

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 Uttrakhand, 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) opinioned 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. We erathunga 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, Uttrakhand, 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 1. Age of respondent

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 5. Maritar status										
Marital Status	tal Status Frequency		ital 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 3. Marital status

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							

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

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.

140	Tuble et l'Inne reuben for buying shin cure produce									
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							

Table 5. Prime reason for buying skin care product

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.

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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 6. Promotional element making the highest impact

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.

	-		
	Ν	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		

Table 7. Descriptive statistics

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.

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Table	8.	ANOVA
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		Sum of Squares	Df	Mean Square	F	Sig.
	Between Groups	3.132	4	0.783	0.523	0.719
I buy impulsively when there are free samples	Within Groups	366.404	245	1.496		
	Total	Squares Squares Between Groups 3.132 Within Groups 366.404 2 Total 369.536 2 Between Groups 6.116 7 Within Groups 430.784 2 Total 436.900 2 Between Groups 2.286 7 Within Groups 4.23.558 2 Total 425.844 2 Between Groups 4.955 2 Within Groups 361.917 2 Total 363.600 2 Between Groups 1.618 2 Within Groups 391.106 2 Total 392.724 2 Between Groups 1.618 2 Within Groups 3.951 2 Within Groups 3.951 2 Between Groups 5.075 2 Within Groups 516.516 2 Total 421.696 2 Between Groups 12.528 2	249			
	Between Groups	6.116	4	1.529	0.870	0.483
I buy impulsively when there is free gift	Within Groups	430.784	245	1.758		
	Total	436.900	249			
	Between Groups	2.286	4	0.571	0.331	0.857
I buy impulsively when there are trial offers	Within Groups	423.558	245	1.729		
	Total	425.844	249			
	Between Groups	4.955	4	1.239	0.846	0.497
I buy impulsively when celebrity endorses a skin care product	Within Groups	358.645	245	1.464		
skill care product	Total	363.600	249			
	Squares DI Square P Between Groups 3.132 4 0.783 0.523 Within Groups 366.404 245 1.496 1 e gift Between Groups 6.116 4 1.529 0.870 e gift Within Groups 430.784 245 1.758 1 e gift Within Groups 423.558 245 1.729 1 1 offers Mithin Groups 423.558 245 1.729 1 1 offers Within Groups 4.955 4 1.239 0.846 orses a Between Groups 4.955 4 1.239 0.846 orses a Within Groups 358.645 245 1.464 1 orses a Between Groups 16.147 4 4.037 2.733 in the Between Groups 361.917 245 1.477 1 Total 378.064 249 1 245 1.618 4 0.405	0.030				
I buy impulsively when I get more in the same price	Within Groups	361.917	245	1.477		
sume price	Total	378.064	249			
	Between Groups	1.618	4	0.405	0.253	0.907
I buy impulsively when I see advertisement	Within Groups	391.106	245	1.596		
	Total	392.724	249			
	Between Groups	3.951	4	0.988	0.602	0.662
I buy impulsively when I see advertisement	Within Groups	402.193	245	1.642		
in print medium	Total	406.144	249			
	Between Groups	5.075	4	1.269	0.746	0.561
I buy impulsively when the sales person recommends	Within Groups	416.621	245	1.700		
recommends	Total	421.696	249			
	Between Groups	12.528	4	3.132	1.486	0.207
I buy impulsively when the in store	Within Groups	516.516	245	2.108		
promotions are attractive	Total	529.044	249			
I buy impulsively when there is free gift puy impulsively when there are trial offers puy impulsively when celebrity endorses a skin care product I buy impulsively when I get more in the same price puy impulsively when I see advertisement in electronic medium puy impulsively when I see advertisement in print medium I buy impulsively when I see advertisement in print medium I buy impulsively when I see advertisement in print medium I buy impulsively when the sales person recommends I buy impulsively when the sales person recommends I buy impulsively when the products are displayed in catchy style I buy impulsively when the products are displayed in catchy style	Between Groups	12.884	4	3.221	1.719	0.146
I buy impulsively when the products are	Within Groups	459.120	245	1.874		
displayed in catchy style	Total	472.004	249			
	Between Groups	4.719	4	1.180	0.710	0.586
	Within Groups	407.237	245	1.662		
reference group suggest	Total	411.956	249		0.523 0.870 0.870 0.331 0.331 0.331 0.331 0.331 0.331 0.331 0.331 0.331 0.331 0.331 0.331 0.331 0.331 0.346 0.846 0.0253 0.602 0.602 0.746 0.746 0.710 0.710	
	Between Groups	9.642	4	2.411	1.761	0.137
I buy impulsively when discounts are offered	*	335.302	245	1.369	1	
	*		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.

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	(I) family income of	(J) family income of	Mean	Std.		95% Confid	
Dependent Variable	(1) failing income of respondents	(J) failing income of respondents	Difference	Error	Sig.	Lower	Upper
	respondents	-	(I-J)			Bound	Bound
		15,000 to 25,000	-0.08151	0.25564	0.998	-0.7841	0.6210
	upto 15,000	25000 to 35000	0.20733	0.20134	0.841	-0.3460	0.7607
	upto 15,000	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
		upto 15,000	0.08151	0.25564	0.998	-0.6210	0.7841
	15,000 to 25,000	25000 to 35000	0.28884	0.25132	0.780	-0.4018	0.9795
	15,000 to 25,000	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
I buy impulsively		upto 15,000	-0.20733	0.20134	0.841	-0.7607	0.3460
when there are free	25000 to 35000	15,000 to 25,000	-0.28884	0.25132	0.780	-0.9795	0.4018
samples	25000 10 55000	35,000 to 50,000	0.02244	0.28546	1.000	-0.7621	0.8069
samples		above 50,000	-0.14044	0.23057	0.974	-0.7741	0.4932
		upto 15,000	-0.22976	0.28927	0.932	-1.0247	0.5652
	35,000 to 50,000	15,000 to 25,000	-0.31127	0.32604	0.875	-1.2073	0.5847
	55,000 10 50,000	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
		upto 15,000	-0.06688	0.23527	0.999	-0.7135	0.5797
	above 50,000	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
		15,000 to 25,000	0.07143	0.27719	0.999	-0.6903	0.8332
	upto 15,000	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
		upto 15,000	-0.07143	0.27719	0.999	-0.8332	0.6903
	15,000 to 25,000	25000 to 35000	-0.26923	0.27250	0.861	-1.0181	0.4797
	15,000 to 25,000	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
I buy impulsively		15,000 to 25,000	0.26923	0.27250	0.861	-0.4797	1.0181
when there is free gift	25000 to 55000	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
		upto 15,000	-0.07143	0.31366	0.999	-0.9334	0.7906
	25 000 / 50 000	15,000 to 25,000	0.00000	0.35352	1.000	-0.9715	0.9715
	35,000 to 50,000	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
		upto 15,000	0.36039	0.25511	0.620	-0.3407	1.0615
I buy impulsively when there is free gift I buy impulsively when there are trial offers	1 50.000	15,000 to 25,000	0.43182	0.30278	0.611	-0.4003	1.2639
	above 50,000	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
		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
	upto 15,000	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
		upto 15,000	-0.20168	0.27485	0.948	-0.9570	0.5537
	15,000 + 05,000	25000 to 35000	-0.07164	0.27021	0.999	-0.8142	0.6709
	15,000 to 25,000	35,000 to 50,000	-0.01716	0.35054	1.000	-0.9805	0.9462
*1 · · · ·		above 50,000	-0.26337	0.30023	0.905	-10.0885	0.5617
· · ·		upto 15,000	-0.13004	0.21648	0.975	-0.7250	0.4649
	05000 - 05000	15,000 to 25,000	0.07164	0.27021	0.999	-0.6709	0.8142
offers	25000 to 35000	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
		upto 15,000	-0.18452	0.31102	0.976	-1.0393	0.6702
	az oco -	15,000 to 25,000	0.01716	0.35054	1.000	-0.9462	0.9805
	35,000 to 50,000	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

Table 9. Post hoc test





1buy impulsively when clekinyi product 25000 to 50000 0.01912 0.02470 0.383 0.4895 0.04875 1buy impulsively when clekinyi product 15.000 to 25.000 0.01812 0.02312 0.02461 0.023297 0.0464 0.07607 1.1852 1buy impulsively when clekinyi product 25000 to 25.000 0.02297 0.02317 0.0863 0.01371 0.0863 25000 to 25.000 0.3000 to 0.000 0.12281 0.22377 0.0232 0.0464 0.01471 0.08561 1 buy impulsively when clekinyi product 25000 to 25.000 0.03000 0.12281 0.2312 0.933 0.11430 0.3183 1.0483 25000 to 35000 0.13424 0.23242 0.993 0.4516 0.9464 0.9916 0.9916 0.9916 0.9916 0.9916 0.9918 0.5661 1 buy impulsively when clekiny product 25000 to 35000 0.13424 0.2321 0.2312 0.933 0.9164 0.9918 0.5616 2 buy to 50.000 0.50000 0.017249 0.23121 0.934 0.9764 <			25000 . 25000	0 10170	0.04700	0.020	0.400.6	0.0720
Invi inputatively up to 15:000 1:13:000 to 25:000 0:03:380 0:23:22 0:44 -0.27:66 0:13:30 I buy imputatively up to 15:000 0:35:000 to 35:000 0:13:80 0:23:17 0:88 -0.14:37 0:88:57 I buy imputatively up to 15:000 0:35:000 to 35:000 0:35:000 0:35:000 0:35:00			25000 to 35000	0.19172	0.24790	0.938	-0.4896	0.8730
Inspin 15.000 25000 in 05000 0.05148 0.05219 0.0564 0.05740 Isou 15.000 0.25000 in 05000 0.25170 0.0586 0.01137 0.858 Isou 15.000 in 05.000 0.25000 in 05000 0.23277 0.058 0.01137 0.858 Isou 15.000 in 05.000 0.23209 0.3227 0.933 -1.1169 0.8561 Isou 15.000 in 05.000 0.10251 0.9346 0.5348 0.19221 0.939 0.0409 0.4464 when celebrity 25000 in 35000 0.116240 0.23841 0.4544 0.5181 0.19821 0.9414 0.9184								
upi0 15.000 35.000 b 05.0000 0.18810 0.28810 b 0.2869 0.0968 b 0.3137 0.3867 b 0.3181 15.000 b 25.000 0.2307 b 0.3800 b 0.23297 0.364 b 0.3181 0.2369 b 0.3200 b 0.3281								
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Invjimpulsively when cleibrity endoses a kin. upol 15,000 -0.41490 0.2520 0.4464 0.4183 0.3183 25000 to 35000 -0.20309 0.32309 0.2327 0.953 -1.1169 0.65671 above 50,000 -0.1251 0.27627 0.997 -0.9918 0.56671 above 50,000 0.12620 0.23840 0.9844 -0.18181 0.4484 product 15.000 to 52.000 0.23610 0.24844 0.984 0.9188 0.9108 35,000 to 50.000 0.13620 0.23841 0.9684 0.9744 0.7944 0.7								
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Ibuy impulsively when I get more in the same price 15,000 to 25,000 25000 to 35000 -0.65611 0.24977 0.069 -1.3425 0.0303 1buy impulsively when I get more in the same price 25000 to 35000 15,000 to 52,000 0.05703 0.22473 0.034 -1.1531 0.3723 35,000 to 550,000 0.25403 0.037 0.22871 0.877 -0.069 -0.0303 1.3425 35,000 to 550,000 0.25600 0.25611 0.24977 0.0297 -0.32817 0.3723 35,000 to 50,000 15,000 0.25000 0.25870 0.2717 -0.4282 1.1520 35,000 to 50,000 25,000 0.35000 0.9508" 0.22473 0.037 -0.4484 10.746 above 50,000 0.56061 0.3842 0.366 -0.2870 1.4082 25000 to 50,000 15,000 0.29487 0.2315 0.717 -0.4282 1.1531 35,000 to 50,000 0.56061 0.3842 0.366 -0.2870 1.4082 25000 to 50,000 0.50000 -0.4870 <t< td=""><td></td><td></td><td>above 50,000</td><td>0.19870</td><td>0.23383</td><td>0.915</td><td>-0.4439</td><td>0.8413</td></t<>			above 50,000	0.19870	0.23383	0.915	-0.4439	0.8413
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35,000 to 50,000 upto 15,000 -0.18571 0.29886 0.972 -1.0071 0.6356 35,000 to 50,000 15,000 to 25,000 -0.14706 0.33685 0.992 -1.0728 0.7787 25000 to 35000 -0.23077 0.29492 0.936 -1.0413 0.5797 above 50,000 -0.14026 0.24308 0.978 -0.8083 0.5278 above 50,000 -0.14026 0.24308 0.978 -0.8083 0.5278 25000 to 35000 -0.10160 0.28850 0.997 -0.8945 0.6913 25000 to 35000 -0.18531 0.23822 0.937 -0.8400 0.4693	advertisement in	23000 10 33000	35,000 to 50,000		0.29492		-0.5797	
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	I		35,000 to 50,000	0.04545	0.32062	1.000	-0.8357	0.9266





1		15,000 to 25,000	-0.36807	0.26792	0 6 4 5	1 1041	0.2680
		15,000 to 25,000 25000 to 35000	-0.36807	0.26783 0.21094	0.645 0.951	-1.1041 -0.7321	0.3680 0.4273
	upto 15,000	35,000 to 50,000	0.05595	0.21094	1.000	-0.7321	0.4273
				0.30307	0.977		0.8889
		above 50,000	-0.14481 0.36807	0.24030		-0.8222	1.1041
		upto 15,000 25000 to 35000	0.30807	0.26785	0.645 0.925	-0.3680 -0.5079	0.9393
	15,000 to 25,000	35,000 to 50,000	0.21369	0.26550	0.923		
		above 50,000	0.42402	0.34139	0.727	-0.5147 -0.5808	1.3628 1.0273
T 1							
I buy impulsively when I see		upto 15,000	0.15238 -0.21569	0.21094 0.26330	0.951 0.925	-0.4273 -0.9393	0.7321 0.5079
	25000 to 35000	15,000 to 25,000					
advertisement in print		35,000 to 50,000	0.20833	0.29908	0.957	-0.6136	1.0303
medium		above 50,000	0.00758	0.24157	1.000	-0.6563	0.6715
		upto 15,000	-0.05595 -0.42402	0.30307 0.34159	1.000 0.727	-0.8889	0.7769 0.5147
	35,000 to 50,000	15,000 to 25,000				-1.3628	
		25000 to 35000	-0.20833	0.29908	0.957	-1.0303	0.6136
		above 50,000	-0.20076	0.32513	0.972	-1.0943	0.6928
		upto 15,000	0.14481	0.24650	0.977	-0.5326	0.8222
	above 50,000	15,000 to 25,000	-0.22326	0.29256	0.941	-1.0273	0.5808
		25000 to 35000	-0.00758	0.24157	1.000	-0.6715	0.6563
		35,000 to 50,000	0.20076	0.32513	0.972	-0.6928	1.0943
		15,000 to 25,000	0.17479	0.27259	0.968	-0.5744	0.9239
	upto 15,000	25000 to 35000	-0.14799	0.21470	0.959	-0.7380	0.4420
	-	35,000 to 50,000	-0.31786	0.30846	0.841	-1.1656	0.5298
		above 50,000	0.07987	0.25088	0.998	-0.6096	0.7693
		upto 15,000	-0.17479	0.27259	0.968	-0.9239	0.5744
	15,000 to 25,000	25000 to 35000	-0.32278	0.26798	0.749	-1.0593	0.4137
		35,000 to 50,000	-0.49265	0.34766	0.617	-1.4481	0.4628
		above 50,000	-0.09492	0.29776	0.998	-0.9132	0.7234
I buy impulsively		upto 15,000	0.14799	0.21470	0.959	-0.4420	0.7380
when the sales person	25000 to 35000	15,000 to 25,000	0.32278	0.26798	0.749	-0.4137	1.0593
recommends		35,000 to 50,000	-0.16987	0.30439	0.981	-1.0064	0.6667
		above 50,000	0.22786	0.24586	0.886	-0.4478	0.9035
		upto 15,000	0.31786	0.30846	0.841	-0.5298	1.1656
	35,000 to 50,000	15,000 to 25,000	0.49265	0.34766	0.617	-0.4628	1.4481
		25000 to 35000	0.16987	0.30439	0.981	-0.6667	1.0064
		above 50,000	0.39773	0.33091	0.750	-0.5117	1.3071
		upto 15,000	-0.07987	0.25088	0.998	-0.7693	0.6096
	above 50,000	15,000 to 25,000	0.09492	0.29776	0.998	-0.7234	0.9132
		25000 to 35000	-0.22786	0.24586	0.886	-0.9035	0.4478
		35,000 to 50,000	-0.39773	0.33091	0.750	-1.3071	0.5117
		15,000 to 25,000	0.29160	0.30352	0.872	-0.5425	1.1257
	upto 15,000	25000 to 35000	-0.28608	0.23905	0.753	-0.9430	0.3709
		35,000 to 50,000	-0.37262	0.34345	0.814	-1.3165	0.5713
		above 50,000	-0.34610	0.27934	0.729	-1.1138	0.4216
		upto 15,000	-0.29160	0.30352	0.872	-1.1257	0.5425
	15,000 to 25,000	25000 to 35000	-0.57768	0.29839	0.301	-1.3977	0.2424
		35,000 to 50,000	-0.66422	0.38710	0.426	-1.7281	0.3996
		above 50,000	-0.63770	0.33154	0.308	-1.5488	0.2734
I buy impulsively		upto 15,000	0.28608	0.23905	0.753	3709	0.9430
when the instore	25000 to 35000	15,000 to 25,000	0.57768	0.29839	0.301	-0.2424	1.3977
promotions are		35,000 to 50,000	-0.08654	0.33893	0.999	-1.0180	0.8449
attractive		above 50,000	-0.06002	0.27376	0.999	-0.8124	0.6923
		upto 15,000	0.37262	0.34345	0.814	-0.5713	1.3165
	35,000 to 50,000	15,000 to 25,000	0.66422	0.38710	0.426	-0.3996	1.7281
	- ,	25000 to 35000	0.08654	0.33893	0.999	-0.8449	1.0180
		above 50,000	0.02652	0.36845	1.000	-0.9861	1.0391
		upto 15,000	0.34610	0.27934	0.729	-0.4216	1.1138
	above 50,000	15,000 to 25,000	0.63770	0.33154	0.308	-0.2734	1.5488
		25000 to 35000	0.06002	0.27376	0.999	-0.6923	0.8124
		35,000 to 50,000	-0.02652	0.36845	1.000	-1.0391	0.9861
I buy impulsively		15,000 to 25,000	-0.02437	0.28616	1.000	-0.8108	0.7621
when the products are	upto 15,000	25000 to 35000	-0.12015	0.22538	0.984	-0.7395	0.4992



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displayed in catchy		35,000 to 50,000	0.03690	0.32381	1.000	-0.8530	0.9268
style		above 50,000	0.53312	0.26336	0.257	-0.1907	1.2569
	15,000 to 25,000	upto 15,000	0.02437	0.28616	1.000	-0.7621	0.8108
		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
		above 50,000	0.65326	0.25810	0.087	-0.0560	1.3626
		upto 15,000	-0.03690	0.32381	1.000	09268	0.8530
	35,000 to 50,000	15,000 to 25,000	-0.06127	0.36496	1.000	-1.0643	0.9417
		25000 to 35000	-0.15705	0.31954	0.988	-1.0352	0.7211
I buy impulsively when my friends or reference group suggest		above 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
	above 50,000	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
	upto 15,000	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
		above 50,000	-0.38312	0.24804	0.535	-1.0648	0.2985
	15,000 to 25,000	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	-0.22794	0.34372	0.964	-1.1726	0.7167
		above 50,000	-0.30749	0.29439	0.834	-1.1165	0.5016
	25000 to 35000	upto 15,000	0.14652	0.21226	0.958	-0.4368	0.7299
		15,000 to 25,000	0.07089	0.26495	0.999	-0.6572	0.7990
		35,000 to 50,000	-0.15705	0.30095	0.985	-0.9841	0.6700
		above 50,000	-0.23660	0.24308	0.867	-0.9046	0.4314
		upto 15,000	0.30357	0.30496	0.857	-0.5345	1.1417
	35,000 to 50,000	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	-0.07955	0.32716	0.999	-0.9787	0.8196
		upto 15,000	0.38312	0.24804	0.535	-0.2985	1.0648
	above 50,000	15,000 to 25,000	0.30749	0.29439	0.834	-0.5016	1.1165
		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
	upto 15,000	15,000 to 25,000	0.14538	0.24455	0.976	-0.5267	0.8174
		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
	15,000 to 25,000	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
		above 50,000	-0.58824	0.26713	0.182	-1.3224	0.1459
I buy impulsively when discounts are offered	25000 to 35000	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	-0.30128	0.27307	0.805	-1.0517	0.4492
		above 50,000	-0.38462	0.22057	0.409	-0.9908	0.2215
	35,000 to 50,000	upto 15,000	0.35952	0.27672	0.692	-0.4010	1.1200
		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
		above 50,000	-0.08333	0.29686	0.999	-0.8992	0.7325
	above 50,000	upto 15,000	0.44286	0.22507	0.285	-0.1757	1.0614
		15,000 to 25,000	0.58824	0.26713	0.182	-0.1459	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 i	s significant at the 0.05 le	vel					

*. 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 Uttrakhand, 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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