

Analysing the Effects of Sales Promotion and Advertising on Consumer's Purchase Behaviour

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This study seeks to demonstrate the impact of sales promotion and advertising simultaneously on consumer's purchasing behaviour. It requires several months to accumulate data and information through questionnaire, surveys, site visits and walk-through investigations which are the primary basis of this study work. This study found out that sales promotion is most effective on the consumers who travel through the peripheral route and it can lead the consumer's mind to brand switching. This study also found that sales promotion and advertising is much more effective in low involvement category products where a simple promotional signal can lead the consumers to buy a product. This study also suggests to the marketers to be aware of the new or unknown product, as sales promotion could have strong negative effects on consumers' internal price reference and perceived quality. This work also highlights the importance of integrating the advertising with different promotional activities to improve the growth of sales of a product.

Keywords: Sales Promotion, Advertising, Purchase Behaviour.

1. Introduction

Industrial marketing ability is the key of financial success. Finance, operations, accounting, and other functions will not really matter if there isn't sufficient demand for products to the company that can make a profit. Today the marketers are really confused to take up the appropriate marketing strategy due to a variety of products, increased customer's expectation and rapid industrial growth. In this situation, it is come into view that some marketers are not considerate to different promotional activities and advertising where some others use these unconsciously. So it is the time to rethink the actual effects of sales promotion and advertising on the consumer's mind. Sales promotion has always been a part of the industrial marketing process and advertising is the preferred tool used to reach consumers. The allocation of the marketing budget is now reallocating with promotional budget and advertising that indicates its importance.

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Now-a-days people are conscious to look for the best one and that's why their fluctuating mind may switch on to new brands with a simple stimulus. In this case an extra incentive can be added to a product by different promotional activities. Again it is remarkable that a product lack of any significant advantage can be made it difficult to create an advertising campaign which can be used to make people to try the product. Advanced Chemical Industries (ACI) Limited is the most prominent manufacturer and marketer of homecare, toiletries, cosmetics and pharmaceutical products for employing and servicing people all across Bangladesh. The Vanish Toilet Cleaner is a household chemical of ACI Formulation Limited. This paper work started with it as a sample in influencing the sales volume through sales promotion and advertising. This study work can allow identifying the respective scope of market penetration through sales promotion and advertising. By observing the study result there will be a better understanding of why and what instruments or services should offer and how can establish the leading position in such aggressive market. The aim of the paper is to be clear, as a marketer, what effects sales promotion and advertising really have on consumer's buying behaviour by analysing practical and theoretical evidences. However the results obtained from the research work is also self describable. The uniqueness can also be justified from different perspectives of derived results. Since ten hypotheses were judged on different characteristics, the results were somehow different from the so far founded results. There also found some contradictory results from the traditional ones. For example, quantity gift as a common belief supposed to be a strong marketing tool for expanding market share but here some exception were found.

This paper consists of several sections. After introducing the overall research objective some literature review work is placed in the next portion. After then research methodologies are being discussed in section 3. All the relevant collected data along with obtained results are discussed in section 4 which is followed by some brief descriptions on important findings. At the bottom section of this paper before different references a terse conclusion is placed accordingly in section 5.

2. Literature Review

In recent decades different researchers and practitioners emphasizes on manufacturer's advertising and promotion activities which increases market share. According to Anselmi (2000) the relative market share may be influenced by manufacturer's advertising and promotion allocation decision. He also added that advertising develops the manufacturer's relationship with the distributors and allocation to promotion can be increased in terms of discrete relationship among them. Brand with low relative market share may experience greater opportunity for advertising in relational exchange and pressure for promotion in discrete exchange. Teng (2009) aims to show the considerable effects of the price discounts. He explained that price discounts may change consumers' attitudes and purchase intentions regarding a particular brand by moving it from consumers' hold set to consideration set. Here it can be added that the consumer are not only sensitive to price but also to the firms' advertising efforts (Huang et al., 2012). Jones (2003) argued here as, in general, increased advertising expenditure generates only a small average volume of additional sales that can often be profitable. He classified the advertising effects in short, medium, and long term. The initial effect can be positive and a prior condition for the longer effects. The medium-term has a positive influence of the brand's own advertising as well as negative influence for competitive brands. A

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continuous improvement of an advertised brand may generate long-term effect in consumers' minds that can lead to a further sales outcome which can be very beneficial. He also concludes that price reductions have only a temporary effect and generally there is no further effect to generate more revenue to balance the increased cost. Though it encourages the competitive retaliation but often have a negative influence on consumers' image of the brand. But Builet al. (2011) shows that the individuals' attitudes toward the advertisements play key role influencing brand equity dimensions.

Moorthy (2005) stated differently that advertising expenditure works as a signal of product quality for experience goods because consumers guess that high-quality products would advertise more than low-quality products. He provides substantial support for ad repetition that influences perceived quality. Thomas et al. (1998) also agreed earlier that advertising is related with quality signaling and manufacturers use both price and advertising to signal the quality of their products. Consumer's choice behaviour is also a vital thing here. Foxall (1994) also labeled four classes of consumer behaviour including maintenance (activities necessary for the consumer's physical survival and welfare such as food), accumulations (behaviours involved in certain kinds of saving, collecting, and installment buying), pleasure (consumption of popular entertainment), and accomplishment (behaviour showing social and economic achievement). These four types of behaviour can be applied to the communications of innovations of new products. Among other, accomplishment will be the initiators exposed to the product. As the life of the product continues the other three behaviours will come into effect in order of early imitators (pleasure), later imitators (accumulation), and last adopters (maintenance). Here marketer can use a lot of promotional tools. As a consumer promotional tool coupon can affect on consumers' brand categorization, choice processes and impacts on consumers' attitudes and intentions toward that brand (Laroche et al. 2005). Chen et al. (1998) also state that when offering the same savings in coupon or discount promotion then the coupon promotion would more favorable and effective in changing consumer's purchase intention. Children's purchase decisions are also influenced by the sales promotion (Boland, 2011). Even at a young age, children have acquired the concept of sale price reduction. Prior purchases can also influence the consumer response to promotional activity in brand choice decisions. According to Bridges et al (2006) prior promotional purchases influence the consumer choice more than prior brand usage. When the effects of usage dominance are greater than promotion enhancement, promotions can be used as an effective tool for building market share. Darke (2005) also examined that different promotional frames increases the perceptions of deal value. But it needs to concern about that negative price-quality inferences are most likely to occur when the brand name or seller is not well-known (Rao and Monroe, 1989) and free gift frames were effective in increasing deal value under such conditions. Kopetz et al (2011) says that like most behaviour, consumer behaviour is goal driven too. A choice made after a difficult search may increase consumers' satisfaction as a result of an effort justification process (Labroo and Kim 2009; Liberman and Förster, 2006). Multiple unit price promotions may provide a means for increasing purchase quantities of promoted products (Manning, 2007). Polo et al (2011) shows that mass advertising exert a significant influence on the probability of terminating an existing incumbent relationship. Nowlis (2000) also proposes that sales promotions and the choice set composition have compensatory effects on brand switching. Selecting the effective instruments and identifying the target customer is also very important part of any promotional activity. Palazon (2011)

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observes that the effectiveness of different promotional tools, price discounts and premiums depends on the level of deal proneness. An effective and well planning promotion can stimulate consumers' buying intentions but the success of the promotion would be contingent on deal proneness. So it is vital to identify the target customer and more effective instruments to attract them in designing a promotional campaign.

Again, according to Sandra et al (2008) everyone should realize the role that advertising is playing in modern life. Psychologically it shapes the attitudes of the society and the individual influencing their behaviour. It also provides huge amount of information to consumer to make a choice and draw a conclusion. Hyun et al (2011) also stated that advertising-induced emotional responses positively influence patrons' perceived value. He indicates four dimensions of advertising (relevant news, stimulation, empathy, and familiarity) that have a significant impact on inducing patron's emotional responses. Beside of these positive effects, the marketers also have to be careful about their efficient uses. Moreover Dens (2010) compares two types of advertising strategies like informational vs. positive emotional. He finds that informational appeals in comparison to emotional appeals reduce the effects of parent brand quality and fit. It should also consider the geographical location of the consumer which can plays a vital role regarding the response of advertising and sales promotion. Relating this issue, Green (1995) examines the responses of African-American and Anglo-American consumers to four types of retail sales promotion-coupons, product displays, feature advertisements, and price discounts. Results found significant differences between these two types of consumer only in their use of cents-off coupons.

After observing such relevant articles, it can be concluded that many researchers examined and studied different aspects of sales promotion and advertising on consumer's behaviour. There are some considerable contradiction among the previous works and theories of science. This paper is a combined study or examination of all these agreements and contradictions. It is known to all that the consumer's behaviour largely depends on their geographical location. Many researchers have studied their work in their own geographical locations. This work emphasizes on the consumer's behaviour of a sub continental country like Bangladesh. There are a lot of works based on different developed countries and different classes of consumer as well. Here this is an attempt to test the behavioural theories on economically higher and middle class customer regarding to a developing countries like Bangladesh. The behavioural theories are already examined on different famous or international brand. The findings of this work can be applied not only on the local product but also on the national or well known products. Most of the previous works are done individually on sales promotion or advertising. Here this work will integrate both of these important marketing strategies simultaneously. This work attempts to examine the impacts of knowing the product's primary information along with its promotional messages through advertising on consumer's behaviour. By observing the importance of knowing the new promotional activities through advertising, the final goal of this paper is to find out the combined effects of sales promotion and advertising on consumer's purchase behaviour that can influence the sales volume.

3. Research Methodology

The approach of this paper work was a deductive approach. Qualitative method in secondary data collection that provides a deeper understanding of the problem is used. The paper covers both secondary and primary data. Here secondary and primary data sources are used with an aim of strengthening the content of the entire work. The authors used the secondary data first which provide more information to make comparison, interpretation and understanding the primary data. After then some primary data were collected through questionnaires. All of the respondents of this study are consumers. Some well designed questionnaires were administered to 375 customers constituting the sample size. Here the model or methods of data collection were also justified. Since in modern marketing research era is completely based on practical data with statistical implications, it can be claimed that the targeted approach is timely and well constructed. After collecting both secondary and primary data, some data are focused, selected, simplified. Then some reduced data are organized which make it easier to make conclusion. Some hypotheses were placed corresponding to each question area which was also justified with chi-square test.

4. Results and Results Analysis

A total of ten questionnaires were prepared dividing into three categories of products named as mineral water, toilet cleaner and telecommunication service provider. A total of 375 respondents who are the user of these products were targeted within four locations in Bangladesh. Among 375 respondents 63.79% were male and others 36.27% were female with different age group (19.74% were 5 to 25 years old, 45.33% were 25 to 35 years old and 34.93% were above 35 years of old). Here the authors also targeted customers of different occupational backgrounds and family income for avoiding any biased results. A total of 42.67% were service holder, 20% were business persons and remain 37.33% were with others occupation like students etc. Among the total respondents 46.67% earn monthly family income of about Tk. 15,000 to 25,000. Conversely 39.73% have monthly family income ranging from Tk. 25000 to 35000 and the rest 13.6% earns monthly family of Tk.35000 or more. The authors also focused on different locations since location also itself a parameter for consumer behaviour. Among 375 respondents 26.67% were from Dhaka, 25.33% were from Mymensingh, 24% were from Khulna and the rest 24% were from Rajshahi. Each of ten questions represent a unique hypothesis based on which surveys were conducted. On each null hypothesis dependency or consistency test was observed by a statistical approach called goodness of fit test predominantly chi-square test. Here in this following section among ten hypotheses one is explained.

Null Hypothesis, H_0 = Product can't survive in competition without regular advertisements

Alternative Hypothesis, H_1 = Product can survive in competition without regular advertisements.

Under this hypothesis, the findings are placed in table 4.1 for the concerned three kinds of products

Table 4.1: Product survival with Advertisements (under first hypothesis)

Variable	Frequency			Total	Percentage (%)
	Mineral water	Toilet cleaner	Mobile service		
Strongly Agree	23	29	70	122	32.54
Agree	68	77	41	186	49.60
Undecided	4	2	0	6	1.60
Disagree	22	18	9	49	13.06
Strongly disagree	3	4	5	12	3.20
Total	120	130	125	375	100

Here, Degree of freedom is 4 and Level of significance is 0.05. So, the theoretical value of chi-square is 9.488. For calculating the practical or observed value of chi-square the table 4.2 is formed. Where the term O_i is the observed frequency and E_i is the expected frequency.

Table 4.2: Calculation of $\chi^2(c)$ for hypothesis 1

Criteria	Mineral Water		Toilet Cleaner		Mobile Service	
	O_i	E_i	O_i	E_i	O_i	E_i
For	91	98.56	106	106.7	111	102.6
Against	25	19.52	22	21.15	14	20.33
Undecided	4	1.92	2	2.08	0	2
Total	120	120	130	130	125	125

From the table 4.2 the calculated chi-square value is 9.0627. As the calculated value is less than theoretical or actual value, so the hypothesis of product can't survive in competition without regular advertisements is not rejected means null hypothesis is accepted. After testing all the ten hypotheses regarding the responses of the consumer on different promotional activities and advertising of a product, the table 4.3 is formed which summarizes whether any particular null hypothesis is accepted or not.

To analyse the effects of sales promotion and advertising on consumer's buying behaviour all the aforementioned observation were tested. From the survey and table 4.3, it was found that the sales promotion and advertising position a product or service strongly in the mind of the consumer in order to encourage repeated purchase of the product. This also creates brand loyalty and product differentiation. From various sources, the past experience and state of mind, the consumer may determine the impact that advertising has on him/her. In an effort to improve messaging and to gain the audience's attention, advertisers create some special moments that will resonates the mind of the target customer and motivate the audience to purchase the advertised product or service. When a company likes to give importance and budget on sales promotion more than advertising to get the short-term result, it will miss the long term result in product image. Companies should strategically use both methods to complement each other, as many leader companies do successfully. Also, these kinds of discussions and assumptions imply that the long term effect of advertising on brand-building is indisputable. Studies have shown that a premium brand is more likely to be supported by advertising. It has also been found that, in relation to sales promotion, advertising makes consumers less price sensitive, which is a problem often associated to motivate consumer's mind by

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sales promotion. Of course, this is pointing the positive impact that advertising has on consumer behaviour.

Table 4.3: Summary of all hypotheses

Ten Null Hypotheses (H ₀) or Statement	Decision	
Product can't survive in competition without regular advertisements.	Accepted	
New advertisement of a product or service is a signal of new offers or incentives.	Accepted	
Quantity gift offer or price discount always motivate the customer to shift from one brand to another.		Rejected
Advertising quality is a signal of product quality.	Accepted	
Knowing the product's hottest information only depend on advertisement.	Accepted	
Special gift offer always makes consumers feel entertained, excited & lucky.	Accepted	
Attractive gift, discount or incentive is essential to make repeat purchase of an unknown product.		Rejected
Consumer's choices and buying decision depend on only their own beliefs & attitudes.		Rejected
Most advertisements are misleading and false.	Accepted	
There is no positive and significant relationship between advertising and sales volume of a product.		Rejected

The findings encourage rethinking the assumption that advertising has such a powerful influence on consumer behaviour. Advertising is not necessarily powerful enough to differentiate brands even though it has been found to contribute to other important aspects, such as providing publicity and protecting an already established brand. Therefore, a number of organizations are moving their funds away from advertising to sales promotion, public relations and direct marketing. The findings may make a dilemma to many marketers of how to allocate their budgets; so, this is an issue that needs to be addressed. If the assumption is accepted that advertising is a better tool for establishing and reinforcing the consumer purchase behaviour than sales promotion, the answer for companies would be simple they would just use advertising and ignore the rest of the promotional mix. However, all the marketers should think about how to use these both successfully for new or unknown products.

The consumer might not be motivated to purchase products that are on promotion, because the consumer does not want his image to be linked to being a "cheap shopper". This effect may be applied to both unknown and known products. Again it may seem to consumer that low quality ad and lower price can indicate inferior quality, because consumers link ad and price to quality. This aspect is most critical for new or unknown products, because consumers have no prior experience with the product. However, known products in the short term will not be affected the same way as new or unknown product, because, consumers know the quality of the product, and therefore it will not have a big impact of the perceived product quality.

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As seen on Shaping to Repeat Purchase Behaviour, if a new or unknown product is being promoted, it will start with lowering the price. As a result, the internal reference price is lowered. Furthermore, because the price is lowered, the quality perception to the consumer might be lowered too. The same will be true for a known product; however, the process of building negative impacts may longer, because the product already has built up some positive experiences to the customers. The founded results also differ from previous findings and traditional beliefs. For example here this research work hypothesized that quantity discounts is good for expanding market share but after placing statistical values it was rejected which means quantity gifts, incentives etc is not always beneficial for all type of items or marketing policies.

5. Conclusion

The paper has demonstrated using some advanced questionnaires and hypotheses that the advertising has an ambiguous impact on consumer behaviour. Since seven out of ten observations concluded with the positive results that sales volume is responsible for increasing market share along with profit maximization. The findings of this paper would provide a significant assistance to the manufacturer regarding their competitive marketing strategy. Here in this paper the authors employed a handsome amount of sample populations bearing different demographic and psychological views. The limitation of this paper is that this work mainly focused on the short term effects of sales promotion and advertising on the consumer's behaviour. In case of further future research work, the potential research workers should concentrate on more samples data and also judged on contingency basis since marketing research philosophy as well as it relevant tools are dynamic in nature. However, it is of vital importance to know the long term effects of sales promotion on the consumer's purchase behaviour also. Furthermore the authors are hopeful that the outburst of this work will also help to maximize the supply chain profitability by balancing the competitive strategies for any particular manufacturing firm.

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Appendix

Prepared Questionnaire

Customer Voice

Instruction: Please tick (√) or mark where applicable

Name:

Sex: a. Male () b. Female ()

Age (year): a. 18-25() b. 25-35() c. 35 above ()

Marital status: a. Single () b. Married ()

Occupation: a. Service Holder () b. Business () c. Others ()

Family Income (Monthly): a. 15,000-25,000TK.() b. 25,000-35,000TK.()
c. 35,000TK.above()

Religion: a. Islam () b. Hindu () c. Christian () d. Others ()

Location: a. Dhaka () b. Rajshahi () c. Mymensingh () d. Khulna ()

Product or service category: Mineral Water (Mum, Fresh, Aqua etc.)

Toilet Cleaner (Harpic, Vanish, Shokti etc.)

Telecommunication Service Provider (Grameen Phone, Banglalink, Citycell etc.)

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No	Statements	Product Or service	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
01	Product can't survive in competition without regular advertisements.	Mineral Water					
		Toilet Cleaner					
		Telecommunication					
02	New ad of a product or service is a signal of new offers or incentives.	Mineral Water					
		Toilet Cleaner					
		Telecommunication					
03	Quality gift offer or price discount always motivate the customer to shift from one brand to another.	Mineral Water					
		Toilet Cleaner					
		Telecommunication					
04	Advertising quality is a signal of product quality.	Mineral Water					
		Toilet Cleaner					
		Telecommunication					
05	Knowing the product's hottest information only depend on advertising.	Mineral Water					
		Toilet Cleaner					
		Telecommunication					
06	Special gift offer always makes consumers feel entertained, excited & lucky.	Mineral Water					
		Toilet Cleaner					
		Telecommunication					

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N o.	Statements	Product Or service	Strongl y Agree	Agre e	Undecide d	Dis agre e	Strongly Disagre e
07	Attractive gift, discount or incentive is essential to make repeat purchase of an unknown product.	Mineral Water					
		Toilet Cleaner					
		Telecommuni cation					
08	Consumer's choices and buying decision depend on only their own beliefs & attitudes.	Mineral Water					
		Toilet Cleaner					
		Telecommuni cation					
9	Most advertisements are misleading and false.	Mineral Water					
		Toilet Cleaner					
		Telecommuni cation					
10	There is no positive and significant relationship between advertising and sales volume of a product.	Mineral Water					
		Toilet Cleaner					
		Telecommuni cation					

-Thanks for your kind information.