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**ROLE OF PRODUCT PROMOTION ON CONSUMERS  
BUYING BEHAVIORS**

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**ABSTRACT**

The present research is focusing on the impact of product promotion on consumer's buying behaviors. Brand image, persuasiveness and celebrity endorsement in the Promotion are the key factors, which raise the consumers' intentions towards the product and buying behaviors. The buying behavior is strongly influenced by image of the product, which is built by the advertisers. The primary data of the study is collected through questionnaires and secondary data was collected through internet, journals and business magazines. A sample of 80 respondents was taken. The study explores that a creative and well-executed advertisement has always a great impact on the buying trends or purchasing behaviors of the consumers. At the same time quality of the product and price are also included with their strong impact on buying behavior of consumer. Likewise, to some extent the celebrity endorsement also matters in the buying behavior. Therefore, the study concludes that the positive impact of all these factors, on the buying behavior of the consumer proves the loyalty of consumer towards brand which helps in promotion of the advertised product and changes the buying behavior towards buying intentions.

Key words: product, promotion, consumer behaviors

GEL Classification:D11, L23, M11, O14

## **Introduction**

### **1.1 Background of study**

This project is based on Product promotion and its impacts on consumer buying behavior and overall factors motivate consumers to buy products and services. How Promotion are benefit to inform & educate people to purchase a product or service Basically Promotion are media which inform, educate, persuade & entertain people while people watch at the Promotion of products & services in TV, billboards, Newspaper, online Promotion and the main objectives of Promotion is to inform people that such new product, services, offers and discounts are available in the market for the use of consumers. The purpose of Promotion may also be to reassure employees or shareholders that a company is viable or successful. Promotion messages are usually paid for by sponsors and viewed via various traditional media; including mass media such as newspaper, magazines, television commercial, radio advertisement, outdoor Promotion or direct mail; or new media such as websites and text messages.

Commercial advertisers often seek to generate increased consumption of their products or services through "Branding," which involves the repetition of an image or product name to associate certain qualities with the brand in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Nonprofit organizations may rely on free modes of persuasion, such as a public service announcement (PSA). Modern Promotion developed with the rise of mass production in the late 19th and early 20th centuries. In 2010, spending on Promotion was estimated at more than \$300 billion in the United States and \$500 billion worldwide.

Promotion is a major tool for investors, entrepreneurs, producers and importers to increase number of sales and profitability of their companies and Promotion should be in such a way that influence and persuade people from the Promotion and start using products / services.

#### **1.1.1 Promotion**

Blech (1998) the process of communicating the products and services to the targeted costumers to make them aware of the products and services and influence them to buy the products and services is known as promotion. The non-personal communication of information usually paid for & usually persuasive in nature, about products (goods & services) or ideas by identified sponsor through various media. Any paid form of non-personal communication about an organization, product, service, or idea from an identified sponsor.

Kotler (2006) Paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience. The element of the marketing communication mix that is non personal paid for an identified sponsor, & disseminated through channels of mass communication to promote the adoption of goods, services, person or ideas An informative or persuasive message carried by a non-personal medium & paid for by an identified sponsor whose organization or product is identified in some way.one-way communication about a product or organization that is paid by a marketer. (Lamb, Hair &McDaniel 2000) Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.

### **1.1.2 History of promotion in Afghanistan:**

Basically, in the past there was some type of Promotion available in Afghanistan for promotion of products/services but those were not accessible much more for public such as TV, shop boards, banners and newspapers. While the media starts their broadcast in Afghanistan the Promotion raised day by day and the investors start promotion of their products & services through media. The business of billboards started in Afghanistan since 2002 and, at that time less number of investors was willing to promote their products / services through billboards, but day by day as companies are developed with good design of boards and high quality of printing of flexes they become the customers of billboard companies and start promoting their products/services.

Besides generating revenue for the company, it is a source of revenue for the government of Afghanistan which the media is paying tax as per rule and regulation of the country and by starting of business more people get job and are working with this company. Now more than 20 to 30 companies of billboards companies are doing this type of business which are further developing day by day.

Since 2001 most of the foreign and local investors, producers, manufacturers and merchandize business men are invested directly and indirectly in Afghanistan, so for the awareness of people they need to advertise their products and services in order to persuade and aware people that such product and services are available in the market and people can buy these products with these and those characteristics, so we can say Promotion is a valuable investment for an entrepreneur. There are different media available in Afghanistan and the investors can advertise their products and services for awareness of people and there are different types of media exist in our country such as TV, Radio, electronic billboards, image billboards, pole sign, newspapers, online (websites) and banners which almost more than 30 TV channels, Radio, 20 to 30 companies of billboards, 200 newspapers/magazine and etc. are doing these type of business.

The non-personal communication of information usually paid for & usually persuasive in nature, about products (goods & services) or ideas by identified sponsor through various media.

### **1.1.3 Types of promotion:**

#### **1.1.3.1 Television Promotion**

The TV commercial is generally considered the most effective mass-market Promotion format, as is reflected by the high prices TV networks charge for commercial airtime during popular TV events. The annual Super Bowl football game in the United States is known as the most prominent Promotion event on television. The average cost of a single thirty-second TV spot during this game has reached US\$3.5 million (as of 2012). Most of television commercials feature a song or jingle that listeners soon relate to the product. Virtual advertisements may be inserted into regular television programming through computer graphics. It is typically inserted into otherwise blank backdrops or used to replace local billboards that are not relevant to the remote broadcast audience. More controversially, virtual billboards may be inserted into the background where none exist in real-life. This technique is especially used in televised sporting events. Virtual product placement is also possible.

### **1.1.3.2 Radio Promotion**

Radio Promotion is a form of Promotion via the medium of radio. Radio advertisements are broadcast as radio waves to the air from a transmitter to an antenna and a thus to a receiving device. Airtime is purchased from a station or network in exchange for airing the commercials. While radio has the limitation of being restricted to sound, proponents of radio Promotion often cite this as an advantage. Radio is an expanding medium that can be found not only on air, but also online. According to Arbitron, radio has approximately 241.6 million weekly listeners, or more than 93 percent of the population.

### **1.1.3.3 Online Promotion**

Online Promotion is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Online ads are delivered by an ad server. Examples of online Promotion include contextual ads that appear on search engine results pages, banner ads, in text ads, Rich Media Ads, Social network Promotion, online classified Promotion, Promotion networks and e-mail marketing, including e-mail spam.

### **1.1.3.4 Press Promotion**

Press Promotion describes Promotion in a printed medium such as a newspaper, magazine, or trade journal. This encompasses everything from media with a very broad readership base, such as a major national newspaper or magazine, to more narrowly targeted media such as local newspapers and trade journals on very specialized topics. A form of press Promotion is classified Promotion, which allows private individuals or companies to purchase a small, narrowly targeted ad for a low fee Promotion a product or service. Another form of press Promotion is the Display Ad, which is a larger ad (can include art) that typically run in an article section of a newspaper.

### **1.1.3.5 Billboard Promotion**

Billboards are large structures located in public places which display advertisements to passing pedestrians and motorists. Most often, they are located on main roads with a large amount of passing motor and pedestrian traffic; however, they can be placed in any location with large amounts of viewers, such as on mass transit vehicles and in stations, in shopping malls or office buildings, and in stadiums.

### **1.1.3.6 Mobile billboard Promotion**

Mobile billboards are generally vehicle mounted billboards or digital screens. These can be on dedicated vehicles built solely for carrying advertisements along routes preselected by clients, they can also be specially equipped cargo trucks or, in some cases, large banners strewn from planes. The billboards are often lighted; some being backlit, and others employing spotlights. Some billboard displays are static, while others change; for example, continuously or periodically rotating among a set of advertisements. Mobile displays are used for various situations in metropolitan areas throughout the world, including: Target Promotion, one-day, and long-term campaigns, Conventions, Sporting events, Store openings and similar promotional events, and big advertisements from smaller companies.

### **1.1.3.7 In-store Promotion**

In-store Promotion is any advertisement placed in a retail store. It includes placement of a product in visible locations in a store, such as at eye level, at the ends of aisles and near checkout counters (aka POP—Point of Purchase display), eye-catching displays promoting a

specific product, and advertisements in such places as shopping carts and in-store video displays.

#### **1.1.3.8 Street Promotion**

This type of Promotion first came to prominence in the UK by Street Promotion Service to create outdoor Promotion on street furniture and pavements. Working with products such as Reverse Graffiti, air dancer's and 3D pavement Promotion, the media became an affordable and effective tool for getting brand messages out into public spaces.

#### **1.1.3.9 Sales promotion:**

Sales promotions are another way to advertise, Sales promotions are double purposed because they are used to gather information about what type of customers you draw in and where they are, and to jumpstart sales. Sales promotions include things like contests and games, sweepstakes, product giveaways, samples coupons, loyalty programs, and discounts. The ultimate goal of sales promotions is to stimulate potential customers to action.

#### **1.1.3.10 Media and promotion approaches:**

Increasingly, other media are overtaking many of the "traditional" media such as television, radio and newspaper because of a shift toward consumer's usage of the Internet for news and music as well as devices like digital video recorders (DVRs) such as TiVo. Digital signage is poised to become a major mass media because of its ability to reach larger audiences for less money. Digital signage also offers the unique ability to see the target audience where they are reached by the medium. Technological advances have also made it possible to control the message on digital signage with much precision, enabling the messages to be relevant to the target audience at any given time and location which in turn, gets more response from the Promotion. Digital signage is being successfully employed in supermarkets. Another successful use of digital signage is in hospitality locations such as restaurants. And malls.

Reasons for online display Promotion: Display ads generate awareness quickly. Unlike search, which requires someone to be aware of a need, display Promotion can drive awareness of something new and without previous knowledge. Display works well for direct response. Display is not only used for generating awareness; it's used for direct response campaigns that link to a landing page with a clear 'call to actioned-mail Promotion is another recent phenomenon. Unsolicited bulk E-mail Promotion is known as "e-mail spam". Spam has been a problem for e-mail users for many years.

A new form of Promotion that is growing rapidly is social network Promotion. It is online Promotion with a focus on social networking sites. This is a relatively immature market, but it has shown a lot of promise as advertisers are able to take advantage of the demographic information the user has provided to the social networking site. Friend advertising is a more precise Promotion term in which people are able to direct advertisements toward others directly using social network service. As the mobile phone became a new mass media in 1998 when the first paid downloadable content appeared on mobile phones in Finland, it was only a matter of time until mobile Promotion followed, also first launched in Finland in 2000. By 2007 the value of mobile Promotion had reached \$2.2 billion.

More advanced mobile ads include banner ads, coupons, Multimedia Messaging Service picture and video messages, averages and various engagement marketing campaigns. A particular feature driving mobile ads is the 2D Barcode, which replaces the need to do any typing of web addresses and uses the camera feature of modern phones to gain immediate

access to web content. 83 percent of Japanese mobile phone users already are active users of 2D barcodes. Some companies have proposed placing messages or corporate logos on the side of booster rockets and the International Space Station.

#### **1.1.4 Profile of the organization**

##### **AIB Organizational background**

Afghanistan International Bank was founded in 2004 and has since established itself as a pioneering leader in Afghanistan's banking sector. We have become the country's most respected and trusted financial institution. Over the past ten years AIB has built an enduring institution that combines international expertise with local knowledge, giving us a deep-rooted understanding of customer needs that is grounded in the highest international standards and best practice.

##### **1.1.4.1 Vision**

We aspire to remain the most reputable financial institution and bank of choice in Afghanistan.

##### **1.1.4.2 Mission**

Our mission is to foster economic development in Afghanistan, to be a catalyst for Growth, and ultimately contribute to the prosperity of the country and its people.

##### **1.1.4.3 Accounts:**

###### **Current Account**

Throughout our current account service enjoy unlimited real time access to your account balance via attached facilities such as:

###### **Saving Account**

AIB's Afghani saving account offers you a secure and convenient account designed to fulfill the needs for savings and thrift amongst common people within an interest-paying facility.

###### **Fixed Deposit Account**

This account lets you save a fixed amount of money, for a fixed period of one month, three months, and six months at a fixed rate of interest.

##### **1.1.4.4 Types of Payments**

###### **Door to Door Delivery**

Door to Door delivery brings you a customizable service that allows you to conduct secure banking transactions without leaving your doorstep.

###### **Money Taxi Services**

Money Taxi cash delivery is the very exceptional service providing when you feel unsecure while you are in the bank without any security guard or bullet proof car.

###### **Outward Telegraphic Transfer**

Transfer funds overseas with our Outward Telegraphic Transfer service. Using the SWIFT network, we can send your money across the world.



**Inward Telegraphic Transfer**

Inward Telegraphic Transfer is a receipt of funds by SWIFT/Telex from an overseas party. AIB has an extensive network of correspondent banks. As such, you can receive funds in various currencies from most parts of the world.

**Standing order instruction**

Payment is automatically deducted from your designated Afghanistan International Bank Account, if you advise the bank with pre-application to debit your specific account, amount, and time, to specific account.

**1.1.4.5 Types Cards:****Credit Card**

For the first time in Afghanistan AIB has introduced MasterCard branded Titanium and Platinum Credit Cards. These are designed for worldwide use. The bank, giving the holder an option to borrow funds, issues cards. These credit cards charge interest and are primarily intended for use for short-term financing. Interest usually begins one month after a purchase of goods and services is made, and borrowing limits are pre-set by the bank according to the individual's credit rating. Customers are required to repay the balance on their credit cards, in accordance with pre-set terms and conditions, in the same way as for any other type of borrowing.

**Debit Card**

Afghanistan International Bank has introduced its International Debit Card for the first time in Afghanistan to access your bank account for cash withdrawal and balance inquiry Pure Point of Sale worldwide through ATM machines and for making your payments via POINT OF SALE terminals.

**Web surfer Card**

Afghanistan International Bank is pleased to announce the launch of its Web Surfer Card. AIB's Web Surfer Card is a preprinted or personalized card that allows you to browse securely and to shop on the internet.

**Gift Card**

The Gift Card is a new concept in Afghanistan, giving you the ability for shopping through POS and the internet all over the world. It is to let you designed to shine moments of celebration with your dearest.

**1.1.5 Problem statement**

The problem statement is related to the impact of product promotion on consumers buying behaviors as it is required to write a project of defend of BBA degree, so Researcher plan to start a project and start working on "Product promotion and its impact on consumer's buying behavior" for completing my thesis. As we know that Promotion is a major tool for increase of sales volume and profitability of companies, organizations, private and government sectors. Day by day the investors, producers, manufacturers and entrepreneurs are starting their business in Afghanistan and they need to introduce their products services for public they need to advertise their products through media available in Afghanistan.

Every institute and business want to be prosperous and have desire to get constant growth. The current era is highly competitive and organizations regardless of size, technology and market focus are costumed switching challenges. To overcome these restraints a strong and positive relationship and bonding should be created and maintained between advertisement and their organizations.

### **1.1.6 Research question**

- What are the role of Product promotion on consumer buying behavior?

### **1.1.7 Objectives of the study**

As the thesis is about Promotion of products through TV, billboards, Radio, Newspaper, pole sign and electronic billboards add by media and other sources.

The main objective of this study is affects and impacts on consumers while seeing the ads in media, how the ads can change their mind and their decision while buying new products.

- To study the effect & benefits of billboards Promotion on people.
- To enhance the consumer's satisfactions level through Promotion of new products & services.
- To know the monetary and non-monetary benefits provided by companies to the consumer's satisfactions.

### **1.1.8 Significance of study**

In this research the researcher tries it out to find the best and major ways for promoting of products and techniques of promotions how to do advertising and promotion for a company and product and how much customers in which ages saw advertising in tv or how percentage of our customers use from which media and how dose promoting of product

Promotions help in creating brand awareness. With the help of various media like the television, billboards, radio or local newspaper news, you can spread across information about your brand and company, which helps people to find out more about you and investigate your products and make purchases. Also, promotion helps in helps in increasing customer traffic. The more you promote your brand, the more will the customers know about you and your company and the more will they be interested in your products. Promotion can be done even by giving out free samples which works wonders for customers! They try your product and ultimately, come to you and make purchases.

## **2. Literature Review**

Husseini etc... (2008) Early advertisers assumed that Promotion is very powerful what is said "gets through and strongly achieves the intended and persuasive objectives as "the early bullet or "hypodermic needle" models of communication which has given rise to the earliest concept of communication effects, "who says what to whom through what medium with what effect" (Bryant and Zeeman 1944). A company cannot make dream to be a well-known brand until they invest in their promotional activities, for high consumer market have been dominating through advertisements.

Kotler & Armstrong (2008) mentioned that promoting was introduced by Egyptians who used Papyrus for sales messages and wall posters, billboards, signboards and outdoor Promotion as the most ancient form of Promotion. The tradition of wall painting and wall

chocking is found in the ancient culture of Greece and Romans and as well in India, which could be now seen in many, parts of the world as well.

Marchland (1985) indicated that Promotion is developed with the development of mass production in the late 19th and early 20th centuries. After the success of print Promotion, the idea of radio Promotion prevailed this was then followed by the television Promotion. In the early 1950s the Du Mont Television Network initiated the trend of giving advertisements. With the advent of 21st century the online Promotion has prevailed the world market and consumer community as well. Now the Promotion has proved its effects and impact on consumers' buying behaviors and marketers needs all over the world. After 1920, Promotion became a source of guidance for consumers, which was considering not only a source of guidance for buying but also in the matters of social roles, improvement in dressing sense, style and development of taste of good foods.

Smith and Allen (1992) argued that it is actually the emotional reaction which is developed after the Promotion, for the product advertised, that influences the consumer behavior. The consumer behavior towards a product is totally depending on Promotion, without any assessment of the quality of the product. Furthermore, Controversies over the impact of Promotion on the consumer's buying trends and habits has always been present. Sometimes the advertisers over exaggerate about the product's benefits in such a tactful manner that consumer goes psychologically under the pressure of Promotion persuasiveness and intentionally decides to buy the advertised product.

Barbara, J. P (1997) scholars said that in the point of view of some people, now most of the consumers avoid the advertisement, because they consider the advertisement, just annoying and misleading. Advertisements have been attacked on psychological, sociological, aesthetic and political grounds. From the point of view of a common lay man, what is the purpose of Promotion? Some critics even criticize and consider Promotion very harmful to the collective behaviors of the society.

### **3. Data and methodology**

This chapter provide methods that were used in data collection and they include; Research design, Survey population, sampling design, Sampling size, Sources of data, Tools and methods of data collections and probable problems to be encountered during data collection.

#### **3.1 Research design**

The method for this study is Descriptive because describe the variable which was under study. Descriptive aspect of the study laid in identifying the relationship between advertisement and consumers buying behavior

#### **3.2 Population**

The population for this study is the banking sector currently operating in Afghanistan.

#### **3.3 Sample**

The researcher selected Afghanistan international bank as a research sample.

**3.4 Sampling size**

The sample size of this research is 80 employees working in Afghanistan international bank

**3.5 Sampling technique**

The entire sample size is 80. Responses were gathered in the course of closed ended questionnaire taken from earlier researches. Both male and female staff took part in the study. Data was gathered from employees on the basis of convenient sampling and simple random sampling techniques. With respect to the questionnaire, questions ranging from respondent’s attributes, opinion and behaviors were asked.

**3.6 Sources of data**

The researcher used both primary and secondary data.

**3.6.1 Primary data**

Was gathered from the management level and sales level senior staff and junior staff by questionnaire on the impact of product promotion on consumers buying behaviors.

**3.6.2 Secondary data**

Secondary data was collected from articles, newspapers, journals, internet and other writings.

**4. Findings And Analysis**

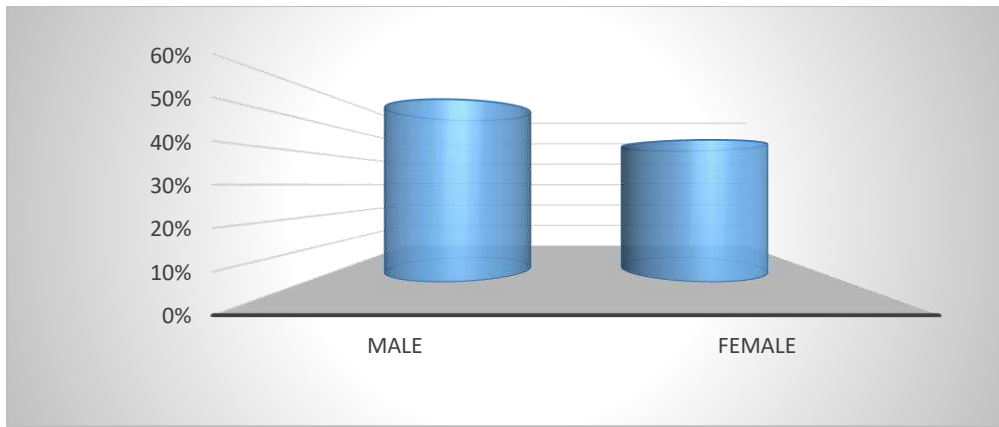
Chapter four presents the data throughout tables and charts, therefore descriptive statistics used for analyzing and interpretation of data, this chapter also discuss about findings of the study. The charts and tables used for Response about the support from the people distributed the questionnaires.

**4.1. Analysis and interpretation of data**

**4.1.1. Your Gender?**

No	Gender	Number of Responses	Percentage
1	Male	45	56%
2	Female	35	44%
	<b>Total</b>	<b>80</b>	<b>100 %</b>

(Table 4.1)



(Chart 4.1)

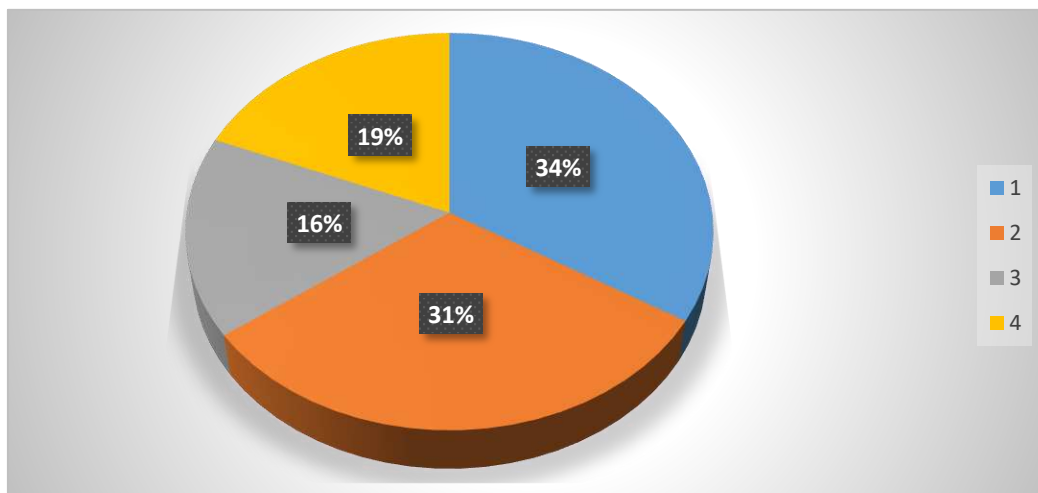
**Interpretation:**

Questionnaires were distributed among 80 people of which 56% target was male & 44% target was female data collected.

**4.2.2. Your Age?**

No	Category	Number of Responses	Percentage
A	10 to 20	27	33.75%
B	20 to 30	25	31.25%
C	30 to 40	13	16.25%
D	40-above	15	18.75%
	<b>Total</b>	<b>80</b>	<b>100%</b>

(Table 4.2)



(Chart 4.2)

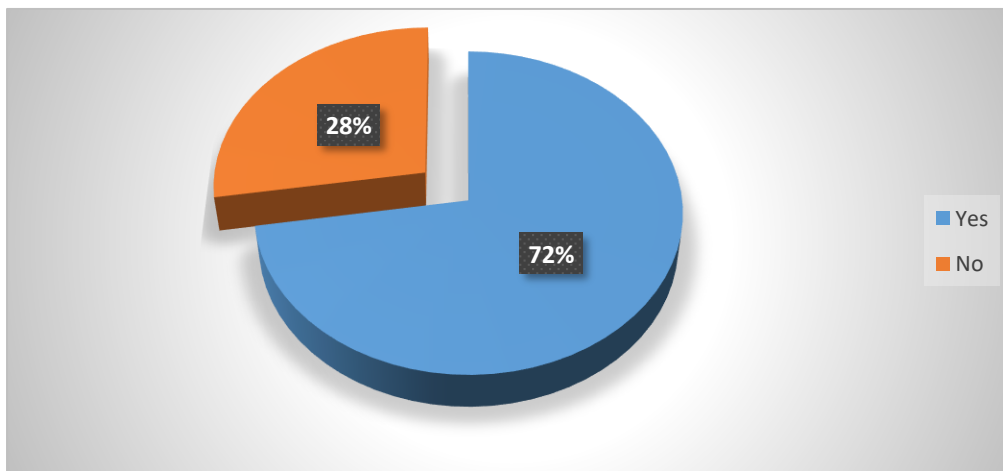
**Interpretation:**

Three types of age category were targeted which is represented in table as well as in chart and the category 10 to 20 was maximum (33.75%).

**4.2.3. Are you interested in Promotion Campaign?**

No	Category	Number of Responses	Percentage
A	Yes	58	73%
B	No	22	27%
	<b>Total</b>	<b>80</b>	<b>100%</b>

(Table 4.3)



(Chart 4.3)

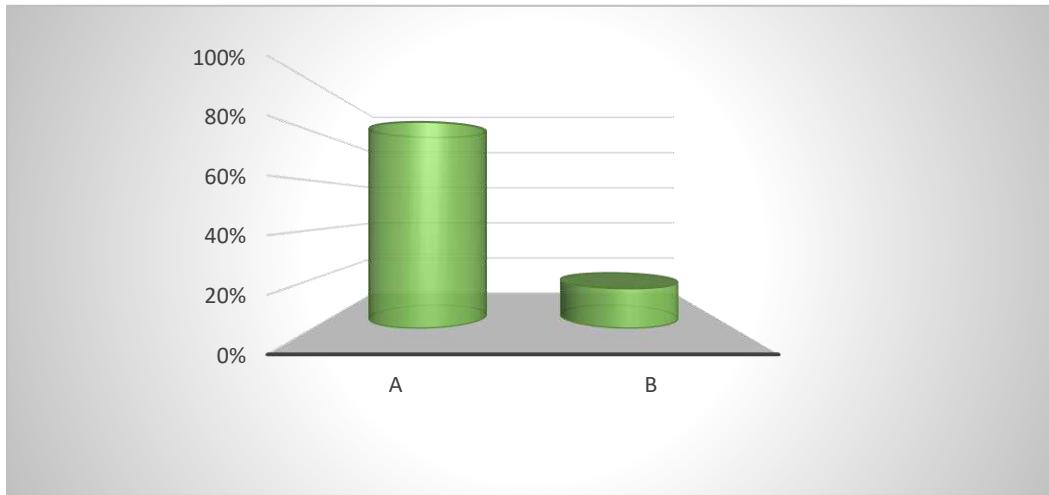
**Interpretation:**

Questions related to interest in Promotion campaign 58 people (73%) out of 80 people said yes and the rest 27% of people said no, it means promotion of products through Promotion is helpful for investors, produces and importers and it is a big opportunity for them to increase their sales.

**4.2.4. Do you like to watch Ads provide information?**

No	Category	Number of Responses	Percentage
A	YS	67	84%
B	No	13	16%
	<b>Total</b>	<b>80</b>	<b>100%</b>

(Table 4.4)



(Chart 4.4)

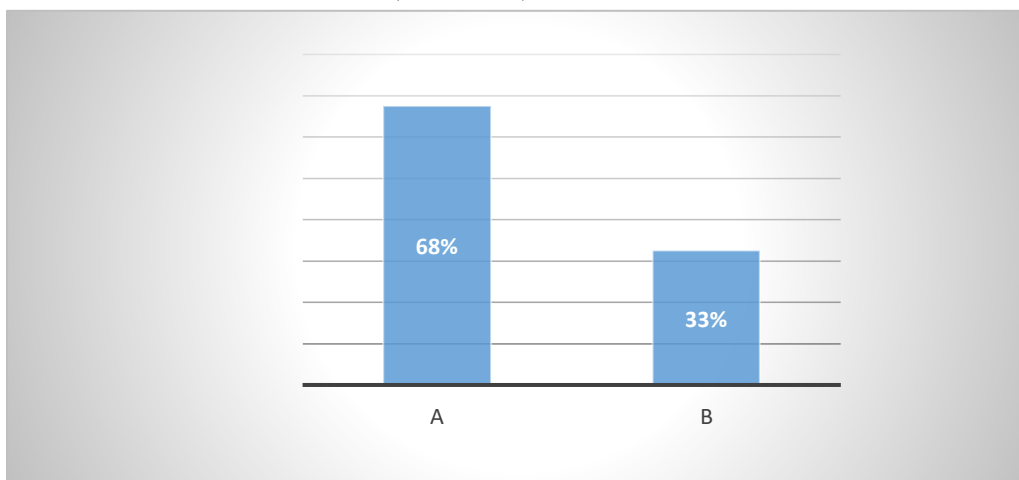
**Interpretation:**

Those Promotion which provide more information about their products are attractable for people and people will response positively and as the number of responses are 84% (76 people out of 80), so marketers should try their best to give more information while advertise their products/services.

**4.2.5. The Promotion of products have fun.**

No	Category	Number of Responses	Percentage
A	YS	54	68%
B	No	26	33%
	Total	80	100%

(Table 4.5)



(Chart 4.5)

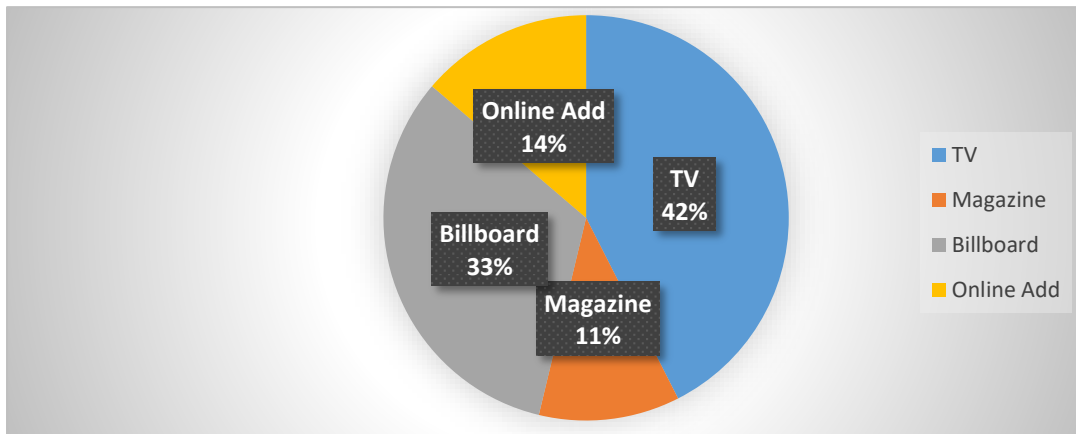
**Interpretation:**

Those Promotion which have fun it means attract people 54 people (68%) said yes, it means beside the marketers promote their products/services they should work on fun and attract people by using interesting dialogue and actions in order people response positively toward their products/ services.

**4.2.6. Which Media do you prefer?**

No	Category	Number of Responses	Percentage
A	TV	34	42.50%
B	Magazine	9	11.25%
C	Billboard	26	32.50%
D	Online Add	11	13.75%
	<b>Total</b>	<b>80</b>	<b>100%</b>

(Table 4.6)



(Chart 4.6)

**Interpretation:**

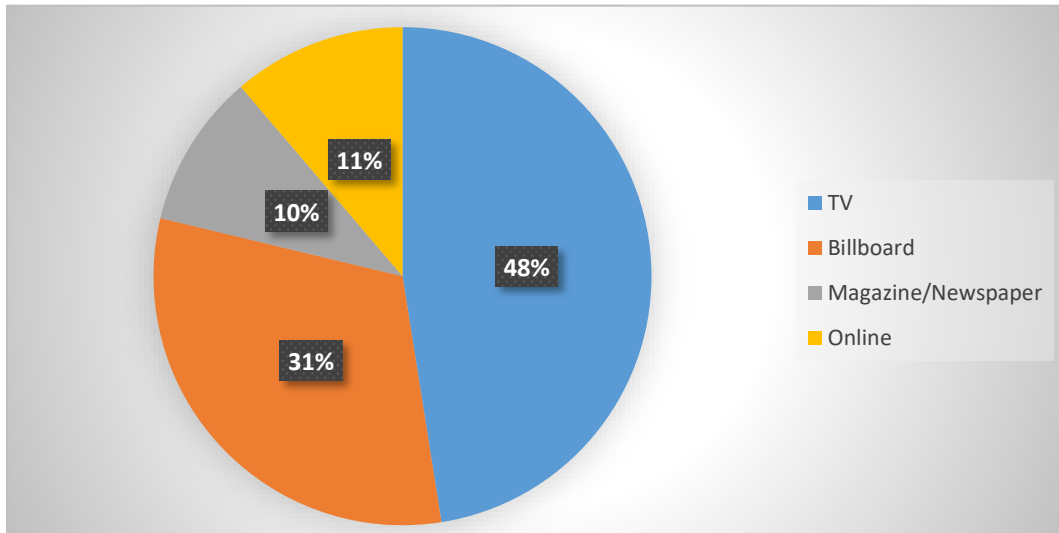
After collecting data, we come to know that people and marketers are preferred TV first with 42.5%, billboards second with 32.5%, online add third with 13.75% and the last stage located magazine/newspapers with 11.25%, so the markets should keep in mind that people will response positively more than other median when they watch adds in TV.

**4.2.7. Which Media do you found more powerful?**

No	Category	Number of Responses	Percentage
A	TV	38	47.50%
B	Billboard	25	31.25%
C	Magazine/Newspaper	8	10.00%
D	Online	9	11.25%
	<b>Total</b>	<b>80</b>	<b>100%</b>

(Table 4.7)





(Chart 4.7)

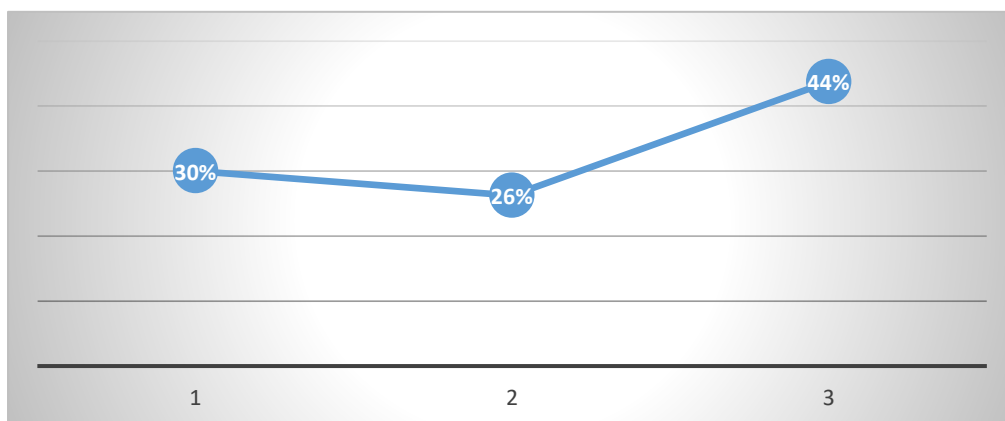
**Interpretation:**

Through collecting data from this question we come to know that TV is more powerful than any other media exist in the market with 38 responses (47.50%) then billboards got 25 responses (31.25%), the third one is online with 9 responses (11.25) and the last one is magazine with 8 responses (10%), so TV is more powerful media for marketers to promote their products/ services through Promotion.

**4.2.8. Do you think Promotion influences customer?**

No	Category	Number of Responses	Percentage
A	Less than others	24	30%
B	More than others	21	26%
C	Same as others	35	44%
	<b>Total</b>	<b>80</b>	<b>100%</b>

(Table 4.8)



(Chart 4.8)

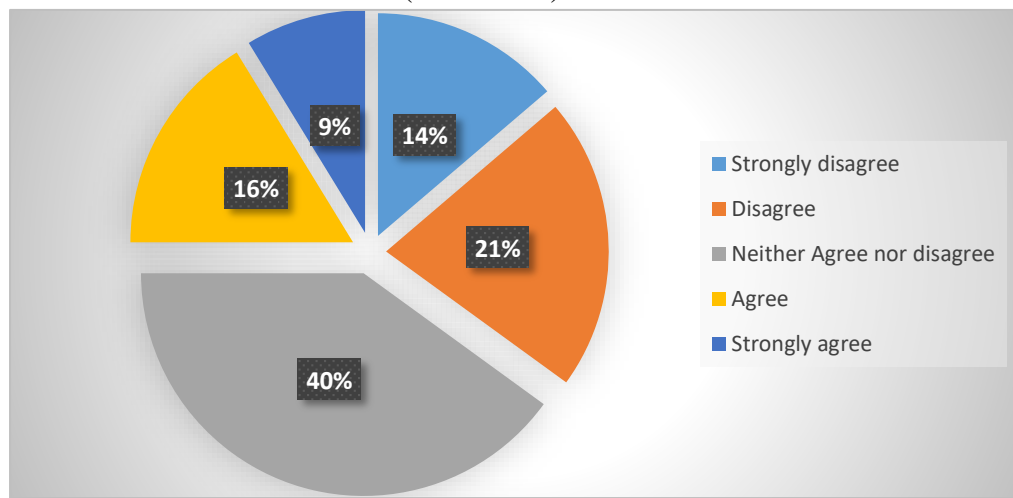
**Interpretation:**

It means among 80 people 35 people (44%) have the same view or idea regarding Promotion of products/ services almost majority of them are same.

**4.2.9. The new product advertised in media was attractable for customer.**

No	Category	Number of Responses	Percentage
1	Strongly disagree	11	13.75%
2	Disagree	17	21.25%
3	Neither Agree nor disagree	32	40.00%
4	Agree	13	16.25%
5	Strongly agree	7	8.75%
	<b>Total</b>	<b>80</b>	<b>100%</b>

(Table 4.10)



(Chart 4.10)

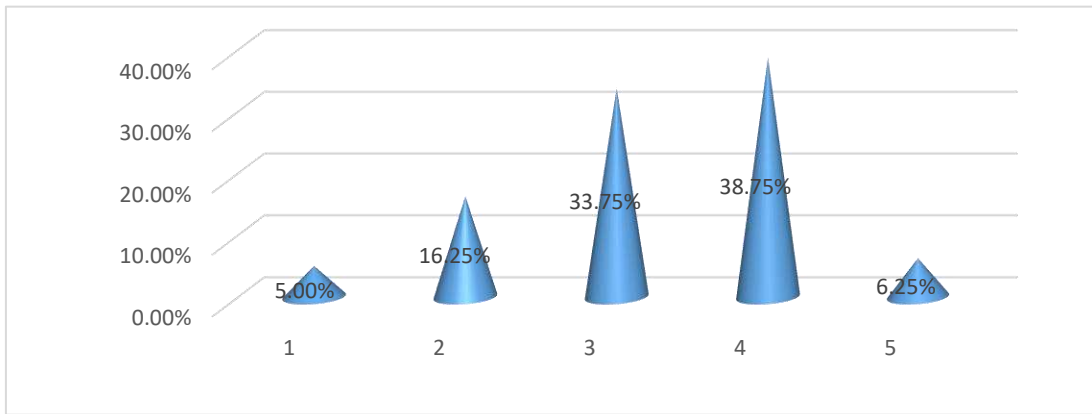
**Interpretation:**

The way the marketers introduce new of product in market is not satisfactory for people, majority of responses are neutral 32/80 (40%), 17 people are disagreeing (21.25%), 11 responses are strongly disagree (13.75%), 13 respondents are agree (16.25%) and 7 people are strongly agree (8.75%), so the conclusion is that the marketers are not doing good promotion in order to attract people for their commodities.

**4.2.10. The media advertisement persuades customer to buy the products/services.**

No	Category	Number of Responses	Percentage
1	Strongly disagree	4	5.00%
2	Disagree	13	16.25%
3	Neither Agree nor disagree	27	33.75%
4	Agree	31	38.75%
5	Strongly agree	5	6.25%
	<b>Total</b>	<b>80</b>	<b>100%</b>

(Table 4.11)



(Chart 4.11)

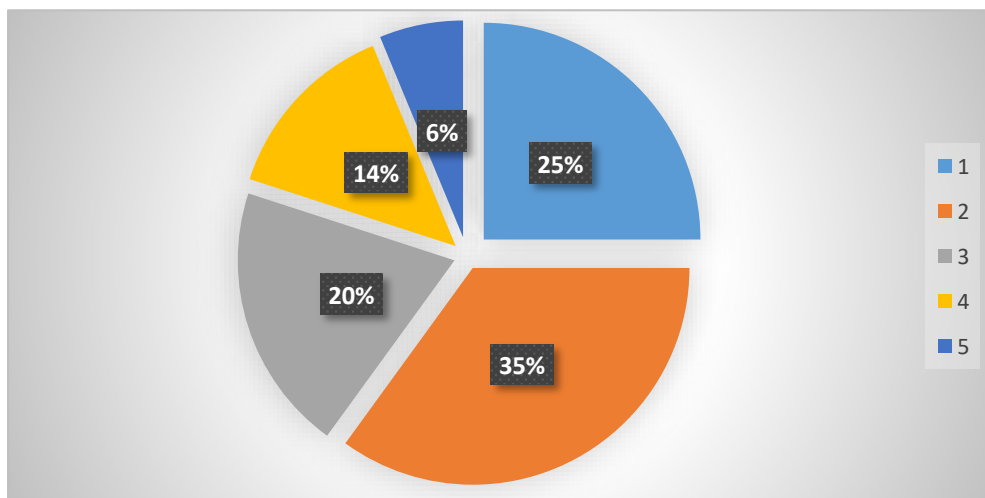
**Interpretation:**

Almost most of the people are agree as the Promotion of products are persuading people to buy the products, less number of people are strongly disagreeing, but 27 people (33.75%) are neither agree nor disagree on this concept.

**4.2.11. Online Promotion was good as we can shop online.**

No	Category	Number of Responses	Percentage
1	Strongly disagree	20	25.00%
2	Disagree	28	35.00%
3	Neither Agree nor disagree	16	20.00%
4	Agree	11	13.75%
5	Strongly agree	5	6.25%
	Total	80	100%

(Table 4.12)



(Chart 4.12)

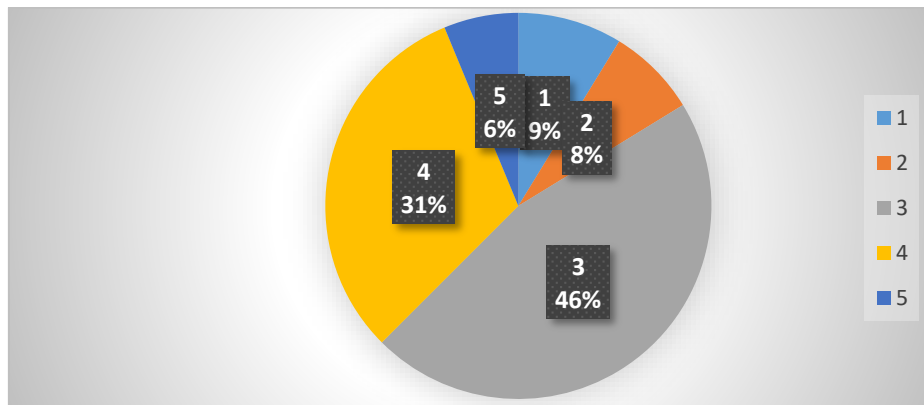
**Interpretation:**

The 48 responses (60%) out of 80 people are disagree & strongly disagree the reason asked from people they replied we don't have access on internet as needed and the facility of master & credit cards are not good and companies are not doing online sales except few such as airline companies which people can buy online ticket.

**4.2.12. I am buying more than past after watching adds.**

No	Category	Number of Responses	Percentage
1	Strongly disagree	7	8.75%
2	Disagree	6	7.50%
3	Neither Agree nor disagree	37	46.25%
4	Agree	25	31.25%
5	Strongly agree	5	6.25%
	<b>Total</b>	<b>80</b>	<b>100%</b>

(Table 4.15)



(Chart 4.15)

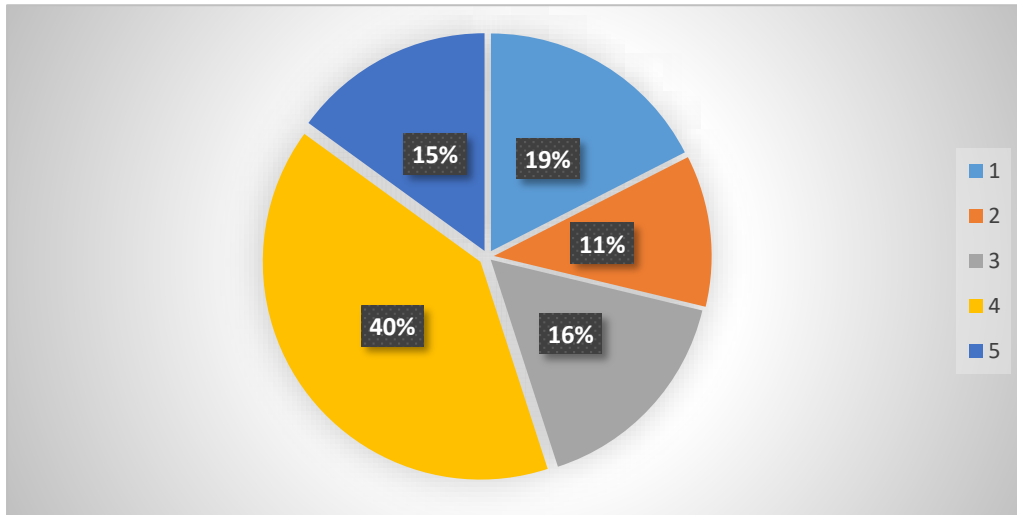
**Interpretation:**

Most of the people are neutral 37 responses (46.25%) the reason was asked they replied we are buying our needs if we watch the advertise or not and 25 people (31.25%) are agree on this, it means Promotion is a helpful tool for marketers to introduce their products/ services for people.

**4.2.13. Billboards have the most access for public than any other media.**

No	Category	Number of Responses	Percentage
1	Strongly disagree	14	17.50%
2	Disagree	9	11.25%
3	Neither Agree nor disagree	13	16.25%
4	Agree	32	40.00%
5	Strongly agree	12	15.00%
	<b>Total</b>	<b>80</b>	<b>100%</b>

(Table 4.16)



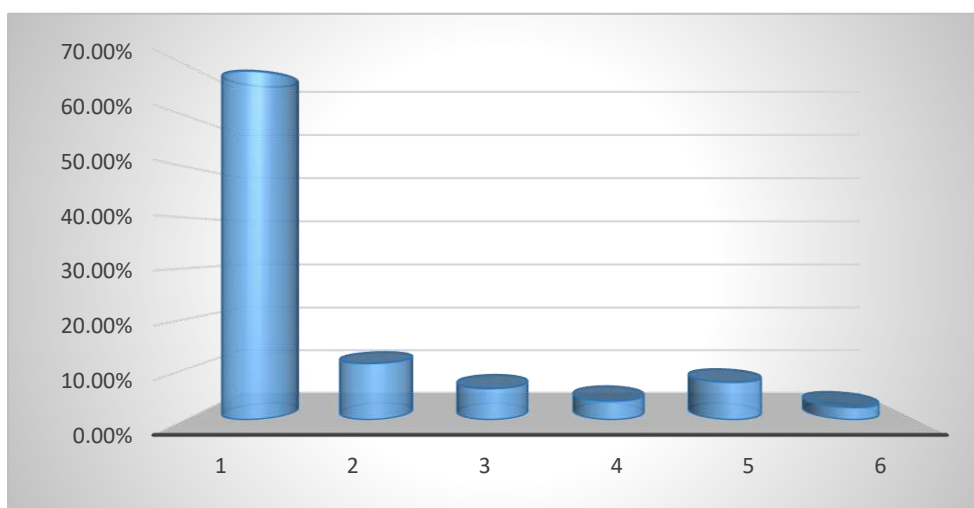
**Interpretation:**

The major people are agree 32/80 (40%) that billboards are easy accessible for people, because billboards are available in every province and rural area and most of people don't have electricity and can't watch TV all the time.

**4.2.14. Rank the following media on the bases of influencing. (Answer 1 most likely to 6 less likely.)**

No	Category	Number of Responses	Percentage
1	TV	55	68.75%
2	Billboard	9	11.25%
3	Newspaper	5	6.25%
4	Online (Website)	3	3.75%
5	Radio	6	7.50%
6	Mobile Add	2	2.50%
	Total	80	100%

(Table 4.17)



(Chart 4.17)

**Interpretation:**

On the bases of media ranking 55 responses (68.75%) are rank TV first the second rank is billboards with 9 (11.25%), third is Radio with 6 (7.5%), the fourth one is newspaper with 5 (6.25%), online and mobile is the last respectively.

**5. Conclusion And Recommendations****5.1 Conclusion**

From this study we come to know that the target of the marketers should be ages between 10-30 as they are considering the Promotion and give importance for their awareness of new products/ services. They are also interested in Promotion especially those ads which provide more information and benefits and the Promotion should have some fun for them in order to persuade them for buying products/ services.

The producers, manufacturers & importers should increase the quality of products/ services, as people are not satisfied from the quality. As this study thought first TV, and then billboards has more power and influence the audience and consumers, so marketers should try to choose these media for awareness of people. For the illiterate people such as drivers, mechanics and etc. Radio was the best choice, because during the day they mostly listen to Radio, so manufacturers, producers should choose Radio Promotion of products for these classes in order to increase their sells.

We have studies in marketing management Promotion is a major and valuable investment for an entrepreneur and a country in order to gain more and more profit and sell the maximum number of his/her products and services and as we studied in marketing management the entrepreneurs should spend around 70% of their revenue on Promotion of their products and services. Promotion of products / services is very important for both parties especially for producers, importer and manufacturer. The marketers should aware the people as soon as possible using different strategies of Promotion of their products/ services. TV & billboards are very essential for awareness of people.

**5.2 Recommendations**

From this study we come to know that following suggestions:

- Promotion is a major tool for investors, entrepreneurs, producers and importers to increase number of sales and profitability of their companies.
- Promotion should be in such a way that influence and persuade people from the Promotion and start using products / services.
- TV, Billboards and Radio should be selected for Promotion the products and services as TV has more power where the facility of electricity is there and in most of provinces we have this facility.
- Billboards are also a major media for Promotion of products as the billboards are available almost in all provinces and as well as in rural areas and everyone can watch it and may know about products available in the market.
- Radio is also a good communication tool as most of the people has vehicles, specially taxi drivers which people use taxi and through Radio they will be inform about new and existing products/ services.

- The businessmen should offer some discounts for their products / services in order to get attention and interest of consumers for their products / services

### 5.3 Limitation of the study

- **Time:** since I am full time employee, I am not able to be available and work extensively on my topic.
- **Transportation and Security:** Due to security instability and unavailability of transports I am not able to check my works with my supervisors consecutively and on time.
- **Confidentiality:** There is some confidentiality in any organizations in order to not leak out that confidentiality which repressing the responsible people to provide all and each information, which is a common case in every organization. So, this might be the only thing, which I am sure will not affect my topic negatively.

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