

A Study on the Influence of Customer Sales Promotion Tools Based on Customer Income

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Abstract

This study is important as it provides analysis regarding the influence of the total customer-centric promotion tools according to the total income status of the customers crucially. This study has formulated the basic approach to the topic and also prompted different considerable promotions. Aims and objectives are formulated as per the strategic customer-centric procedures that are relevant in pursuing the entire study. Moreover, a literature review has resulted in a critical analysis of the study, and in this study, the secondary qualitative analysis is performed to manage the overall requirements. This study has been developed according to the factual information and theories are intended to present the study in a proper manner.

Keywords: Customer Income, Promotional Tools, Customer Sales

Introduction

Customer's financial status and significant economic strength is the considerable determinant to have influence on total sales. It is observed that customer sales promotion is a dynamic procedure and it plays a critical role in determining total sales as well. It also has an influence in determining total service-based approaches and total customer engagement. Moreover, tool based total sales promotion can significantly alter the existing customer's approach on total differentiating factors as well.

This phase of the article illustrates the proper background of the study with reliable as well as true statistical information significantly. Based on the proper research approach different research objectives are taken and it is relevant in highlighting the significance of the study. Different research questions are also built as per the completed approach of the study.

Background

In recent times, the global marketing scenario helps in changing the perspectives of the UK marketing aspects and approach of customer satisfaction. Customers are becoming much more conscious in setting their buying perceptions according to their total monthly income considerably. As stated by Nguyen-Phuoc et al. (2020), tool-based customer satisfying promotional strategies have changed its approach in recent years and quality of services is the main controller of the total sales

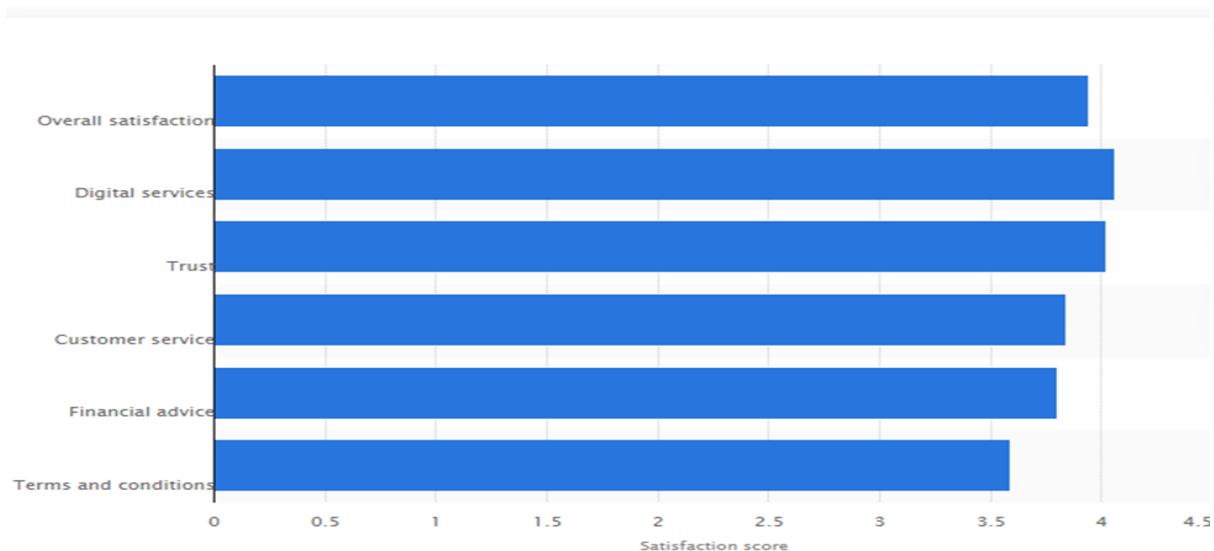


Figure 1. Factors on which consumer buying perception depends

Source: Statista, 2022

Recent technological inclusion has created different approaches for the consumers to regulate overall sales respectively. As per the critical views by Hutt & Speh (2021), before applying any promotional strategy it is also very much required to evaluate the current economic status and behavioral pattern of the consumers. Technology helps in having effective tool-based customer satisfying approaches in recent days significantly.

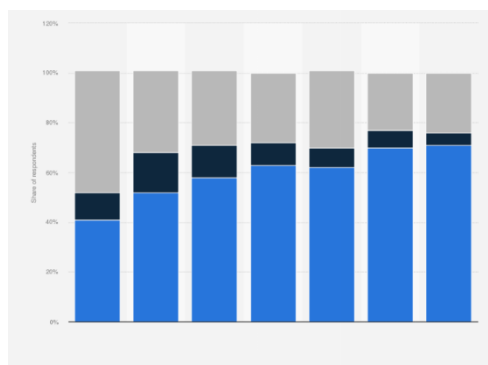


Figure 2. Change of perception according to the promotional strategies for online shopping

Source: Statista, 2022

Different strategic promotional approaches and tools-based procedures are critical in knowing the behavioural perception of all the consumers in determining overall factors. As per the views by Rapacciniet al. (2020), “consumer sales promotions” are such influential marketing approaches that can significantly take into consideration the total sales volume.

Research Objectives

The research objectives of the article are represented below:

- To evaluate the impact of customer sales promotion tools according to the total customer income
- To identify factors that can influence the total tool-based customer sales promotion
- To measure the challenges visualized by the sales promoters in optimizing tool-based sales promotion according to their income

Research Questions

RQ1: In which ways can the evaluation of the impact of customer sales promotion tools according to the total customer income can be done?

RQ2: What are the factors that can influence the total tool-based customer sales promotion?

RQ3: What are the challenges visualised by the sale promoters in optimizing tool-based sales promotion according to their income?

Literature Review

This chapter of this study provides a brief considerable description of the total study measures that helps in taking consideration the impact of different customer sales tools in changing the buying perceptions of the customers. However, both of the factors are considerably distinct from each other and it can influence the overall buying perceptions of the customers significantly.

Impact of the customer sales promotion tools on buying approach of the customers

After visualising the global upscaling and turbulent economic conditions, global citizens are becoming more conscious according to their total recognisable approach in sales and buying. As stated by Keiningham et al. (2020), technology-oriented sales promotion tools stimulate the total marketing demand of any specific products in different significant marketing attributes reliably.

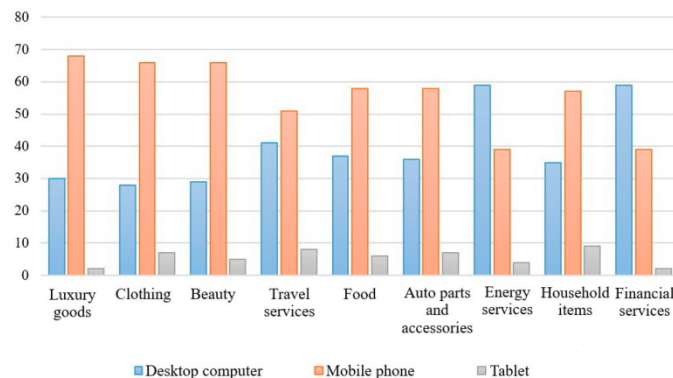


Figure 3. Aspect of total expenses for customers after global pandemic

Source: Statista, 2022

These tools encourage consumers to try products in differential approaches reliably. However, as per the currency statistical observation, it has been observed that, these tool oriented promotional attributes help customers to test new products more often and it also empowers repurchasing of that sale product as well. Additionally, effective tools in sales promotions also motivate customers to do expenses in non-essential goods as well. As stated by Dash et al. (2021), “inventory reductions” are also led in this approach as consumers buy these products more often. A total of 185 responses were received, which represents a response rate of 31.62%. An examination of the data revealed that 19 of the responses were not usable due to a large amount of missing data (Anshari et al. 2019). The final sample consists of data from 166 companies covering a variety of industry sectors.

Influence of the economic status of the customers in changing their varying perceptions

Different economic constraints and global factors have critically changed the perception of the online shopping attributes and it has a critical influence on the overall buying perceptions of the customers. As stated by Rivaldo et al. (2022), different economic factors such as personal

income, family income, expenses, savings and consumer credit are such influential aspects that mainly determines the overall buying perceptions of the customers.

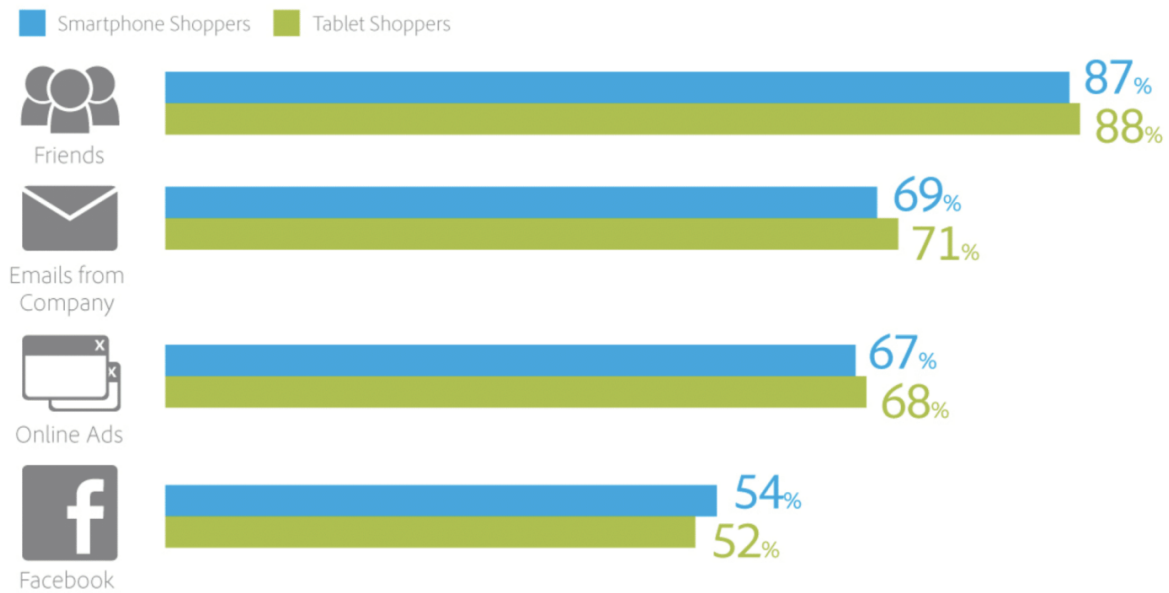


Figure 4. Impact of different social media promotion tools in customer satisfaction

Source: Statista, 2022

Additionally, it has been observed that customers with low economic standards are less willing to get motivated by different promotional tools (Orzan et al. 2018). On the other hand, people from high and premium groups with high incomes seem to be willing to spend more on different non-essential goods.

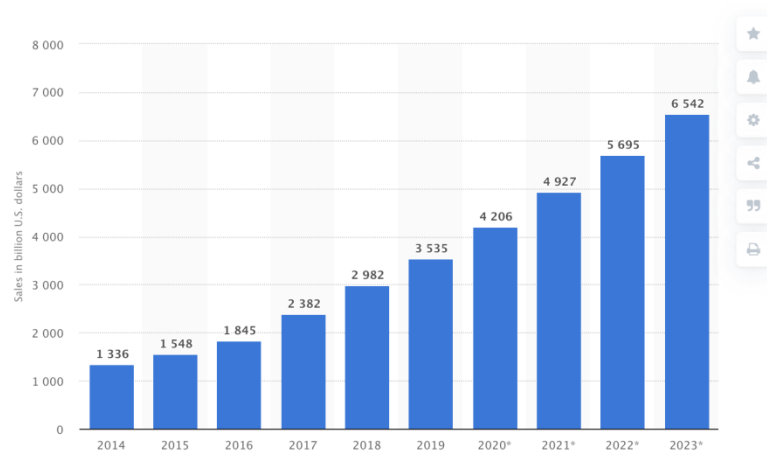


Figure 5. Level of creativity in regulating the buying perception of the customers

Source: Statista, 2022

Perception and buying attributes of the consumers are highly affected by their overall shopping intentions and every customer has their own brand of choice (Mason et al. 2021). However, the approach of the total promotional tools is highly inclusive in nature and it has a dramatic impact as it can foster positive buying perceptions among customers critically.

Challenges in optimising the different customer sales promotion tools as per the income

It is observed that market planners often face challenges in measuring the impact of the promotional tools in the total consider marketing procedures due to less availability of the total marketing data considerably (Juanamastaet al. 2019). Moreover, trade promotion is a complex as well as a dynamic process that can change significant marketing promotion. Promotional information with a reliable and truer approach is difficult to obtain as current marketing compensation is dynamic.

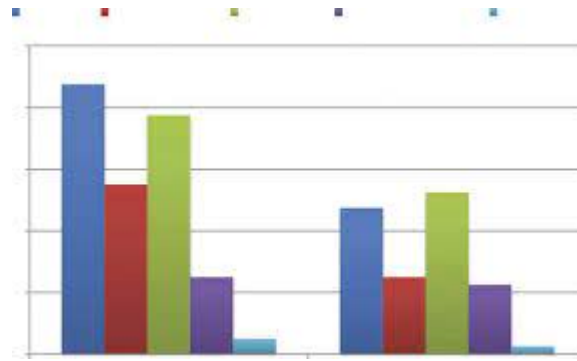


Figure 6. Change of shopping intentions of the customers

Source: Statista, 2022

Moreover, this process seeks an effective as well as a highly skilled workforce and this approach is also difficult to attain. Recent strategic interventions have modulated that only 15 to 20% of the true data can be acquired in this procedure of analysis and this approach is not enough to measure the performance of the promotional tools (Morgesonet al. 2020). Mathematical models are also difficult to interpret in this attempt and a series of constraints may occur in this procedure.

Sales Promotion Theory

Sales promotion theory helps in optimising a number of tools that are quite an incentive in nature. As stated by Anshari et al. (2019), with the help of different promotional tools short-term and long-term goals in monthly sales can be achieved. However, this approach of sales promotion has worked on effective products or services by the consumers in significant trading procedures. Theories of "push" or "pull" are highly considerable in determining the promotional activities and it evaluate the major process of public interventions and selling.

Methods

This study is mediated as per the secondary qualitative method crucially and it helps in evaluating the true information based on the recent study approach of the customers reliably. As stated by Ritter & Pedersen (2020), the secondary qualitative method is significant in proving a systematic and impactful analysis to attain major constraints of the significant study practices. It is also cost effective in nature and it can evaluate the true impact of the promotional tools in acquiring more customers as per income. Additionally, it is also reliable in promoting better understanding to all the researchers in any significant procedures that can help in gaining data based on the real-life information. In this study mainly the positivist ideology is selected in linking the research method. All the discussions are based on the collected information as well. Mainly the thematic analysis is performed in this study with the obtained secondary data to evaluate the measured outcomes.

Results And Discussion

Quality Review

Table 2. Thematic Coding

Author	Code	Themes
De Souza <i>et al.</i> 2020 Hanaysha <i>et al.</i> 2018	Promotional strategies, buying perceptions of the customers, tools	Effects of different promotional strategies and tools in changing the buying perceptions of the customers
Singh & Singh, 2021 Crick <i>et al.</i> 2020	Purchasing perceptions, brand loyalty, economic standards	Impact of brand loyalty in evaluating purchasing perceptions in different situations

Source: By learner

Effects of different promotional strategies and tools in changing the buying perceptions of the customers

Different promotional strategies help in optimising the total brand performance and quality performance can change the buying habits of the targeted population of the customers crucially. As stated by De Souza *et al.* (2020), promotional strategies motivate customers to try new products without any considerable necessities. It has a great impact on the major sales volumes of the brand and repurchasing is also ensured along with these procedures. Moreover, different tools of promotion can make the overall shopping experience smoother (Hanaysha *et al.* 2018). However, it can also significantly enhance the total market value of that brand as well.

Impact of brand loyalty in evaluating purchasing perceptions in different situations

Brand loyalty ensures consistent management of the total market performance for any brand. As stated by Singh & Singh (2021), brand loyal customers possess a faith in any particular loyal brand that helps in representing quality as well as effective services of any brand in any situation and loyal customers are less prone to change their brands significantly. This approach ensures quality services of any brand in any situation. Loyal customers might purchase less from others; however, a fixed profit can be gained from them in any difficult situation. As stated by Crick *et al.* (2020), during the critical situation by global pandemic loyal brands have maintained their market profit for their effective customer base.

Different promotional tools have a great influence in changing the shopping perceptions of the consumers in any critical situation. As per the views by Na *et al.* (2019), promotional tools also make people attentive towards new products in different considerable categories. It ensures effective profit margin aspects for brands and it also ensures a significant amount of profits in any situation. Promotion tools also make the total shopping experience smoother for the customers. It makes the customer more attracted towards new aspects of shopping. However, as per the critical analysis by Hanaysha (2018), total economic standards also determine the total buying approach of the customers in any situation.

Conclusion

Customer promotion tools have a significant impact on optimising the total customer's buying perceptions based on their total income. Thus, different aspects and measurements are critically evaluated in this study, which has a highly reliable approach to draw a conclusive

outcome in this existing scenario. Promotional tools are attracting customers in purchasing different products and also ensure re-purchasing after increasing the product volume. Moreover, it is also impactful in determining the better sales of any brand. Moreover, this process is also contained with a number of challenges and it has a great impact in changing the efficiency of the tools. Acquiring the real data is difficult in this procedure and it can restrict the activity of these tools. From the overall analysis it can be stated, income aspects are the main determinant of the purchasing decisions of the customers reliably and effectively as well as quality services can change the total sales volumes of any product.

Limitation

This study is developed according to the secondary qualitative method and this approach is causing drawbacks in collecting statistical information (Dost et al. 2019). This study is lacking statistical information and mono-method has restricted the resources to draw proper conclusive interpretations. However, different aspects of the promotional tools are not covered in this study and this approach has narrowed down the total research approach considerably in this aspect.

Future Scope

There are other areas as well which seek more information and evaluation in promoting brief study aspects considerably. It is difficult to measure all the approaches of the promotional tools in regulating the buying habits of the customers according to their income. After this considerable approach, researchers can develop future strategies and study by evaluating these aspects considerably.

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