% favour discounts or price-offs, 17.6% have opted for trial offers, 13.6% get motivated by advertisements, 10% by free gifts, 7.2% by specialist recommendation, 4.8% through celebrity recommending a particular product and 3.6% by offers like one on one.

Table 6. Promotional element making the highest impact

Promotional elements	Frequency	Percent	Valid Percent	Cumulative Percent
discounts or price offs	46	18.4	18.4	18.4
free gifts	25	10.0	10.0	28.4
offers like one on one	9	3.6	3.6	32.0
extra weight in same price	49	19.6	19.6	51.6
coupons	13	5.2	5.2	56.8
trial offers	44	17.6	17.6	74.4
celebrity recommendation	12	4.8	4.8	79.2
specialist recommendation	18	7.2	7.2	86.4
Advertisements	34	13.6	13.6	100.0
Total	250	100.0	100.0	

Table 7 shows the mean values for all the twelve variables. The highest mean value of 3.1840 is for ‘I buy impulsively when there are free samples’. Mean of 3.1800 is for ‘I buy when there is free gift’. Free samples and gifts are the most liked promotional method in case of skin care cosmetics product.

Table 7. Descriptive statistics

	N	Sum	Mean
I buy impulsively when there are free samples	250	796.00	3.1840
I buy impulsively when there is free gift	250	795.00	3.1800
I buy impulsively when there are trial offers	250	767.00	3.0680
I buy impulsively when celebrity endorses a skin care product	250	660.00	2.6400
I buy impulsively when I get more in the same price	250	728.00	2.9120
I buy impulsively when I see advertisement in electronic medium	250	663.00	2.6520
I buy impulsively when I see advertisement in print medium	250	658.00	2.6320
I buy impulsively when the sales person recommends	250	774.00	3.0960
I buy impulsively when the in store promotions are attractive	250	683.00	2.7320
I buy impulsively when the products are displayed in catchy style	250	693.00	2.7720
I buy impulsively when my friends or reference group suggest	250	681.00	2.7240
I buy impulsively when discounts are offered	250	792.00	3.1680
Valid N (listwise)	250		

Further in order to see the impact of demographic traits on promotional methods, one way ANOVA is conducted. It is found that income levels have significant impact on the preferences. Table 8 shows that significance value for ‘I buy impulsively when I get more in the same price’ is 0.030. This value is less than 0.05 and has significant impact. This shows consumer looks for additional quantity at the same price.

Table 8. ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
I buy impulsively when there are free samples	Between Groups	3.132	4	0.783	0.523	0.719
	Within Groups	366.404	245	1.496		
	Total	369.536	249			
I buy impulsively when there is free gift	Between Groups	6.116	4	1.529	0.870	0.483
	Within Groups	430.784	245	1.758		
	Total	436.900	249			
I buy impulsively when there are trial offers	Between Groups	2.286	4	0.571	0.331	0.857
	Within Groups	423.558	245	1.729		
	Total	425.844	249			
I buy impulsively when celebrity endorses a skin care product	Between Groups	4.955	4	1.239	0.846	0.497
	Within Groups	358.645	245	1.464		
	Total	363.600	249			
I buy impulsively when I get more in the same price	Between Groups	16.147	4	4.037	2.733	0.030
	Within Groups	361.917	245	1.477		
	Total	378.064	249			
I buy impulsively when I see advertisement in electronic medium	Between Groups	1.618	4	0.405	0.253	0.907
	Within Groups	391.106	245	1.596		
	Total	392.724	249			
I buy impulsively when I see advertisement in print medium	Between Groups	3.951	4	0.988	0.602	0.662
	Within Groups	402.193	245	1.642		
	Total	406.144	249			
I buy impulsively when the sales person recommends	Between Groups	5.075	4	1.269	0.746	0.561
	Within Groups	416.621	245	1.700		
	Total	421.696	249			
I buy impulsively when the in store promotions are attractive	Between Groups	12.528	4	3.132	1.486	0.207
	Within Groups	516.516	245	2.108		
	Total	529.044	249			
I buy impulsively when the products are displayed in catchy style	Between Groups	12.884	4	3.221	1.719	0.146
	Within Groups	459.120	245	1.874		
	Total	472.004	249			
I buy impulsively when my friends or reference group suggest	Between Groups	4.719	4	1.180	0.710	0.586
	Within Groups	407.237	245	1.662		
	Total	411.956	249			
I buy impulsively when discounts are offered	Between Groups	9.642	4	2.411	1.761	0.137
	Within Groups	335.302	245	1.369		
	Total	344.944	249			

Post hoc test was applied for multiple comparisons and it can be seen in Table 9 that there is significant difference between the preference of respondents having income levels of Rs. 25,000 to Rs. 3,000 on monthly basis than other income groups.

Table 9. Post hoc test

Dependent Variable	(I) family income of respondents	(J) family income of respondents	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I buy impulsively when there are free samples	upto 15,000	15,000 to 25,000	-0.08151	0.25564	0.998	-0.7841	0.6210
		25000 to 35000	0.20733	0.20134	0.841	-0.3460	0.7607
		35,000 to 50,000	0.22976	0.28927	0.932	-0.5652	1.0247
		above 50,000	0.06688	0.23527	0.999	-0.5797	0.7135
	15,000 to 25,000	upto 15,000	0.08151	0.25564	0.998	-0.6210	0.7841
		25000 to 35000	0.28884	0.25132	0.780	-0.4018	0.9795
		35,000 to 50,000	0.31127	0.32604	0.875	-0.5847	1.2073
		above 50,000	0.14840	0.27924	0.984	-0.6190	0.9158
	25000 to 35000	upto 15,000	-0.20733	0.20134	0.841	-0.7607	0.3460
		15,000 to 25,000	-0.28884	0.25132	0.780	-0.9795	0.4018
		35,000 to 50,000	0.02244	0.28546	1.000	-0.7621	0.8069
		above 50,000	-0.14044	0.23057	0.974	-0.7741	0.4932
	35,000 to 50,000	upto 15,000	-0.22976	0.28927	0.932	-1.0247	0.5652
		15,000 to 25,000	-0.31127	0.32604	0.875	-1.2073	0.5847
		25000 to 35000	-0.02244	0.28546	1.000	-0.8069	0.7621
		above 50,000	-0.16288	0.31033	0.985	-1.0157	0.6900
	above 50,000	upto 15,000	-0.06688	0.23527	0.999	-0.7135	0.5797
		15,000 to 25,000	-0.14840	0.27924	0.984	-0.9158	0.6190
		25000 to 35000	0.14044	0.23057	0.974	-0.4932	0.7741
		35,000 to 50,000	0.16288	0.31033	0.985	-0.6900	1.0157
	upto 15,000	15,000 to 25,000	0.07143	0.27719	0.999	-0.6903	0.8332
		25000 to 35000	-0.19780	0.21831	0.894	-0.7978	0.4022
		35,000 to 50,000	0.07143	0.31366	0.999	-0.7906	0.9334
		above 50,000	-0.36039	0.25511	0.620	-1.0615	0.3407
15,000 to 25,000	upto 15,000	-0.07143	0.27719	0.999	-0.8332	0.6903	
	25000 to 35000	-0.26923	0.27250	0.861	-1.0181	0.4797	
	35,000 to 50,000	0.00000	0.35352	1.000	-0.9715	0.9715	
	above 50,000	-0.43182	0.30278	0.611	-1.2639	0.4003	
25000 to 35000	upto 15,000	0.19780	0.21831	0.894	-0.4022	0.7978	
	15,000 to 25,000	0.26923	0.27250	0.861	-0.4797	1.0181	
	35,000 to 50,000	0.26923	0.30952	0.908	-0.5814	1.1199	
	above 50,000	-0.16259	0.25001	0.966	-0.8497	0.5245	
35,000 to 50,000	upto 15,000	-0.07143	0.31366	0.999	-0.9334	0.7906	
	15,000 to 25,000	0.00000	0.35352	1.000	-0.9715	0.9715	
	25000 to 35000	-0.26923	0.30952	0.908	-1.1199	0.5814	
	above 50,000	-0.43182	0.33649	0.702	-1.3566	0.4929	
above 50,000	upto 15,000	0.36039	0.25511	0.620	-0.3407	1.0615	
	15,000 to 25,000	0.43182	0.30278	0.611	-0.4003	1.2639	
	25000 to 35000	0.16259	0.25001	0.966	-0.5245	0.8497	
	35,000 to 50,000	0.43182	0.33649	0.702	-0.4929	1.3566	
upto 15,000	15,000 to 25,000	0.20168	0.27485	0.948	-0.5537	0.9570	
	25000 to 35000	0.13004	0.21648	0.975	-0.4649	0.7250	
	35,000 to 50,000	0.18452	0.31102	0.976	-0.6702	1.0393	
	above 50,000	-0.06169	0.25296	0.999	-0.7569	0.6335	
15,000 to 25,000	upto 15,000	-0.20168	0.27485	0.948	-0.9570	0.5537	
	25000 to 35000	-0.07164	0.27021	0.999	-0.8142	0.6709	
	35,000 to 50,000	-0.01716	0.35054	1.000	-0.9805	0.9462	
	above 50,000	-0.26337	0.30023	0.905	-1.0885	0.5617	
25000 to 35000	upto 15,000	-0.13004	0.21648	0.975	-0.7250	0.4649	
	15,000 to 25,000	0.07164	0.27021	0.999	-0.6709	0.8142	
	35,000 to 50,000	0.05449	0.30692	1.000	-0.7890	0.8980	
	above 50,000	-0.19172	0.24790	0.938	-0.8730	0.4896	
35,000 to 50,000	upto 15,000	-0.18452	0.31102	0.976	-1.0393	0.6702	
	15,000 to 25,000	0.01716	0.35054	1.000	-0.9462	0.9805	
	25000 to 35000	-0.05449	0.30692	1.000	-0.8980	0.7890	
	above 50,000	-0.24621	0.33365	0.947	-1.1632	0.6707	
above 50,000	upto 15,000	0.06169	0.25296	0.999	-0.6335	0.7569	
	15,000 to 25,000	0.26337	0.30023	0.905	-0.5617	1.0885	

I buy impulsively when celebrity endorses a skin care product	upto 15,000	25000 to 35000	0.19172	0.24790	0.938	-0.4896	0.8730
		35,000 to 50,000	0.24621	0.33365	0.947	-0.6707	1.1632
		15,000 to 25,000	0.41849	0.25292	0.464	-0.2766	1.1136
	15,000 to 25,000	25000 to 35000	0.05348	0.19920	0.999	-0.4940	0.6009
		35,000 to 50,000	0.18810	0.28619	0.965	-0.5984	.09746
		above 50,000	0.22597	0.23277	0.868	-0.4137	0.8657
	25000 to 35000	upto 15,000	-0.41849	0.25292	0.464	-1.1136	0.2766
		25000 to 35000	-0.36501	0.24864	0.584	-1.0483	0.3183
		35,000 to 50,000	-0.23039	0.32257	0.953	-1.1169	0.6561
	35,000 to 50,000	above 50,000	-0.19251	0.27627	0.957	-0.9518	0.5667
		upto 15,000	-0.05348	0.19920	0.999	-0.6009	0.4940
		15,000 to 25,000	0.36501	0.24864	0.584	-0.3183	1.0483
	above 50,000	35,000 to 50,000	0.13462	0.28242	0.989	-0.6415	0.9108
		above 50,000	0.17249	0.22812	0.943	-0.4544	0.7994
		upto 15,000	-0.18810	0.28619	0.965	-0.9746	0.5984
	upto 15,000	15,000 to 25,000	0.23039	0.32257	0.953	-0.6561	1.1169
		25000 to 35000	-0.13462	0.28242	0.989	-0.9108	0.6415
		above 50,000	0.03788	0.30702	1.000	-0.8059	0.8816
	15,000 to 25,000	upto 15,000	-0.22597	0.23277	0.868	-0.8657	0.4137
		15,000 to 25,000	0.19251	0.27627	0.957	-0.5667	0.9518
		25000 to 35000	-0.17249	0.22812	0.943	-0.7994	0.4544
	15,000 to 25,000	35,000 to 50,000	-0.03788	0.30702	1.000	-0.8816	0.8059
		15,000 to 25,000	0.58908	0.25407	0.142	-0.1092	1.2873
		25000 to 35000	-0.06703	0.20010	0.997	-0.6170	0.4829
25000 to 35000	35,000 to 50,000	-0.36190	0.28750	0.717	-1.1520	0.4282	
	above 50,000	0.19870	0.23383	0.915	-0.4439	0.8413	
	upto 15,000	-0.58908	0.25407	0.142	-1.2873	0.1092	
35,000 to 50,000	25000 to 35000	-0.65611	0.24977	0.069	-1.3425	0.0303	
	35,000 to 50,000	-0.95098*	0.32403	0.030	-1.8415	-0.0605	
	above 50,000	-0.39037	0.27753	0.624	-1.1531	0.3723	
25000 to 35000	upto 15,000	0.06703	0.20010	0.997	-0.4829	0.6170	
	15,000 to 25,000	0.65611	0.24977	0.069	-0.0303	1.3425	
	35,000 to 50,000	-0.29487	0.28371	0.837	-1.0746	0.4848	
35,000 to 50,000	above 50,000	0.26573	0.22915	0.774	-0.3640	0.8955	
	upto 15,000	0.36190	0.28750	0.717	-0.4282	1.1520	
	15,000 to 25,000	0.95098*	0.32403	0.030	0.0605	1.8415	
above 50,000	25000 to 35000	0.29487	0.28371	0.837	-0.4848	1.0746	
	above 50,000	0.56061	0.30842	0.366	-0.2870	1.4082	
	upto 15,000	-0.19870	0.23383	0.915	-0.8413	0.4439	
upto 15,000	15,000 to 25,000	0.39037	0.27753	0.624	-0.3723	1.1531	
	25000 to 35000	-0.26573	0.22915	0.774	-0.8955	0.3640	
	35,000 to 50,000	-0.56061	0.30842	0.366	-1.4082	0.2870	
15,000 to 25,000	15,000 to 25,000	0.03866	0.26411	1.000	-0.6872	0.7645	
	25000 to 35000	-0.04505	0.20802	1.000	-0.6167	0.5266	
	35,000 to 50,000	0.18571	0.29886	0.972	-0.6356	1.0071	
25000 to 35000	above 50,000	0.14026	0.24308	0.978	-0.5278	0.8083	
	upto 15,000	-0.03866	0.26411	1.000	-0.7645	0.6872	
	15,000 to 25,000	-0.08371	0.25965	0.998	-0.7973	0.6299	
35,000 to 50,000	35,000 to 50,000	0.14706	0.33685	0.992	-0.7787	1.0728	
	above 50,000	0.10160	0.28850	0.997	-0.6913	0.8945	
	upto 15,000	0.04505	0.20802	1.000	-0.5266	0.6167	
above 50,000	15,000 to 25,000	0.08371	0.25965	0.998	-0.6299	0.7973	
	25000 to 35000	0.23077	0.29492	0.936	-0.5797	1.0413	
	above 50,000	0.18531	0.23822	0.937	-0.4693	0.8400	
25000 to 35000	upto 15,000	-0.18571	0.29886	0.972	-1.0071	0.6356	
	15,000 to 25,000	-0.14706	0.33685	0.992	-1.0728	0.7787	
	35,000 to 50,000	-0.23077	0.29492	0.936	-1.0413	0.5797	
35,000 to 50,000	above 50,000	-0.04545	0.32062	1.000	-0.9266	0.8357	
	upto 15,000	-0.14026	0.24308	0.978	-0.8083	0.5278	
	15,000 to 25,000	-0.10160	0.28850	0.997	-0.8945	0.6913	
above 50,000	25000 to 35000	-0.18531	0.23822	0.937	-0.8400	0.4693	
	35,000 to 50,000	0.04545	0.32062	1.000	-0.8357	0.9266	

I buy impulsively when I see advertisement in print medium	upto 15,000	15,000 to 25,000	-0.36807	0.26783	0.645	-1.1041	0.3680	
		25000 to 35000	-0.15238	0.21094	0.951	-0.7321	0.4273	
		35,000 to 50,000	0.05595	0.30307	1.000	-0.7769	0.8889	
	15,000 to 25,000	upto 15,000	above 50,000	-0.14481	0.24650	0.977	-0.8222	0.5326
		25000 to 35000	upto 15,000	0.36807	0.26783	0.645	-0.3680	1.1041
		35,000 to 50,000	25000 to 35000	0.21569	0.26330	0.925	-0.5079	0.9393
	25000 to 35000	35,000 to 50,000	above 50,000	0.42402	0.34159	0.727	-0.5147	1.3628
		upto 15,000	15,000 to 25,000	0.22326	0.29256	0.941	-0.5808	1.0273
		35,000 to 50,000	upto 15,000	0.15238	0.21094	0.951	-0.4273	0.7321
	35,000 to 50,000	25000 to 35000	15,000 to 25,000	-0.21569	0.26330	0.925	-0.9393	0.5079
		above 50,000	35,000 to 50,000	0.20833	0.29908	0.957	-0.6136	1.0303
		upto 15,000	above 50,000	0.00758	0.24157	1.000	-0.6563	0.6715
above 50,000	15,000 to 25,000	upto 15,000	-0.05595	0.30307	1.000	-0.8889	0.7769	
	25000 to 35000	15,000 to 25,000	-0.42402	0.34159	0.727	-1.3628	0.5147	
	35,000 to 50,000	25000 to 35000	-0.20833	0.29908	0.957	-1.0303	0.6136	
I buy impulsively when the sales person recommends	upto 15,000	above 50,000	-0.20076	0.32513	0.972	-1.0943	0.6928	
		15,000 to 25,000	upto 15,000	0.14481	0.24650	0.977	-0.5326	0.8222
		25000 to 35000	15,000 to 25,000	-0.22326	0.29256	0.941	-1.0273	0.5808
	15,000 to 25,000	35,000 to 50,000	25000 to 35000	-0.00758	0.24157	1.000	-0.6715	0.6563
		above 50,000	35,000 to 50,000	0.20076	0.32513	0.972	-0.6928	1.0943
		upto 15,000	15,000 to 25,000	0.17479	0.27259	0.968	-0.5744	0.9239
	25000 to 35000	35,000 to 50,000	25000 to 35000	-0.14799	0.21470	0.959	-0.7380	0.4420
		above 50,000	35,000 to 50,000	-0.31786	0.30846	0.841	-1.1656	0.5298
		upto 15,000	above 50,000	0.07987	0.25088	0.998	-0.6096	0.7693
	35,000 to 50,000	15,000 to 25,000	upto 15,000	-0.17479	0.27259	0.968	-0.9239	0.5744
		above 50,000	25000 to 35000	-0.32278	0.26798	0.749	-1.0593	0.4137
		upto 15,000	35,000 to 50,000	-0.49265	0.34766	0.617	-1.4481	0.4628
I buy impulsively when the instore promotions are attractive	25000 to 35000	above 50,000	-0.09492	0.29776	0.998	-0.9132	0.7234	
		15,000 to 25,000	upto 15,000	0.14799	0.21470	0.959	-0.4420	0.7380
		35,000 to 50,000	15,000 to 25,000	0.32278	0.26798	0.749	-0.4137	1.0593
	35,000 to 50,000	above 50,000	35,000 to 50,000	-0.16987	0.30439	0.981	-1.0064	0.6667
		upto 15,000	above 50,000	0.22786	0.24586	0.886	-0.4478	0.9035
		15,000 to 25,000	upto 15,000	0.31786	0.30846	0.841	-0.5298	1.1656
	above 50,000	25000 to 35000	15,000 to 25,000	0.49265	0.34766	0.617	-0.4628	1.4481
		35,000 to 50,000	25000 to 35000	0.16987	0.30439	0.981	-0.6667	1.0064
		upto 15,000	above 50,000	0.39773	0.33091	0.750	-0.5117	1.3071
	upto 15,000	15,000 to 25,000	upto 15,000	-0.07987	0.25088	0.998	-0.7693	0.6096
		25000 to 35000	15,000 to 25,000	0.09492	0.29776	0.998	-0.7234	0.9132
		35,000 to 50,000	25000 to 35000	-0.22786	0.24586	0.886	-0.9035	0.4478
15,000 to 25,000	above 50,000	35,000 to 50,000	-0.39773	0.33091	0.750	-1.3071	0.5117	
	upto 15,000	15,000 to 25,000	0.29160	0.30352	0.872	-0.5425	1.1257	
	25000 to 35000	25000 to 35000	-0.28608	0.23905	0.753	-0.9430	0.3709	
25000 to 35000	35,000 to 50,000	above 50,000	-0.37262	0.34345	0.814	-1.3165	0.5713	
	above 50,000	upto 15,000	-0.34610	0.27934	0.729	-1.1138	0.4216	
	upto 15,000	upto 15,000	-0.29160	0.30352	0.872	-1.1257	0.5425	
35,000 to 50,000	25000 to 35000	25000 to 35000	-0.57768	0.29839	0.301	-1.3977	0.2424	
	above 50,000	35,000 to 50,000	-0.66422	0.38710	0.426	-1.7281	0.3996	
	upto 15,000	above 50,000	-0.63770	0.33154	0.308	-1.5488	0.2734	
above 50,000	25000 to 35000	upto 15,000	0.28608	0.23905	0.753	-0.3709	0.9430	
	35,000 to 50,000	15,000 to 25,000	0.57768	0.29839	0.301	-0.2424	1.3977	
	upto 15,000	35,000 to 50,000	-0.08654	0.33893	0.999	-1.0180	0.8449	
I buy impulsively when the products are	upto 15,000	above 50,000	-0.06002	0.27376	0.999	-0.8124	0.6923	
		15,000 to 25,000	upto 15,000	0.37262	0.34345	0.814	-0.5713	1.3165
		25000 to 35000	15,000 to 25,000	0.66422	0.38710	0.426	-0.3996	1.7281
25000 to 35000	35,000 to 50,000	25000 to 35000	0.08654	0.33893	0.999	-0.8449	1.0180	
	above 50,000	above 50,000	0.02652	0.36845	1.000	-0.9861	1.0391	
	upto 15,000	upto 15,000	0.34610	0.27934	0.729	-0.4216	1.1138	
35,000 to 50,000	15,000 to 25,000	15,000 to 25,000	0.63770	0.33154	0.308	-0.2734	1.5488	
	25000 to 35000	25000 to 35000	0.06002	0.27376	0.999	-0.6923	0.8124	
	35,000 to 50,000	35,000 to 50,000	-0.02652	0.36845	1.000	-1.0391	0.9861	
I buy impulsively when the products are	upto 15,000	15,000 to 25,000	-0.02437	0.28616	1.000	-0.8108	0.7621	
		25000 to 35000	-0.12015	0.22538	0.984	-0.7395	0.4992	

displayed in catchy style	35,000 to 50,000	0.03690	0.32381	1.000	-0.8530	0.9268	
		above 50,000	0.53312	0.26336	0.257	-0.1907	1.2569
		upto 15,000	0.02437	0.28616	1.000	-0.7621	0.8108
	15,000 to 25,000	25000 to 35000	-0.09578	0.28132	0.997	-0.8689	0.6774
		35,000 to 50,000	0.06127	0.36496	1.000	-0.9417	1.0643
		above 50,000	0.55749	0.31258	0.386	-0.3015	1.4165
	25000 to 35000	upto 15,000	0.12015	0.22538	0.984	-0.4992	0.7395
		15,000 to 25,000	0.09578	0.28132	0.997	-0.6774	0.8689
		35,000 to 50,000	0.15705	0.31954	0.988	-0.7211	1.0352
	35,000 to 50,000	above 50,000	0.65326	0.25810	0.087	-0.0560	1.3626
		upto 15,000	-0.03690	0.32381	1.000	-0.9268	0.8530
		15,000 to 25,000	-0.06127	0.36496	1.000	-1.0643	0.9417
	above 50,000	25000 to 35000	-0.15705	0.31954	0.988	-1.0352	0.7211
		35,000 to 50,000	0.49621	0.34738	0.610	-0.4585	1.4509
		upto 15,000	-0.53312	0.26336	0.257	-1.2569	0.1907
	upto 15,000	15,000 to 25,000	-0.55749	0.31258	0.386	-1.4165	0.3015
		25000 to 35000	-0.65326	0.25810	0.087	-1.3626	0.0560
		35,000 to 50,000	-0.49621	0.34738	0.610	-1.4509	0.4585
	15,000 to 25,000	15,000 to 25,000	-0.07563	0.26951	0.999	-0.8163	0.6650
		25000 to 35000	-0.14652	0.21226	0.958	-0.7299	0.4368
		35,000 to 50,000	-0.30357	0.30496	0.857	-1.1417	0.5345
	25000 to 35000	above 50,000	-0.38312	0.24804	0.535	-1.0648	0.2985
		upto 15,000	0.07563	0.26951	0.999	-0.6650	0.8163
		25000 to 35000	-0.07089	0.26495	0.999	-0.7990	0.6572
	35,000 to 50,000	35,000 to 50,000	-0.22794	0.34372	0.964	-1.1726	0.7167
		above 50,000	-0.30749	0.29439	0.834	-1.1165	0.5016
		upto 15,000	0.14652	0.21226	0.958	-0.4368	0.7299
	I buy impulsively when my friends or reference group suggest	15,000 to 25,000	0.07089	0.26495	0.999	-0.6572	0.7990
		25000 to 35000	-0.15705	0.30095	0.985	-0.9841	0.6700
		35,000 to 50,000	-0.23660	0.24308	0.867	-0.9046	0.4314
	35,000 to 50,000	upto 15,000	0.30357	0.30496	0.857	-0.5345	1.1417
		15,000 to 25,000	0.22794	0.34372	0.0964	-0.7167	1.1726
		25000 to 35000	0.15705	0.30095	0.985	-0.6700	0.9841
	above 50,000	above 50,000	-0.07955	0.32716	0.999	-0.9787	0.8196
		upto 15,000	0.38312	0.24804	0.535	-0.2985	1.0648
		15,000 to 25,000	0.30749	0.29439	0.834	-0.5016	1.1165
upto 15,000	25000 to 35000	0.23660	0.24308	0.867	-0.4314	0.9046	
	35,000 to 50,000	0.07955	0.32716	0.999	-0.8196	0.9787	
	15,000 to 25,000	0.14538	0.24455	0.976	-0.5267	0.8174	
15,000 to 25,000	25000 to 35000	-0.05824	0.19261	0.998	-0.5876	0.4711	
	35,000 to 50,000	-0.35952	0.27672	0.692	-1.1200	0.4010	
	above 50,000	-0.44286	0.22507	0.285	-1.0614	0.1757	
25000 to 35000	upto 15,000	-0.14538	0.24455	0.976	-0.8174	0.5267	
	25000 to 35000	-0.20362	0.24041	0.916	-0.8643	0.4571	
	35,000 to 50,000	-0.50490	0.31189	0.487	-1.3620	0.3522	
I buy impulsively when discounts are offered	above 50,000	-0.58824	0.26713	0.182	-1.3224	0.1459	
	upto 15,000	0.05824	0.19261	0.998	-0.4711	0.5876	
	15,000 to 25,000	0.20362	0.24041	0.916	-0.4571	0.8643	
35,000 to 50,000	25000 to 35000	-0.30128	0.27307	0.805	-1.0517	0.4492	
	above 50,000	-0.38462	0.22057	0.409	-0.9908	0.2215	
	upto 15,000	0.35952	0.27672	0.692	-0.4010	1.1200	
above 50,000	15,000 to 25,000	0.50490	0.31189	0.487	-0.3522	1.3620	
	25000 to 35000	0.30128	0.27307	0.805	-0.4492	1.0517	
	35,000 to 50,000	-0.08333	0.29686	0.999	-0.8992	0.7325	
	upto 15,000	0.44286	0.22507	0.285	-0.1757	1.0614	
	15,000 to 25,000	0.58824	0.26713	0.182	-1.1459	1.3224	
	25000 to 35000	0.38462	0.22057	0.409	-0.2215	0.9908	
	35,000 to 50,000	0.08333	0.29686	0.999	-0.7325	0.8992	

*.The mean difference is significant at the 0.05 level.

5. Conclusions

The impact of promotions cannot be undermined under any situation as these lead to impulsive buying of skin care cosmetics products. The adoption of different promotional methods are very effective as these act as motivators there by leading to impulse purchase. The penchant of Indians for fair skin tone is undisputable as the highest percentage of respondents have opted for fairness as the most important reason for using skin care products. In the skin care category free samples, discounts, trial offers, free gifts are most sought for promotional strategy. The offers like one on one have relatively less importance. The role of demographic variables in determining the preferred promotional medium leading to impulse buying is only apparent for income levels. No significant difference is observed based on gender, occupation pursued or education levels.

6. Limitations

The present research work attempts to identify the efficacy of different promotional techniques among the users of skin care products in Uttarakhand, India. The impact of ingredients, brand equity, diverse formulations, atmospherics are not taken into account while studying the impact of promotions on impulsive buying behaviour. The findings are based on the responses collected from surveyed respondents.

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