

Examining the Influence of Sales Promotions on Car Purchase Intentions: A Study

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Abstract: Sales promotions have become a critical tool in influencing consumer behavior, especially in highly competitive markets like the automobile industry. This study aims to examine the impact of various sales promotional strategies such as cash discounts, free accessories, extended warranties, and low-interest financing on consumers' car purchase intentions. Using a quantitative research approach, data was collected from 100 potential car buyers through structured questionnaires. The findings reveal that sales promotions significantly enhance purchase intentions, with monetary incentives having the most pronounced effect. Moreover, non-monetary promotions, such as value-added services and limited-time offers, also play a substantial role in shaping consumer decisions. The study highlights the importance for automobile marketers to design targeted promotional strategies that not only attract attention but also convert interest into actual purchases. The insights gained offer valuable implications for sales and marketing professionals in the automotive sector seeking to optimize their promotional efforts.

Key Words: *Sales promotions, Automobile industry, Purchase intentions, consumer decisions*

INTRODUCTION TO THE STUDY

The automobile industry is one of the most dynamic and competitive sectors globally, characterized by rapid technological advancements, evolving consumer preferences, and intense brand competition. In this environment, companies are constantly seeking innovative ways to attract buyers and stimulate purchase decisions. Sales promotions have emerged as a powerful marketing tool to enhance product appeal, differentiate offerings, and influence consumer behavior in favor of a brand. Sales promotions in the automobile sector can take various forms, such as cash rebates, low-interest financing options, extended warranties, free insurance, and bundled offers like accessories or service packages. These promotional strategies aim to reduce the perceived risk, enhance the perceived value, and create a sense of urgency among potential

buyers, ultimately leading to increased sales. While sales promotions are widely used, their exact influence on consumers' car purchase intentions remains an area requiring closer examination. Understanding how different types of promotions impact buyers' decisions is critical for marketers aiming to design effective strategies and maximize the return on their promotional investments. This study focuses on exploring the relationship between sales promotional activities and car purchase intentions. By analyzing consumer responses to various promotional tactics, the study seeks to provide valuable insights for automobile marketers and contribute to the broader academic discourse on consumer behavior and sales strategy.

Need for the study: In today's competitive automobile market, consumer buying behavior is influenced by a range of factors, with sales promotions emerging as a key driver. As competition intensifies and product differentiation becomes more challenging, manufacturers and dealers increasingly rely on promotional strategies to attract and retain customers. However, despite the frequent use of sales promotions, there is a lack of in-depth understanding regarding which types of promotions most effectively impact car purchase intentions. This study is necessary to bridge that gap by analyzing how different promotional tools, such as discounts, financing schemes, free accessories, and loyalty programs influence the decision-making process of potential buyers. Understanding the effectiveness of these promotions will enable automotive companies to design more efficient marketing campaigns, allocate resources wisely, and increase conversion rates. Moreover, given the substantial investment consumers make in purchasing cars, it is essential to investigate the psychological and economic triggers that drive their purchasing behavior under promotional conditions. Thus, the study seeks to provide both academic insight and practical guidelines for marketers looking to strengthen their

promotional strategies and maximize sales performance in the automotive sector.

Objectives of Study: the study focuses on the following objectives

- To study the impact of consumer sales and advertising s of select cars.
- To assess the effectiveness of media in promoting the brand of select cars
- To study the awareness of consumers about sales and advertisings of select cars

Scope of the study: The present study covers a brief profile of Sri Jayalakshmi automotives pvt.ltd, which is the best Hyundai dealers in Hyderabad city. The study sort to explore the opinions of the respondents about the sales and advertising s of Hyundai in Hyderabad. The study also sought to explore the expected schemes as in the part of sales and advertising s from the customer's point of view.

LITERATURE REVIEW

Sales promotions have long been recognized as an effective marketing tool to stimulate consumer purchasing behavior, particularly in industries characterized by high competition, such as the automotive sector. Previous studies have explored various dimensions of sales promotions and their impact on consumer decision-making, providing a foundation for understanding the relationship between promotional strategies and purchase intentions.

According to *Kotler and Keller (2016)*, sales promotions are short-term incentives designed to encourage immediate purchases by adding value to the consumer's decision-making process. In the context of the automobile industry, monetary promotions such as cash rebates and low-interest financing have proven to be particularly influential in reducing price sensitivity and accelerating purchase decisions (Chandon, Wansink, & Laurent, 2000).

Alvarez and Casielles (2005) emphasized that promotional strategies not only stimulate short-term sales but also enhance consumer perceptions of value, which can influence purchase intentions. Their findings suggest that while monetary promotions provide immediate benefits, non-monetary promotions like extended warranties and free services contribute to long-term customer satisfaction.

Furthermore, *Ndubisi and Moi (2005)* investigated the role of promotional campaigns in the Malaysian automotive market and found that limited-time offers significantly increase consumers' intention to purchase due to the urgency they create. This aligns with the study by *Blattberg and Neslin (1990)*, which highlighted that time-bound promotions effectively reduce consumer hesitation and encourage faster decision-making.

In contrast, *DelVecchio, Henard, and Freling (2006)* cautioned that overreliance on sales promotions may lead to diminished brand loyalty if not paired with product quality and value-added services. They argue that while promotions generate initial interest, sustained customer loyalty requires a holistic approach that combines effective promotional strategies with excellent after-sales service.

Overall, the existing literature underscores the importance of both monetary and non-monetary promotions in influencing car purchase intentions while highlighting the need for automotive companies to strike a balance between short-term sales incentives and long-term customer relationship management.

Research Methodology: Investigating the effectiveness of sales and advertising s of Hyundai cars. Overall evolution of the research design adopted was descriptive in nature by undertaking a sample survey as it is popularly known.

Data Collection Methods: To fulfill above objectives the data collection is done by using, Primary method of data collection and Secondary method of data collection.

Primary data: Primary method includes meeting the consumers directly and interviewing them. The primary data is collected through questionnaire by selecting 100 respondents on random basis. A structured questionnaire was developed to interview the Hyundai customers. This questionnaire responses was used as primary data.

Secondary data: It is the information that is collected for a purpose other than to solve the specific problem under investigation. It is the data which is in the form of documents already existing in the form of records, magazines, books, manuals etc. it is the indirect way of data collection. Secondary method includes

collecting data regarding the company that is done with the material provided by the organization.

Questionnaire Design: A structured questionnaire was developed to interview Hyundai customers. While framing the questionnaire, care was taken to ensure that as fast as possible, it was clear and unambiguous and there was no room for misrepresentation.

Sample Design: The research follows the following design:

Geographical limits: The study is restricted to Hyderabad city only. Various places in Hyderabad were covered to interview the Hyundai customers through questionnaire to collect their opinions.

Field work: The survey is carried out within a short span of time -2 months.

Sample size: The size of the sample survey includes 100 Hyundai customers. The sample size was chosen in such a way that it depict the entire population including all groups such as age group, occupational group and educational group etc.

Sampling technique: The sample survey was based on probability sampling in which every member of the specified area has a known chance of being selected. The exact sampling suited was simple random sampling.

Statistical techniques analysis and interpretation: Results were analyzed by using statistical tool chi-square. After analysis conclusion have been drawn and suggestions were offered. Chi-square: The chi-square test is used to determine the association and relationship of two variables, taken into consideration. The demographics that were taken into consideration for the study where age, gender, occupation, income levels of respondents.

Gender of respondents those who own the Hyundai car.

S.No.	Gender	No. of Respondents	Percentage of respondents
1	Male	95	95
2	Female	5	5
Total		100	100

Out of 100 respondents whose opinions were collected, it is clear that from the above bar diagram 95% of the respondents are males and only 5% of the respondents are females.

Occupation of respondents those who own the Hyundai car.

S.No.	Occupation	No. of Respondents	Percentage of respondents
1	Student	28	28
2	Businessman	34	34
3	Employee	26	26
4	others	12	12
Total		100	100

Out of 100 respondents whose opinions were collected, it is clear that from the above bar diagram, 28% of the respondents are students, 34% are businessmen, 26% are employees and 12% of the respondents.

Age of respondents those who own the Hyundai car.

S.No.	Age	No. of respondents	Percentage of respondents
1	21-30 Years	36	36
2	31-40 Years	34	34
3	41-50 Years	18	18
4	51-60 Years	8	8
5	Above 60 Years	4	4
Total		100	100

Out of 100 respondents, 36% of the respondents were between 21-30 years and 34% of the respondents were belongs to 31-40 years and 18% of the respondents were belongs to 41-50 years, 8% of the respondents were between 51-60 years and 4% of the respondents were above 60 years

Responses of customers, those who own the car.

S.No.	No. of cars	No. of respondents	Percentage of respondents
1	One	67	67

2	Two	28	28
3	Three or more	5	5
Total		100	100

Out of 100 respondents whose opinions were collected, it is clear that from the above bar diagram, 67% of the respondents have only one four wheeler and 28% of the respondents have two four wheelers and 5% of the respondents have three or more four wheelers.

Factors influencing the customers to make the purchase of 'Hyundai'

S.No.	factors	No. of respondents	Percentage of respondents
1	Affordable price range	27	27
2	Brand name	33	33
3	Comfort /convenience	17	17
4	Economy of operation	13	13
5	Family / friends influence	10	10
Total		100	100

Out of 100 respondents whose opinions were collected, it is clear that from the above bar diagram, 33% of the respondents influenced by brand name and 27% of the respondents influenced by affordable

price range, 17% of the respondents influenced by comfort / convenience and 13% of the respondents influenced by economy of operation and 10% of the respondents influenced by family / friends.

Relationship between age of respondents and factors, which are influencing the respondents to make the purchase of 'Hyundai'

Age of respondents	factors					Total
	Affordable price range	Brand name	Comfort /convenience	Economy of operation	Family / friends influence	
21-30 years	3	18	8	1	6	36
31-40 years	10	10	3	10	1	34
41-50 years	8	5	3	1	1	18
51-60 years	6	0	1	1	0	8
Above 60 years	0	0	2	0	2	4
Total	27	33	17	13	10	100

The above table contains some factors of the Hyundai cars. Respondents have given their responses to the listed factors according to their priority. Here the respondents were divided into different categories by considering their age.

Setting of the hypothesis.

Ho : There is no relationship between the two variables.

Ha : There is a relationship between the two variables

Chi-square results table

Chi-square calculated value	48.69
Degree of freedom	16
Level of significance	0.05
Chi-square table value	26.3

Calculation of chi-square value

S.NO.	E	O	(E-O) ² /E
1	9.72	3	4.645
2	11.88	18	3.152
3	6.12	8	0.577
4	4.68	1	2.893
5	3.6	6	1.6

6	9.18	10	0.073
7	11.22	10	0.132
8	5.78	3	1.337
9	4.42	10	7.044
10	3.4	1	1.694
11	4.86	8	2.028
12	5.94	5	0.148
13	3.06	3	0.001
14	2.34	1	0.767
15	1.8	1	0.355
16	2.16	6	6.826
17	2.64	0	2.64
18	1.36	1	0.095
19	1.04	1	0.001
20	0.8	0	0.8
21	1.08	0	1.08
22	1.32	0	1.32
23	0.68	2	2.562
24	0.52	0	0.52
25	0.4	2	6.4
Total		48.698	

Inference: Since calculated value of $\chi^2 >$ the table value of chi-square, the null hypothesis is rejected. Which means the results of experiments not supporting the hypothesis. So we can conclude that the age of respondents and factors which are influencing the respondents to make the purchase of 'Hyundai' are dependable.

Relationship between income levels of respondents and factors, which are influencing the respondents to make the purchase of 'Hyundai'.

Income of respondents	Factors					Total
	Affordable price range	Brand name	Comfort / convenience	Economy of operation	Family / friends influence	
< 2 lakhs	0	0	0	0	0	0
2-3 lakhs	17	4	2	1	1	25
3-4 lakhs	5	20	13	3	4	45
Above 4 lakhs	5	9	2	9	5	30
Total	27	33	17	13	10	100

The above table contains some factors of the Hyundai cars. Respondents have given their responses to the listed factors according to their priority. Here the respondents were divided into different categories by considering their income levels.

Chi-square results table

Chi-square calculated value	43.73
Degree of freedom	12
Level of significance	0.05
Chi-square table value	21

Calculation of chi-square value

S.NO.	E	O	(E-O) ² /E
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Setting of the hypothesis.

Ho: There is no relationship between the two variables.

H1: There is a relationship between the two variables.

1	0	0	0
2	0	0	0
3	0	0	0
4	0	0	0
5	0	0	0
6	6.75	17	15.56
7	8.25	4	2.189
8	4.25	2	1.191
9	3.25	1	1.557
10	2.5	1	0.9
11	12.15	5	4.207
12	14.85	20	1.786
13	7.65	13	3.741
14	5.85	3	1.388
15	4.5	4	0.055
16	8.1	5	1.186
17	9.9	9	0.081
18	5.1	2	1.884
19	3.9	9	6.669
20	3	5	1.333
Total		43.737	

Inference: Since calculated value of $\chi^2 >$ the table value of chi-square, the null hypothesis is rejected. This means the results of experiments not supporting the hypothesis. So we can conclude that the age of respondents and factors which are influencing the respondents to make the purchase of 'Hyundai' are dependable.

Relationship between income levels of respondents and factors, which are influencing the respondents to make the purchase of 'Hyundai'.

occupation of respondents	factors					Total
	Affordable price range	Brand name	Comfort / convenience	Economy of operation	Family / friends influence	
Student	2	16	2	6	2	28
Business	8	10	10	3	3	34
Employee	15	3	2	2	4	26
Others	2	4	3	2	1	12
Total	27	33	17	13	10	100

The above table contains some factors of the Hyundai cars. Respondents have given their responses to the listed factors according to their priority. Here the respondents were divided into different categories by considering their occupation

Chi-square results table

Chi-square calculated value	32.68
Degree of freedom	12
Level of significance	0.05
Chi-square table value	21

Calculation of chi-square value

S.NO.	E	O	(E-O) ² /E
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Setting of the hypothesis.

Ho : There is no relationship between the two variables.

Ha : There is a relationship between the two variables.

1	7.56	2	4.089
2	9.24	16	4.945
3	4.76	2	1.600
4	3.64	6	1.530
5	2.8	2	0.228
6	9.18	8	0.151
7	11.22	10	0.132
8	5.78	10	3.081
9	4.42	3	0.456
10	3.4	3	0.047
11	7.02	15	9.071
12	8.58	3	3.628
13	4.42	2	1.324
14	3.38	2	0.563
15	2.6	4	0.753
16	3.24	2	0.474
17	3.96	4	0.0004
18	2.04	3	0.451
19	1.56	2	0.124
20	1.2	1	0.033
Total		32.689	

Inference: Since calculated value of $\chi^2 >$ the table value of chi-square, the null hypothesis is rejected. Which means the results of experiments not supporting the hypothesis. So we can conclude that the occupation of respondents and factors which are influencing the respondents to make the purchase of 'Hyundai' are dependable.

Respondents awareness about the sales promotions offered by 'Hyundai'

S.No.	Opinions	No. of respondents	Percentage of respondents
1	Yes	100	100
2	No	0	0
Total		100	100

From the above bar diagram, it is clear that, Out of 100 respondents, 100% of the respondents were aware of sales promotions.

Respondents awareness about the sales promotions offered by 'Hyundai' through different medias:

S.No.	Media	No. of respondents	Percentage of respondents.
1	Print media	34	34
2	Electronic media	42	42
3	Outdoor media	8	8
4	Online media	16	16
Total		100	100

Out of 100 respondents whose opinions were collected, it is clear that from the above bar diagram 42% of the respondents were aware of sales promotions through electronic media and 34% of the respondents through print media and 16% of the respondents through online media and 8% of the respondents through outdoor media.

Relationship between age of respondents and different types of medias in promoting the brand Hyundai.

Age of respondents	Media				Total
	Print media	Electronic media	Outdoor media	Online media	

21-30 years	6	16	2	12	36
31-40 years	13	17	1	3	34
41-50 years	8	8	1	1	18
51-60 years	4	1	3	0	8
Above 60 years	3	0	1	0	4
Total	34	42	8	16	100

This table shows that the responses of respondents about the awareness of sales promotions of Hyundai through the different medias. The data reveals that different types of medias effectiveness in promoting the brand Hyundai. The data was divided into different types of categories by considering their age.

Chi-square results table

Chi-square calculated value	33.09
Degree of freedom	12
Level of significance	0.05
Chi-square table value	21

Calculation of chi-square value

S.NO.	E	O	(E-O) ² /E
1	12.24	6	3.181
2	15.12	16	0.051
3	2.88	2	0.268
4	5.76	12	6.76
5	11.56	13	0.179
6	14.28	17	0.518
7	2.72	1	1.087
8	5.44	3	1.094
9	6.12	8	0.577
10	7.56	8	0.025
11	1.44	1	0.134
12	2.88	1	1.227
13	2.72	4	0.602
14	3.36	1	1.657
15	0.64	3	8.702
16	1.28	0	1.28
17	1.36	3	1.977
18	1.68	0	1.68
19	0.32	1	1.445
20	0.64	0	0.64
Total	33.09		

Inference: Since calculated value of $\chi^2 >$ the table value of chi-square, the null hypothesis is rejected. Which means the results of experiments not supporting the hypothesis. So we can conclude that the age of respondents and different types of medias effectiveness to make the purchase of 'Hyundai' are dependable.

The effectiveness of different types of Medias in promoting the Hyundai brand to its customers.

S.No.	Media	No. of respondents	Percentage of respondents.
1	News paper	25	25

2	Television	48	48
3	Hoardings	5	5
4	Internet	22	22
Total		100	100

Out of 100 respondents whose opinions were collected, it is clear that from the above bar diagram, 48% of the respondents have given first rank to electronic media and 25% of the respondents have

given first rank to print media and 22% of the respondents have given first rank to online media, 5% of the respondents have given first rank to outdoor media.

The opinion of 'Hyundai' customers about its sales promotions.

S.No.	opinions	No. of respondents	Percentage of respondents
1	Strongly agree	50	50
2	Agree	32	32
3	Neither agree nor disagree	10	10
4	Disagree	6	6
5	Strongly disagree	2	2
Total		100	100

Out of 100 respondents whose opinions were collected, it is clear that from the above bar diagram 50% of the respondents strongly agreed that the Hyundai's sales promotions are good, 32% of the respondents agreed that the Hyundai's sales promotions are good and 10% of the respondents

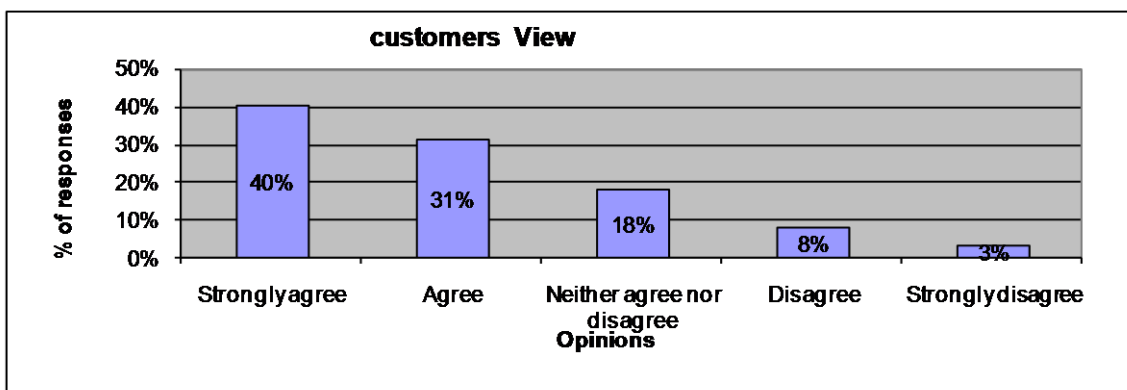
neither agreed nor disagreed about the Hyundai's sales promotions, 6% of the respondents disagreed that Hyundai's sales promotions are good and 2% of the respondents strongly disagreed that Hyundai's sales promotions are good.

The influence of sales promotions on customers to purchase the 'Hyundai' car.

S.No.	Opinions	No of respondents	Percentage of respondents
1	Strongly agree	40	40
2	Agree	31	31
3	Neither agree nor disagree	18	18
4	Disagree	8	8
5	Strongly disagree	3	3
Total		100	100

This table shows that the responses of respondents about the influence of sales promotions on them to purchase the Hyundai. The data reveals that different Graphical representation

types opinions of Hyundai customers. This data is put in the form of bar diagram below.



Inference: Out of 100 respondents whose opinions were collected, it is clear that from the above bar diagram, 40% of the respondents strongly agreed that the Hyundai's sales promotions were influenced

them to purchase the Hyundai car, 31% of the respondents agreed that the Hyundai's sales promotions were influenced them to purchase the Hyundai car and 18% of the respondents neither

agreed nor disagreed about the influence of Hyundai's sales promotions, 8% of the respondents *Schemes influences the Hyundai customers.*

disagreed and 3 % of the respondents strongly disagreed

S.No.	schemes	No of respondents	Percentage of respondents
1	Price off offer	45	45
2	Less rate of interest loans	10	10
3	Festival offers	11	11
4	Exchange offers	9	9
5	Gold coins	25	25
Total		100	100

Out of 100 respondents whose opinions were collected, it is clear that from the above bar diagram 'price off offer' influences 45% of the respondents, gold coins scheme influences 25% of the

respondents, exchange offer scheme influences 9% of the respondents, festival schemes influences 11% of the respondents and less rate of interest schemes influences 10% of the respondents.

Relationship between the age of respondents and schemes influence them to purchase the Hyundai.

Age of respondents	Schemes					Total
	Price off offer	Less rate of interest	Festival offers	Exchange offers	Gold coins	
21-30 years	26	1	2	2	5	36
31-40 years	15	4	5	4	6	34
41-50 years	1	3	3	2	9	18
51-60 years	3	1	0	1	3	8
Above 60 years	0	1	1	0	2	4
Total	45	10	11	9	25	100

Setting of the hypothesis.

Ho : There is no relationship between the two variables.

Ha : There is a relationship between the two variables

Chi-square results table

Chi-square calculated value	31.13
Degree of freedom	16
Level of significance	0.05
Chi-square table value	26.3

Calculation of chi-square value

S.NO.	E	O	(E-O) ² /E
1	16.2	26	5.928
2	3.6	1	1.877
3	3.96	2	0.970
4	3.24	2	0.474
5	9	5	1.777
6	15.3	15	0.005
7	3.4	4	0.105
8	3.74	5	0.424
9	3.06	4	0.288
10	8.5	6	0.735
11	8.1	1	6.223

12	1.8	3	0.8
13	1.98	3	0.525
14	1.62	2	0.089
15	4.5	9	4.5
16	3.6	3	0.1
17	0.8	1	0.05
18	0.88	0	0.88
19	0.72	1	0.108
20	2	3	0.5
21	1.8	0	1.8
22	0.4	1	0.9
23	0.44	1	0.712
24	0.36	0	0.36
25	1	2	1
Total		31.138	

Inference :Since calculated value of $\chi^2 >$ the table value of chi-square, the null hypothesis is rejected. Which means the results of experiments not supporting the hypothesis. So we can conclude that the age of respondents and schemes which influence them to make the purchase of 'Hyundai' are dependable.

Opinion of respondents on 'price off' offer of Hyundai.

S.No.	Opinions	No of respondents	Percentage of respondents
1	Very good	43	43
2	Good	37	37
3	Neither good nor bad	17	17
4	Bad	2	2
5	Very bad	1	1
Total		100	100

Out of 100 respondents whose opinions were collected, it is clear that from the above bar diagram, 43% of the respondents agreed that 'price off' offer was very good, 37% of the respondents agreed that

'price off' offer was good, 17% of the respondents neither agreed nor disagreed about 'price off' offer, 2% of the respondents disagreed and 1% of the respondent strongly disagreed.

Relationship between the age of respondents and opinion on price off offer of Hyundai.

Age of respondents	Opinions					Total
	Very good	Good	Neither good nor bad	Bad	Very bad	
21-30 years	16	14	5	1	0	36
31-40 years	15	15	4	0	0	34
41-50 years	8	7	3	0	0	18
51-60 years	2	1	3	1	1	8
Above 60 years	2	0	2	0	0	4
Total	43	37	17	2	1	100

This table shows that the opinion of respondents about the 'price off offer' scheme which was implemented in Hyundai. In this table different opinions of respondents are divided in to various categories. These categories have done by considering the respondents age.

Setting of the hypothesis.

Ho: There is no relationship between the two variables.

Ha: There is a relationship between the two variables

Chi-square results table

Chi-square calculated value	26.41
Degree of freedom	16
Level of significance	0.05
Chi-square table value	26.3

Calculation of chi-square value

S.NO	E	O	(E-O) ² /E
1	15.48	16	0.017
2	13.32	14	0.034
3	6.12	5	0.204
4	0.72	1	0.108
5	0.36	0	0.36
6	14.62	15	0.009
7	12.58	15	0.465
8	5.78	4	0.548
9	0.68	0	0.68
10	0.34	0	0.34
11	7.74	8	0.008
12	6.66	7	0.017
13	3.06	3	0.001
14	0.36	0	0.36
15	0.18	0	0.18
16	3.44	2	0.602
17	2.96	1	1.297
18	1.36	3	1.977
19	0.16	1	4.41
20	0.08	1	10.58
21	1.72	2	0.045
22	1.48	0	1.48
23	0.68	2	2.562
24	0.08	0	0.08
25	0.04	0	0.04
Total	26.413		

Inference: Since calculated value of $\chi^2 >$ the table value of chi-square, the null hypothesis is rejected. Which means the results of experiments not supporting the hypothesis. So we can conclude that the age of respondents and opinion on price off offer of Hyundai are dependable.

The opinion of respondents on Benefits offered from 'price off' offer of Hyundai.

S.No.	Opinions	No of respondents	Percentage of respondents
1	Strongly agree	65	65
2	Agree	20	20
3	Neither agree nor disagree	15	15
4	Disagree	3	3
5	Strongly disagree	2	2
Total		100	100

Out of 100 respondents whose opinions were collected, it is clear that from the above bar diagram 65% of the respondents strongly agreed that benefits offered from price off offer were fair and reasonable to other schemes, 20% of the respondents agreed that

benefits offered from price off offer were fair and reasonable to other schemes, 15% of the respondents neither agreed nor disagreed about price off offer benefits.

Relationship between the age of respondents and opinion of them on benefits offered from 'price off' offer to other schemes of Hyundai

Age of respondents	Opinions					Total
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	
21-30 years	20	13	3	0	0	36
31-40 years	25	3	5	1	0	34
41-50 years	12	2	4	0	0	18
51-60 years	2	1	2	2	1	8
Above 60 years	1	1	1	0	1	4
Total	60	20	15	3	2	100

Setting of the hypothesis.

Ho : There is no relationship between the two variables.

Ha : There is a relationship between the two variables.

Chi-square results table

Chi-square calculated value	45.41
Degree of freedom	16
Level of significance	0.05
Chi-square table value	26.3

Calculation of chi-square value

S.NO.	E	O	(E-O) ² /E
1	21.6	20	0.118
2	7.2	13	4.672
3	5.4	3	1.066
4	1.08	0	1.08
5	0.72	0	0.72
6	20.4	25	1.03
7	6.8	3	2.123
8	5.1	5	0.001
9	1.02	1	0.0003
10	0.68	0	0.68
11	10.8	12	0.133
12	3.6	2	0.711
13	2.7	4	0.625
14	0.54	0	0.54
15	0.36	0	0.36
16	4.8	2	1.633
17	1.6	1	0.225
18	1.2	2	0.533
19	0.24	2	12.906
20	0.16	1	4.41
21	2.4	1	0.816
22	0.8	1	0.05
23	0.6	1	0.266

24	0.12	0	0.12
25	0.08	1	10.58
Total			45.412

Since calculated value of $\chi^2 >$ the table value of chi-square, the null hypothesis is rejected. Which means the results of experiments not supporting the hypothesis. So we can conclude that the age of respondents and opinion of them on benefits offered from 'price off' offer to other schemes are dependable.

FINDINGS OF THE STUDY

- **Monetary Promotions Have a Stronger Impact:** Cash discounts, price reductions, and low-interest financing options were found to have the most significant influence on consumers' purchase intentions. Buyers perceived monetary promotions as offering immediate and tangible benefits, thereby increasing their willingness to purchase.
- **Non-Monetary Promotions Also Matter:** Non-monetary promotions like free insurance, extended warranties, free accessories, and after-sales services positively influenced buyers but were secondary to direct financial incentives.
- **Limited-Time Offers Create Urgency:** Promotions with a clear expiration date were more effective in accelerating purchase decisions. Consumers responded positively to time-bound offers due to the fear of missing out (FOMO).
- **Demographic Differences Exist:** Younger consumers (ages 25–40) were more responsive to promotional campaigns, especially digital promotions, compared to older consumers who valued trust, brand reputation, and service assurances more than short-term promotional benefits.
- **Sales Promotions Build Initial Interest but Not Always Loyalty:** While promotions successfully attracted first-time buyers, they were not always effective in ensuring long-term brand loyalty unless accompanied by strong product quality and customer service.

CONCLUSIONS OF THE STUDY

The study concludes that sales promotions significantly influence car purchase intentions,

especially when they offer immediate financial advantages. While promotional strategies are effective in generating consumer interest and boosting short-term sales, they must be complemented with product excellence and superior after-sales support to build sustained customer relationships.

Marketers in the automobile industry should design a balanced promotional mix, targeting different consumer segments with tailored offers. Special attention should be given to creating urgency through limited-time deals and combining monetary benefits with value-added services. A strategic, well-researched promotional plan can lead to higher conversion rates, better customer acquisition, and stronger competitive positioning in the crowded automobile market.

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