

EFFECT OF SALES PROMOTION PROGRAMS ON PURCHASING BEHAVIOR AT HYPERMARKETS IN RIYADH, KSA

Dr. Iyad A. Al-Nsour

Associate Professor, Department of Advertising and Marketing Communication, College of Media and Communication, Al- Imam Mohammad Ibn Saud Islamic University, Riyadh – KSA

ABSTRACT

DOI URL: <https://doi.org/10.36713/epra3008>

The study aims at determining the effect of sales promotion programs using main four programs - price discounts, free samples, buying vouchers and celebrities - on purchasing behavior of consumers in Saudi Arabia, as well as diagnosing the statistical differences in using the sales promotion programs according to the demographical variables of the consumer. The research population consists of all Saudi and non-Saudi buyers residing in the city of Riyadh reaches 3.874 million people in 2018. The unit sample represents the total number of Saudi and non-Saudi employees working in public and private sectors in the city of Riyadh. The proportional stratified sample is used and the calculated sample size is 387 employees. The study concludes that the sales promotion programs have a positive significant effect on the purchasing behavior of the consumer, and the price discount program is the engine program of purchasing behavior. The study finds that there are statistical differences in the perception of sales promotion programs according to age, education and marital status. Finally, the study recommends a set of implications that enhance the marketing communication uses and some recommendations are presented

KEY WORDS: Sales Promotion, Purchasing Behavior , Hypermarkets , Riyadh , KSA.

1.INTRODUCTION

Since the mid -1950s, many businesses have begun to focus on customer-oriented marketing, that aim of improving sales and market share in the short-run. This was before the changes happened in the 1980s and the communicative dimension of marketing was very clear in businesses, and it aimed to improve the brand image and institutional identity in the long run. Consequently, marketing has passed the traditional idea of marketing function. The attention has changed from focusing on customer needs and desires of goods and services and offering them at the right price and place, into how to give this consumer with the necessary information about what has been produced, and linking them with the specifications, characteristics, and benefits that seek to influence, persuade and buying behavior later.

Many businesses have tried to harness their efforts to create and find marketing tools that can influence the behavior of the target audience and change it in the desired direction, most studies have proven that sales promotion

programs have been one of the most innovative communication tools that have effectively contributed to this (Lee and Lee, 2006). Sales promotion were also seen as a marketing tool that increased the added value of the brand especially at a time when purchasing trends were unstable (Simonson,Armon&O'curry,1994).

At the individual consumer level, this tool has been able to contribute effectively in adjusting consumer behavior towards the desired objectives by companies, and this tool achieved many marketing benefits that exceeded its impact in the short run. On the one hand, sales promotion tools increased sales volume (Inman & McAlister, 1993), accelerated purchasing decisions (Pauwels&Hanssens,2007), helped the shift towards the brand (Alvarez&Casielles,2005), increased storage options for purchased quantities (Gupta,1988), Improving the visit to stores (Huff&Alden,2008), as well as enhancing the attraction and retention/ of the new customers in the long run (Luk&Yip,2008).

The great importance of the sales promotion programs is the reason why the planners and organizers in the businesses are interested in such programs, they merge them into a marketing communication strategy that ensures the easy use and select the communication messages that fulfill the customers' desire, and enhances the added benefits when consuming products. In addition to achieving the distribution benefits that effectively meet its purchasing goals (Ndubisi& Moi,2006).Therefore it is very necessary for these institutions to embrace promotional activities that enable them to build and support positive relationships with the marketing environment for as long as possible (Inman & McAlister, 1993).

Finally, sales promotion techniques have become important tools for working in the mature and competitive markets that require diverse communication and marketing capabilities, so that they can gain the competitive advantage to increase sales and attract new consumers (Neha&Manoj,2013).in light of such new trends, the share of sales promotion in the marketing Communication strategy has increased to 75% versus 25% for advertising (Cox,2008), and this improvement made businesses more able to support the activities of the marketing system within the organization, enhanced personal selling efforts increased the organization's competitiveness and harmonized the mix of marketing communication in the same direction.

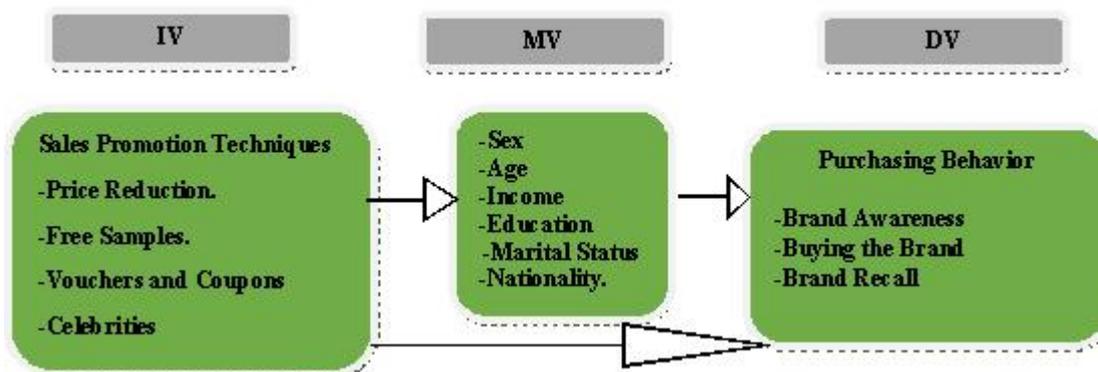
This study attempts to measure the impact of four tools of sales promotion that are commonly used in retail stores in the city of Riyadh .A review of the literature found that price reduction, free samples, and coupons are common in the markets, but in this study, we added the celebrity tool as an important method. It is a very effective tool to influence the purchasing behavior, especially underuse of modern technologies. This study is one of the first studies conducted in the Kingdom; despite the clear research assertion that sales promotion tools are widely used in marketing communication literature for many years up to the fifties of the last century.

2.THE RESEARCH OBJECTIVES

1. Diagnosing The effect of the four sales promotion programs ' price discounts, free samples, buying vouchers and celebrities ' on the purchasing behavior of consumers at the level of statistical significance 5%.
2. Determining the statistical differences in the sales promotion programs according to the demographical factors at the 0.05 significance level
3. Determining there statistical differences in the purchasing behaviors according to the demographical factors at the 0.05 significance level.

3.RESEARCH MODEL

The following figure represents the model used in this study. It aims at determining the direction of the relationship among independent and dependent variables.



This hypotheses are developing, and the research model as follows:

- A. There is a statistically significant effect of the sales promotion programs on the purchasing behavior of consumers at the level of statistical significance 5%.
- B. There are statistically significant differences in the sales promotion programs according to the demographic factors at the 0.05 significance level.
- C. There are statistical significant differences in the purchasing behaviors according to the demographic factors at the 0.05 significance level.

4.LITERATURE REVIEW

4.1 The Concept of Sales Promotion

Sales promotion is a key part of the communications marketing mix in retailing, it is a process that involves a set of informative, persuasive, and reminder functions for the consumer at the same time (Yildirim&Aydinb,2012), and is a short run initiative to attract customers using a range of monetary and non-monetary incentives (Kotler&Keller,2017) The famous marketer Kotler (2006) emphasized that sales promotion is a set of short-run incentive tools used to

encourage the purchase of certain products and facing competitors, and Mercer, Ganzalezthe, and Marshall (2002) add it as a temporary technique used by marketers to generate demand for a set of goods or services during a specified time period (Kumar, Suganya&Imayavendan,2018).

Sales promotion is an activity that producers usually do in the short run to encourage wholesale and retail trade and improve consumer influence (Kumar,Suganya&Imayavendan, 2018), and it is a type of communication that includes information that increases communication between the seller and the buyer and enhances the buying decision (Shipm,2003). Brassington and Pettitt (2000) introduced a new definition that put sales promotion into strategic marketing frame as a tactical tool combines short run sales targets (Mercer et al., 2002) with planning strategy in the long run (Sam&Buabeng,2011).

The literature also determined that sales promotion is an intended marketing effort to provide information in an attractive manner that ensures a high degree of immediate response to customers (Zafar, Niazi&Zafar,2018). Studies show that sales promotion programs are a profitable tool due to repeated purchases, but this purchase may not necessarily reflect

consumer commitment to the brand in the future (Nsour et al, 2017). The ICC agrees with ASA that sales promotion is one of marketing tools used to make goods and services more attractive through provide some additional monetary and non-monetary benefits to the consumer (Boddewyn&Leardi,1989).

Finally, Sales promotion differs from other marketing communication elements (Van Waterschoot&Van den Bulte,1992), where the difference is that they provide direct price incentives gives additional power to the producer and salesmen (Schultz,Robinson&Petrison, 1998). It is approved that sales promotion help to grow sales, extend product life cycle, enhance brand name (Ngolanya,Mahea,Nganga,Amollo&Karuki,2006). In spite of the above, there are those who criticize the use of sales promotion, and Nsour (2018) says that this technique promotes the negative consumption in times of no actual need for the product. In the long run, may it loses the influence on the consumer, and he will postpone the buying decision or reduce the brand value (Kotler&Keller,2017). In the last, easing the access of target customers to the brand, and promoting demand for high-quality products at affordable prices; are engine elements in the marketing communication strategy that will lead to competitive advantage and customer loyalty (Omotayo,2011).

4.2Importance of Sales Promotion

Sales promotion tools have the support and approval of a lot of producers and traders due to the positive effects they have achieved in the short and long run (Odunlami & Ogunsiji, 2011), and the literature suggests that attracting the customer needs to offer something exceeds the basic product offer. Therefore, sales promotion programs are able to give the consumer with all promotional activities and materials that reflected on the short-run profits, and improved the effectiveness of advertising supported by images, symbols, and messages. Marketers have found that sales promotion is an effective tool to avoid short-run selling problems and it is tools have advantages more than communication, incentives, and call for purchase (Achumba, 2002).

Sales promotion programs have influenced the most components of purchasing decision, which include brand selection, time and quantity of purchase, and a shift towardsthebrand(Nijs,Dekimpe,Steenkamp&Hanssens,2001), and has also been a means of reducing price sensitivity for some consumers (Bridges, Yim & Briesch, 2006), also had a clear impact on the volume of sales and profitability of companies (Pauwels&Hanssens,2007). The research shows that sales promotion increase the amount of purchase of perishable storable products, and it is estimated that the duration of the financial impact of these programs ranges from 2-8 weeks, which means that the impact of these programs recede at the short run only (Pauwels&Hanssens,2007). The sales promotion method has a set of elements with promotional messages or a visual representation of the brand capable of persuading consumers to experience at the point of purchase (Hackeley,2010), thus stimulating the switch towards the brand and leaving competitors (Kotler & Keller, 2009), and it present the offer of obtaining a good deal may it cannot be obtained in the future, especially after ends the promotion (Schultz et al, 1998). These results confirm that the role of sales promotion in stimulating demand has been limited to a certain period (Leham & Winer, 2002; Walsh, 2000).

Sales promotion leads to a number of marketing and communicative goals. On the one hand, it seeks to increase sales volume in the short-run (Downs & Adrian, 2004), targeting the potential and loyal customer, the switch towards the brand and the benefits of cash savings (Alam & Faruqui, 2009), in addition to other benefits such as saving, quality, comfort, expression of value, exploration and recreation (Blattberg & Neslin, 1990). In more detail, the research results distinguish between monetary incentives such as saving, quality, and comfort (Babin, Darden & Griffin, 1994), while non-monetary incentives lead to pleasure, recreation, psychological stimulation and fun (ChandonWansink & Laurent, 2000).

In general, these benefits have not been able to confirm the effect of using sales promotion on customer loyalty, but their use remains an important element and incentive to buy at the time of promotion (Devecchio, Henard&Freeling,2006), and these behaviors will certainly vary after the promotion ends. This tool has also been shown to have a negative impact on the long-run value of a company and product (Pawels, Srinivasan, Silva-Risso & Hanssen, 2003).Here, studies suggest that the decision to choose and switch towards a brand has led to a low-level of loyalty (Guadagni & Little, 2008), so other studies have found that it is not possible to sell large quantities of the product because of this. Ahamad et al. (2015) have found that the flexibility of sales promotion and its inclusion of different marketing methods combined monetary and non-monetary incentives, making it an effective tool capable of enhancing communication with the target market, and employing different tactics to solve short-run inventory problems. Although it has a significant share of promotional spending, it is still less important in strategic context than other marketing communication tools (Srinivasan & Anderson, 1998). Dawes (2004) confirm that there are no effects of sales promotion on brand building and profitable in the long run. Davies (1992) shows that sales promotion has no effect on customer satisfaction and it is a major cause of destroying the brand image (Tellis & Gaeth, 1990).

4.3Impact of Sales Promotion on Purchasing Behavior

Many studies have agreed that sales promotion plays an important role in stimulating the repeated purchases from a particular store (Schultz&Block, 2011 ; Leischnig et al, 2011), and other studies have expanded to say that sales promotion has the ability to influence the elements of purchasing behavior such as shopping intent and habits from a particular outlet. (Mathur et al., 2013).Many findings confirm that sales promotion programs have positive effects on sales and profit levels (Dhar&Hoch,1996; Hoch, Dreze&Purk,1994), and it is a reason to change the purchasing behavior of most consumers (Sands, Beveriand&Oppewal,2009). Sales promotion changed the time of buy, the quantity purchased, the switch of the brand, and reduced the price sensitivity and encouraged the consumers to buy (Bridges,Briesch&Yim,2006).Sales promotion confirmed the immediate and impulsive behaviors in the purchasing behavior (Ndubisi&Moi,2005). However, a few other studies suggest that the level of impact of sales promotion is still a matter of debate, as it is found that sales promotion is ineffective and caused the decline of market shares in the long run (Ehrenberg, Hammond & Goodhardt,1994), and further studies explain the source of

discrepancy between results to demographic and cultural differences offer value, timing, type of product, and technique of promotion used (Ailawadi, Kusum & Neslin, 1998).

Price reduction is one of the most prominent promotion techniques whereby a larger quantity of the product is given at the same price or the same quantity is purchased at a lower price (Fill, 2002). The results show that the price reduction has an important effect in stimulating new behaviors towards the experience of the products offered (Shimp, 2003; Blackwell et al., 2001; Fill, 2002; Brandwick, 1994), and increased product value (Chen, Chen & Huang, 2012), and studies believe that the optimal value of the discount is up to 15% of the selling price (Gupta & Cooper, 1992). This technique is generally used in competitive markets where commodities are short-run and seasonal, and it has been shown that many customers may not back to buy the brand after ends the sale season (Ehrebberg et al., 1994). The literature also indicates that there is a clearer link between the sale price of the product and the level of quality, so a low price may give the impression of low quality of the product and vice versa (Moore, 2003), which negatively affects the preference of the trademark, trust and loyalty (Shrestha, 2015).

The free samples play a smart role in increasing the amount of consumer sales and introducing new products to the market (Nathwani, 2017), and studies confirm the positive impact on consumer behavior (Shimp, 2003), and such studies have shown that sales increase by between 300% - 500% in the period of promotion (Mei & Moses, 2005; Lindstedt, 1999) and by 37% to 50% on the first day of promotion (Heilman, Lakishyk & Radas, 2011). This technique a real chance to try out a product that may lead to latter purchase (Wellner, 1998), but it stimulates a fast buy by 72% (Fill, 2002). Some studies say that the small quantity of the product may not be sufficient to choose and motivate the purchase (Pramataris, Vrechopoulos & Doukidis, 2000), and their effect may vary depending on product quality and time of promotion (Gilbert & Jackaria, 2002), and it is found that free samples attract high-income consumers (Kokli & Vida, 2009).

Vouchers and coupons are a certificate that gives customers savings when purchasing a particular product (Kotler & Keller, 2017), and studies have shown a very weak relationship between coupons and purchasing behavior, it orients the buyer towards products that he does not want at all (Shamout, 2017). Coupons has the last rank among sales promotion techniques used and has less impact on trial product (Gilber & Jacquia, 2002) as well as gives the consumer the less awareness of the product (Ndubisi & Chew, 2006). A trial purchase, if any, will not affect the product value (Silva-Risso & Bucklin, 2004). A high financial incentive is a sufficient reason to redeem the voucher, but identifying certain brands in the coupons may weaken the purchase intent (Cook, 2003). Experiences show that the customer's social class is an important reason for redeeming the voucher, and there is an inverse relationship between redeeming the voucher and income and education levels (Blattberg & Neslin, 1990).

The use of celebrities has been increasingly involved in marketing communication strategy because of their effectiveness in the communication process (Bhatti, Maraim & Arif, 2017), and according to studies, celebrity use has an impact on consumer purchasing intentions reaches 88% (Smith, 2011). New technologies have provided more opportunities for interaction between people and companies

with each other (Bhatti, Mehar, Arif & Younas, 2017), and this development has been reflected in the relationship between marketers and brands, as accessing to the public is no longer linked only to companies, but by users who called the celebrities (Henning-Thurau et al., 2004). Therefore, companies put the consumers face to face with each other, and this makes purchasing decisions more easily (Muthiah & Kannan, 2015), and gave them access to direct information from actual users of the brand (Kozinets, 1999). The studies show that the sharing of purchasing experiences and exchange of information with others will strengthen the mechanism of purchasing decision-making and changing the purchasing trends (Lai & Turban, 2008). Other studies linked to the level of response to celebrities with income need, motivation of purchase, marketing strategy, ease of access to product, and type of consumer (Pahwa & Goyal, 2019) But in the end, Celebrities are playing an important role in stimulating and changing the purchasing decision (Fue et al., 2009), and studies have provided much evidence of the effectiveness of this tool in product promotion (Duffett, 2015), therefore, the positive relationship between celebrity use on social media and improved Purchasing intentions of consumers is proved (Dlodlo & Dhurup, 2013).

Finally, there are many studies that distinguish between financial and non-financial programs in the sales promotion (Campbell & Diamond, 1990), and the distinction refers to the advantages and characteristics of each type (Chandon et al., 2000). The financial programs such as price reduction, coupons, and discounts justify the behavioral objectives in the short-run (Huff et al., 2008; Lee et al., 2006; Campbell et al., 1990). The non-financial installments, sweepstakes, contests, and free gifts correlate with the emotional and behavioral goals that seek to enhance the brand image in the long run (Jean et al., 2015). In general, studies show that financial promotions are more pronounced but it add less value to the product and are favored by most consumers (Huff et al., 1999). On the contrary, a number of researchers believe that consumers have a more interactive behaviors with non-financial offers because it gives more value to the product than financial offers (Shrestha, 2015). In conclusion, the financial offers improve purchasing intentions towards all the offered products because of the immediate benefits that have, especially the financial benefits (Kwok & Uncles, 2005).

5.1. THE RESEARCH METHODOLOGY

- 5.1 Research Population: It represents all Saudi and non-Saudi employees residing in the city of Riyadh. The total research population in the fourth quarter of 2018 reaches 3.874 million people in the city of Riyadh. This number represents the total number of Saudi and non-Saudi employees working in public and private sectors in the city of Riyadh (General Authority of Statistics, 2018).
- 5.2 Type and Size of the Research Sample: A proportional stratified sample method is used. It is one of the samples that divides the indigenous community into segments and classes according to nationality and work sector. This method is based on determining the sample size on an equal basis for each segment. In order for the sample to be more specific and accurate, the size of the selected sample must be proportional to the original size of the research population. Stratification means the segments of the divided population, and

proportionality means that the chosen number of each segment should be proportional to the actual size and representation within the original population. According to the sampling tables, it is found that the maximum sample size required is 387 employees in public and private institutions in Riyadh city with a significant level of 0.05 (Sekran,2009).The researcher developed the questionnaire and it is distributed in the workplace. In more detail, the researcher visited the employees in the public and private institutions operating in

Riyadh city, and the researcher randomly selected the workers in those institutions to fill the questionnaire according to the percentages calculated in table 1. The percentage of questionnaires distributed to employees in public institutions reaches 31.4% compared to 68.6% of employees in the private sector. Accordingly, all questionnaires distributed are retrieved and are subject to final analysis. In this study, the unit of analysis is all Saudi and non-Saudi buyers working in public and private sector institutions.

Table 1 : Sample Distribution

Nationality	Private Sector			Public Sector		
	N (1000)	%	Sample Size	N (1000)	%	Sample Size
Saudi	637.86	24	63	1167.2	96	117
No Saudi	2019.88	76	202	48.6	4	5
Total	2657.74	100	265	1215.84	100	122

Source : General Authority of Statistics, Year Book , 2018.

5.3 Measurement: The research tool is the questionnaire. It is developed to collect the primary needed data by reviewing the literature related to the questions and research variables. The five points Likert scale is used, which expresses the degree of response and the consistency between the statements and the respondent's opinions, where the value (5) is given for very high response, (4) is high response, (3) is given for neutral response, a low response is given for the value (2), and the value (1) is given for a very low response.

5.4 Data Analysis: In order to analyze the research results, the descriptive statistical analysis (arithmetic mean, standard deviation, and relative

frequency) are calculated. The degree of response of the variables are evaluated according to the relative mean as follows: more than 4.2 is very high, (2) 4.2 – more than 3.4 is high, (3) 3.4- more than 2.6 is average (moderate), (4) 2.6 – 1.8 is weak and less than 1.8 is very weak. Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. It considers a measure of scale reliability. Cronbach's alpha is not a statistical test, so it is a coefficient of reliability (or internal consistency). The Cronbach alpha coefficients of the research variables are between 0.0.959 - 0.984.This means that the variables have relatively accepted. Internal consistency of all variables and all the coefficient values are statistically accepted since it is more than the statically permitted rate of 60%.

Table 2: The Cronbach alpha coefficients of the research variables

N	Research Variables	Reliability	Number of Sentences
1	Price Discounts	0.984	6-1
2	Free Samples	0.985	12-7
3	Vouchers and Coupons	0.991	18-13
4	Celebrities	0.994	24-19
	Sales Promotion Programs	0.995	1-24
4	Brand Awareness	0.973	29-25
5	Buying the Product	0.989	38 – 30
5	Recall / Reminder	0.984	43-39
	Purchasing Behavior	0.995	43-25
	Total Reliability	0.997	1-43

5.5 Research Limitations

- The Study includes all of the Saudi and non-Saudi residing in Riyadh city.
- The study includes all of the employees working in the public and private institutions in Riyadh.
- The study includes the hypermarkets working in Riyadh that using sales promotion programs.

6.DESRIPTIVE ANALYSIS OF RESPONSES

6.1Sales Promotion Programs

The independent variable "sales promotion programs" consists of 24 statements, the responses vary according to the technique used. The mean value of the total statements in this variable about (3.556). This means that the level of intention of study sample with the sales promotion technique

in the hyper retail stores in Riyadh city is high, and the standard deviation reaches (1.069). There are 56.5% of the sample have agreed on this result. In more detail, sales promotion techniques as follows:

6.1.1Price Discounts Program

The first independent sub-variable "Price Discount" consists of 6 statements. According to the approval of 84.3% of the sample, one statement obtains very high level: "The price discounts help to buy the product earlier than planned". The other of the statements get a high degree of responses, and none has a medium, low or very low score. The use of price discount technique is enough reason to buy, to build a smart purchase, as well as early purchase, and the adoption of new products. The overall mean of this sub variable is (3.983) with (0.993) as a standard deviation. This shows that the level of interest by research sample with the

price discount technique in the hyper markets in Riyadh has a high degree according to 75% of the respondents.

6.1.2 Free Samples Program

The second independent sub-variable “Free samples” consists of 6 statements. All variables have a high degree of response. The statement “free samples is an opportunity to try other alternative brands on the market” has the highest mean among statement in this sub variable. The use of free samples technique is enough reason for the early purchase with large quantities, and the respondents show that this technique is a key reason for smart deal as well as the adoption of new products. The overall mean is (3.755) with standard deviation (1.013). This means that the degree of attention by the respondents with the free samples technique in hyper markets in Riyadh has a high degree according to approval of 63.2% of the respondents.

6.1.3 Buying Vouchers and Coupons Program

The third independent sub-variable, “buying vouchers and coupons” consists of 6 statements and all the variables have a high degree of response. The statement “When I buy a brand that offers vouchers, I guarantee a good purchase”, according to approval of 59% of the respondents with mean

reaches (3.667). The use of coupons and voucher technique is a key reason for early and extra purchase, as well as the adoption of new products. The overall mean means a high degree of intention. In general, the overall mean of this variable reaches (3.552) and (1.046) as a standard deviation, which means that the level of attention of buyers with coupons and vouchers technique in the hyper markets in Riyadh is high, according to the approval of 54.7% of respondents.

6.1.4 Celebrity Program

The fourth independent sub-variable, “use of celebrities,” consists of 6 phrases and all such phrases have a high degree of response. The phrase “When I buy a brand that offers vouchers, this guarantees to get a good purchase”, according to 59% of respondents and recorded an average account (3.667). The use of celebrities promotes early purchase in large quantities, and the sample considers it the enough reason to adopt new products. Overall, the mean value of the total terms of this variable (3.552) and standard deviation (1.046), which means that the level of attention of buyers of this technique is a medium degree according to 33.3% of respondents.

Table 3 : Frequencies, Percentages, Means of Sales Promotion Programs

N	The Statement	Response Degree%					S.D	Mean	Degree
		SA	A	N	DA	SDA			
1	The Price discount is a reason of buying the brands	33.8	46.2	15.2	3.8	1	4.0810	0.85175	Strong
2	The price discount means making a good (smart) deal.	27.6	46.2	20.5	4.3	1.4	3.9429	0.88397	Strong
3	Price discount is an opportunity to use alternative brands in the market.	29.5	42.9	15.2	9.5	2.9	3.8667	1.03588	Strong
4	Price discounts helps buy the product earlier than planned.	43.8	40.5	11.4	2.4	1.9	4.2190	0.88020	Very Strong
5	Price discount on certain brands helps to buy larger quantities.	33.3	31.9	22.4	10	2.4	3.8381	1.07270	Strong
6	Price discount helps to buy new products.	30	44.3	18.1	5.7	1.9	3.9476	0.93937	Strong
Overall Price Discount Program		33	42	17.13	5.95	1.9167	0.943978	3.983	Strong
1	Free samples are a reason of buying the brands	21.9	41.4	24.3	10	2.4	3.7048	0.99687	Strong
2	The Free samples mean making a good (smart) deal.	29	38.1	22.4	9.5	1	3.8476	0.98098	Strong
3	Free samples are an opportunity to use alternative brands in the market.	40.5	39	13.3	5.7	1.4	4.1143	0.94149	Strong
4	Free samples help buy the product earlier than planned.	24.8	33.3	27.6	12.9	1.4	3.6714	1.03139	Strong
5	Free samples on certain brands help to buy larger quantities.	21.4	23.8	33.3	19	2.4	3.4286	1.09682	Strong
6	Free samples help to buy new products.	26.2	39.5	21.9	9.5	2.9	3.7667	1.03426	Strong
Overall Free Samples Program		27.3	35.85	23.8	11.1	1.9167	3.75557	1.013635	Strong
1	Vouchers and Coupons are a reason of buying the brands	21.4	39	24.8	12.4	2.4	3.6476	1.02580	Strong
2	The Vouchers and Coupons mean making a good (smart) deal.	21.9	37.1	29.5	8.6	2.9	3.6667	1.00398	Strong
3	Vouchers and Coupons are an opportunity to use alternative brands in the market.	17.1	32.9	31.9	12.9	5.2	3.4381	1.07982	Strong
4	Vouchers and Coupons help buy the product earlier than planned.	17.6	37.1	26.2	16.2	2.9	3.5048	1.05017	Strong
5	Vouchers and Coupons on certain brands help to buy larger quantities.	21	28.1	30	18.1	2.9	3.4619	1.09849	Strong
6	Vouchers and Coupons help to buy new products.	20.5	34.8	31.9	9.5	3.3	3.5952	1.02270	Strong
Overall Buying Vouchers and Coupons Program		19.917	34.83	29.05	12.95	3.2667	3.552383	1.046827	Strong
1	Celebrity is a reason of buying the brands	17.1	16.2	31	19	16.7	2.9810	1.30865	Medium
2	Celebrity means making a good (smart) deal.	12.9	14.3	31	23.3	18.6	2.7952	1.26452	Medium
3	Celebrity is an opportunity to use alternative brands in the market.	14.3	22.9	31.4	18.6	12.9	3.0714	1.22558	Medium
4	Celebrity helps buy the product earlier than planned.	14.8	20.5	25.7	23.8	15.2	2.9571	1.28408	Medium
5	Celebrity on certain brands help to buy larger quantities.	12.4	19.5	25.7	25.7	16.7	2.8524	1.26496	Medium
6	Celebrity helps to buy new products.	13.8	21	29	19	17.1	2.9524	1.28205	Medium
Overall Celebrity Program		14.217	19.07	28.97	21.567	16.2	2.93492	1.27164	Medium
Overall Sales Promotion Programs		23.608	32.94	24.738	12.892	5.825	3.5564	1.069	Strong

6.2 The Purchasing Behavior

The dependent variable “purchasing behavior” consists of 19 statements; the responses vary according to the component of the behavior. The overall mean of the total statements in this variable is (3.95). This means that the level of purchasing behavior of the buyers in the hyper retail markets in Riyadh city is high, and the standard deviation reaches (0.997). There are 70.35% of the sample have agreed on this result. In more detail, the purchasing behavior components as follows:

6.2.1 The Brand Awareness

The first dependent sub-variable “brand awareness” consists of 5 statements. According to the approval of 88.5% of the sample, one statement obtains very high level: “For me, the level of awareness means better purchasing decisions”. The other statements get a high degree of responses, and none has a medium, low or very low score. The components of awareness. The statements of the awareness measure confirms the consumers’ want to get the information from any source, along with continuous monitoring of new brands and their characteristics. The mean value of the total statements is (3.987). This means that the level of consumer awareness of promoted brands is high with a standard deviation (0.97). This result have agreed according to 71.7% of respondents.

6.2.2 Buying the Brand

The second sub-variable “buying the brand” consists of 9 statements. According to 83.3% of the sample, one statement obtains a very high degree of response “I am looking for the best buying choices in the market”. The other

statements get a high degree of responses, and none has a medium, low or very low score. The statements of buying measure reflects the purchasing behavior of the buyers during the sales period. Everyone has a willing to buy brands during the sales season to acquire new or famous brands. Visiting different stores during the sales period gives the customers an opportunity to get good purchasing deals with fair prices, and it stimulates the early purchases in larger quantities. The mean value of all statements is (3.91), which means that the level of purchase behavior during the sales period is high according to the mean value (3.91) and standard deviation (0.9867). This result has approved by 68.7% of buyers.

6.2.3 Brand Recall

The third sub dependent variable, “the brand recall”, consists of 5 statement, all of such statements have a high degree of response, and no statement obtains a medium, low or very low degree. The statement of “I seek to make comparisons between competing products in the market,” has the first one among other statements according to 77.6% of buyers. The rest statements indicate that the consumer informs others about the purchasing experience, and recall the real prices of the discounted products. Some consumers also sought during sales season to discover the fake brands, besides recalling the competing brands in order to build effective and smart purchasing decisions and good deals. Generally, the overall mean value for the total statements of this sub variable is (3.986), which means that the level of brand recall has a high degree of response with a standard deviation (1.043) according to the approval of 71.8% of the respondents.

Table 4: Frequencies, Percentages, Means of Purchasing Behavior

N	The Statement	Response Degree%					Mean	SD	Degree
		SA	A	N	DA	SDA			
1	I would like to receive information about the company and its products.	40	37.6	16.7	2.4	3.3	4.0857	0.97935	High
2	I have an attention in the company and its products.	30.5	38.6	25.7	4.3	1	3.9333	0.90471	High
3	I have a tendency to follow new brands on the market.	26.7	27.1	31.4	9.5	5.2	3.6048	1.13280	High
4	I would like to know the characteristics of brands in the market.	29	40.5	20	6.2	4.3	3.8381	1.05017	High
5	For me, awareness level means better buying decisions.	61.4	27.1	9.5	1	1	4.4714	0.78359	Very High
Brand Awareness		37.52	34.18	20.66	4.68	2.96	3.9867	0.97012	High
1	I have a desire to wait for the sales season to get the desired items.	33.3	37.1	21.4	4.8	3.3	3.9238	1.01844	High
2	I have a positive impression on the quality of the discounted goods.	17.1	29.5	37.1	12.4	3.8	3.4381	1.03456	High
3	Looking to buy the best-selling brands on the market.	22.4	33.8	28.6	11	4.3	3.5905	1.08222	High
4	Looking to get the best value out of the paid amount.	41	37.1	16.2	3.8	1.9	4.1143	0.94149	High
5	I shop in different stores.	42.9	37.6	15.2	2.9	1.4	4.1762	0.89250	High
6	- I look forward to saving you time when following discounts and offers in stores.	32.9	34.3	24.3	6.7	1.9	3.8952	1.00166	High
7	The prices of offers and discounts means the best choice for me.	29	37.1	24.3	6.2	3.3	3.8238	1.02710	High
8	Looking to get the best purchasing choices in the market.	50	33.3	12.4	3.3	1	4.2810	0.87612	Very High
9	I am interested in acquiring famous brands.	35.7	34.3	21.4	6.7	1.9	3.9524	1.00602	High
Buying The Brand		33.81	34.9	22.32	6.42	2.5333	3.91059	0.9867	High
1	I tell others about my purchasing experience.	37.6	37.1	20	4.3	1	4.0619	0.91295	High
2	I try to remember the real prices for discounted products.	40.5	31.9	20.5	5.2	1.9	4.0381	0.99687	High
3	I am trying to discover fake brands.	41.9	19	19	13.8	6.2	3.7667	1.29328	High
4	I try to remember the competing products available in the market.	35.2	38.1	16.7	5.7	4.3	3.9429	1.06559	High
5	I seek to make comparisons between competing products in the market.	41.9	35.7	16.7	3.8	1.9	4.1190	0.94849	High
Brand Recall		39.42	32.36	18.58	6.56	3.06	3.9857	1.04344	High
Overall Purchasing Behavior		36.26	34.04	20.9	6	2.7842	3.9504	0.997258	High

7. TESTING THE HYPOTHESES

7.1 There Is A Statistically Significant Effect of the Sales Promotion Programs on the Purchasing Behavior at the Level of Statistical Significance 5%, and has three sub-hypotheses as follows:

7.1.1 There Is A Statistically Significant Effect of Sales Promotion Programs on the Brand Awareness at the Statistical Significance Level of 5%.

In order to test the first sub-hypothesis, the dependent and independent variables are placed in a linear equation as follows:

$$Y = A + f''_1 X_1 + f''_2 X_2 + f''_3 X_3 + f''_4 X_4$$

Y refers to the dependent variable (brand awareness), $X_1, X_2, X_3,$ and X_4 refer to the independent sub-variables the formed the sales promotion programs respectively: price discounts, free samples, coupons and vouchers, and celebrity. A and B are the model estimators. The following table shows the results of the previous model estimation as follows:

$$Y = 0.015 + 0.646 X_1 + 0.322 X_2 + 0.127 X_3 - 0.089 X_4$$

The initial analysis shows that there are three statistically significant programs according to the statistical decision rule by comparing the level of statistical significance for each variable with the level of significance as a whole 5%. The significant programs are price discounts, free samples, vouchers, and coupons. According to estimator B, it is found that price discount technique has the greatest influence on brand awareness (0.646), then the free samples in the second

rank (0.322), and the coupons and vouchers in the third rank (0.127). While there is a statistically significant negative effect of using celebrities on brand awareness.

These results confirm that there is a high tendency among the buyers to enhance awareness through programs other than celebrity. The use of celebrities is a kind of non-financial promotional techniques in which they harness their personal abilities to raise awareness of certain products. It is found that there is a positive statistical relationship between the overall sales promotion techniques that achieved statistical significance (price discount, free samples, vouchers, celebrity use) and the brand awareness reaches 91% and it explain 89% of variation in brand awareness.

The stepwise analysis is used in order to find the key program which enhance the brand awareness. The price discounts method is the most effective tool, and the analysis automatically deletes other programs (free samples, vouchers, celebrity use). Price discounts program is the most significant variable in influencing brand awareness, and the positive relationship between them reaches 87%. So 75% of the variation in brand awareness refers to price discounts in sales season by the hypermarkets in Riyadh.

In order to test the first hypothesis, we use the analysis of variance F, and it is found that the calculated value of the significance level is 0.00, which is less than the tabulated value 5%, and we accept the first hypothesis that there is a statistically significant effect of sales promotion programs on brand awareness at significance level 5%. The price discounts program is the main source of awareness among consumers in the sales season in Hypermarkets Riyadh.

Table 5: Results of First Sub Hypothesis Using Enter Method

Variable	B	t	Sig.	Statistical Results
Intercept	0.015	0.272	0.786	F= 28.009 Sig. = 0.00 r=0.91 R ² = 0.89
Price Discounts	0.646	13.773	0.000	
Free Samples	0.322	4.386	0.000	
Vouchers and Coupons	0.127	2.820	0.005	
Celebrity	0.089	3.457	0.001	
Results of First Sub Hypothesis Using Stepwise Method				
Price Discounts	1.005	9.781	0.00	F=8060.688 Sig.= 0.00 r=0.87 R ² = 0.75

7.1.2 There Is A Statistically Significant Effect of Sales Promotion Programs on Buying the Brand at The Statistical Significance Sevel 5%.

The linear equation is developed in the first hypothesis, where Y refers to the dependent variable (buying the brand), while $X_1, X_2, X_3,$ and X_4 as previously defined, and the estimated equation as follows:

$$Y = 0.005 + 0.677 X_1 + 0.099 X_2 + 0.247 X_3 - 0.0144 X_4$$

In the same way, the initial analysis shows that there are two significant programs of sales promotion in the hypermarkets in Riyadh, and this result by comparing the statistical significance level of each tool with the overall level of significance 5%. These programs are price discounts and vouchers. The Free samples and the celebrity are not motives during the sales season. The estimator B shows that the price discounts program used by hyper retail stores in Riyadh is the most influential factor on buying the promoted products during the sales period (0.677), while the vouchers and coupons have the second effect rank (0.247) to stimulate the

purchase. It is found that there is a positive statistical relationship between tow sales promotion program (price discounts and vouchers) with buying the brand reaches 91%, and therefore, these significant programs can explain 89% of the variation in the purchasing behavior during the sales period.

The stepwise analysis identifies the most effective sales promotion program on buying the brand during the sales period. In this hypothesis, it shows that the price discounts program has more influence and the analysis automatically deleted other insignificant programs (free samples, vouchers and coupons, and celebrity). Therefore, it is found that price discounts program is the most significant program in influencing the purchasing decision during the sales period, and there is a positive relationship between them reaches 87%, and the price discounts program explains 75% of the variation in buying the brand during the sales period

In order to test the second hypothesis, we use the analysis of variance F, and it is found that the calculated significance level is 0.00 which is less than the overall tabulated significance level 5%, and we accept the text of the second hypothesis that says there is a statistically significant effect

of sales promotion programs on buying the brand at the statistical significance level 5%. The price discounts program

used by hyper markets in the city of Riyadh is responsible for explaining this behavior towards the promoted brands.

Table 6: Results of Second Sub Hypothesis Using Enter Method

Variable	B	t	Sig.	Statistical Results
Intercept	0.005	0.088	0.930	F= 33.009 Sig. = 0.00 r=0.92 R ² = 0.85
Price Discounts	0.677	15.318	.0000	
Free Samples	0.099	1.437	0.152	
Vouchers and Coupons	0.247	5.808	0.000	
Celebrity	0.014	0.567	0.572	
Results of Second Sub Hypothesis Using Stepwise Method				
Price Discounts	1.025	9.366	0.00	F=86.267 Sig.= 0.00 r=0.67 R ² = 0.55

7.1.3 There Is A Statistically Significant Effect of Sales Promotion Programs on the Brand Recall at The Statistical Significance Level 5%.

The linear equation is developed and Y refers to the dependent variable (brand recall), while X₁, X₂, X₃, and X₄ as before defined. The estimated equation as follows:

$$Y = - 0.296 + 0.94 X_1 + 0.084 X_2 + 0.071 X_3 - 0.01 X_4$$

The initial analysis shows that there is one significant programs of sales promotion in the hypermarkets in the city of Riyadh. Such program has statistical significant effect on brand recall. The price discounts program is the source of effect but the other programs (free samples, vouchers, and celebrities) have no significant effect on brand recall during the sales period. It is found that the price discounts program used by the hypermarkets in Riyadh has the highest impact factor on the brand recall during the sales period reaches 0.94, while the other programs have no statistical effect as shown above. It is also found that there is a positive statistical relationship between the price discounts program and the brand recall during the sales period reaches 76%, and the price discounts can explain 53% of the variation in the brand recall during the sales promotion period.

Table 7: Results of Third Sub Hypothesis Using Enter Method

Variable	B	t	Sig.	Statistical Results
Intercept	-0.296	-2.975	0.003	F=10.987 Sig. = 0.00 r=0.76 R ² = 0.53
Price Discounts	0.94	11.266	0.000	
Free Samples	0.084	0.646	0.519	
Vouchers and Coupons	0.071	0.881	0.379	
Celebrity	0.01	0.216	0.829	
Results of Third Sub Hypothesis Using Stepwise Method				
Price Discounts	1.09	6.292	0.00	F=41.33 Sig.= 0.00 r=0.76 R ² = 0.52

To test the first main hypothesis that there is a statistically significant effect of sales promotion programs on the purchasing behavior of consumers at the level of statistical significance 5%, the dependent and independent variables are placed in the linear equation previously used, where Y refers to the dependent variable that expresses the

To confirm the previous result, the stepwise analysis identifies that price discounts is the most effective tool used by hypermarkets in Riyadh, and it can influence the brand recall during the sales period. The analysis automatically delete the other three programs that have no statistical effect on the brand recall (free samples, vouchers, use of celebrities). Therefore, the effect of price discounts program on brands recall during the sales period is proved, and the positive relationship reaches 76%, and therefore the price discounts program explain 53% of the variation in the brand recall during sales period.

In order to test the text of the third sub-hypothesis using the analysis of variance F, and it is found that the calculated significance level 0.00 which is less than the tabulated significance level of 5%, and we accept the text of the third hypothesis that there is a statistically significant effect of sales promotion programs on the brand recall at the statistical significance level of 5%. The price discounts program used by the hypermarkets in Riyadh can explain 52% of the variation in the brand recall among buyers during the sales period.

purchasing behavior, while X₁, X₂, X₃, and X₄ refer to the independent sub-variables that consist the sales promotion, respectively: price discounts, free samples, vouchers and coupons, and celebrity. A and B are the model estimators and the following table shows the results of the estimation.

Table 8: Results of Main First Hypothesis Using Enter Method

Variable	B	t	Sig.	Statistical Results	
Intercept	-0.092	-1.611	0.109	F=29.302	
Price Discounts	0.754	15.74	0.000	Sig. = 0.00	
Free Samples	0.168	2.248	0.026	r=0.91	
Vouchers and Coupons	0.148	3.217	0.002	R ² = 0.82	
Celebrity	0.038	1.428	0.155		
Results of Main First Hypothesis Using Stepwise Method					
Price Discounts	1.04	9.986	0.00	F=22.367	Sig.= 0.00
				r=0.81	R ² = 0.64

Accordingly, the sales promotion programs used by hypermarkets in Riyadh have a statistically significant effect on the purchasing behavior of consumers during the sales period, and using the stepwise analysis shows that price discounts program is the only key influencer. This result is previously confirmed in the three sub-hypotheses. The stepwise analysis delete other insignificant programs. The price discounts program has an impact factor and a high degree of effect reaches 1.04. This means that each one SAR spent on the price discount (reductions) contributes to generate 1.04 SAR as revenue of hyper retail stores that in the sales period. The correlation coefficient between them is and reaches 81%, so this program can explains 64% of the variation in the purchasing behavior of consumers in Riyadh during the sales period. To test the text of the first main hypothesis, it is found that the level of test significance (0.00) less than the overall significance level (0.05), and we accept the hypothesis that says there is a statistically significant effect of sales promotion programs on the purchasing behavior of consumers in Riyadh during the sales period.

7.2 There Are Statistically Significant Differences in the Perception Level of the Sales Promotion Programs According to Demographical Factors (Gender, Age, Income, Education, Marital Status, and Nationality) at the Statistical Significance Level 0.05.

7.2.1 There Are Statistically Significant Differences in the Perception Level of Price Discounts Program According to Demographical Factors (Gender, Age, Income, Education, Marital Status, and Nationality) at the Statistical Significance Level 0.05.

To test the hypothesis of statistical differences and analysis of variance ANOVA (F) is used for variables that have more than two choices of answer: age, income, education, and marital status, while the t-test is used for variables that have only two choices: sex and nationality. The results of this test have shown in table 9.

The statistical rule says that if the significance level of the variable less than the overall significance level of the test 5 %, we can accept the effect of personal demographic variables on the level of consumer perception of price discounts program. It is found that there are statistical differences in the perception level of price discounts program according to income, education, and nationality. The statistical differences tend to the income group between 12-16 thousand SAR, post-graduate holders, and non-Saudi nationality, respectively.

The positive relationships are between the level of perception of price discounts program, income and education. This means that the higher the level of income and education, the greater degree of consumers' perception of price discounts.

It is also found that there is an inverse relationship between nationality and the perception level of price discounts program. This mean that the non-Saudi consumers have less perception about the importance of price discounts program , which means that Saudi consumers are more interested in such program incentives used by hypermarket in Riyadh. This result enables Saudi consumers have bought a large quantities of promoted items more than non-Saudi during the sales times.

7.2.2 There Are Statistically Significant Differences in the Perception Level of Free Samples Program According to Demographical Factors (Gender, Age, Income, Education, Marital Status, and Nationality) at the Statistical Significance Level 0.05.

The results of this test have shown in table 9. The statistical rule says that if the significance level of the variable less than the overall significance level of the test 5%, we can accept the effect of personal demographic variable on the consumer perception level of free samples program except nationality. It is found that there are statistical differences in the perception level of free samples program according to age, income, education and marital status. The statistical differences tend to the age group over 50, income group more than SAR 20 thousand, post-graduate holders, and married people. All of the above relationship with perception level of free samples program are positive, but the age level is not. The higher age means the lower level of perception toward the free samples program used by hypermarkets in Riyadh. This result enables Saudi consumers buying large quantities of promoted items more than non-Saudi in ordinary times.

7.2.3 There Are Statistically Significant Differences in the Perception Level of Vouchers Program According to Demographical Factors (Gender, Age, Income, Education, Marital Status, and Nationality) at the Statistical Significance Level 0.05.

The results of this test have shown in table 9. The statistical rule says that if the significance level of the variable less than the overall significance of the test 5%, we can accept the effect of personal demographic variable on the consumer perception of buying vouchers and coupons program. It is found that there are statistical differences in the perception of buying vouchers program according to gender, age, income, education and marital status. It is found that the statistical differences tend to the females consumers, age group between 30-40 years, income group more than SAR 20 thousand, university degree holders, and married people. In this hypothesis, it is found that there is a positive correlation among the perception level of vouchers program and the most significant demographical variables are income, education and marital status. It is found also that age and gender variables

have inverse relationships with buying vouchers program. The higher age means the lower level of perception (importance) of buying vouchers and coupons program used by hypermarkets in Riyadh.

7.2.4 There Are Statistically Significant Differences in the Perception Level of Celebrity Program According to Demographical Factors (Gender, Age, Income, Education, Marital Status, and Nationality) at the Statistical Significance Level 0.05.

It is found that there are statistical differences in the perception of celebrities' program according to age, income,

education and marital status. It is found that the statistical differences tend to the females consumers, age group between 30-40 years, income group more than SAR 20 thousand, post-graduate holders, and the married consumers. In this hypothesis, it is found that there is a positive correlation relationships among the perception level of celebrity and the most significant demographical variables : income, education and marital status. In contrast, there is a negative correlation with age, so the greater age means the lower level of perception of buying vouchers and coupons program and the age group 30-40 is the most effected group.

Table 9: Frequencies, Means, SD of the Responses According To Demographical Factors.

Independent Variable	Demographic Variable	t(F)	Sig.	The Statistical Decision
Price Discounts	Gender	0.106	0.916	There are no statistical differences.
	Age	-0.869	0.386	There are no statistical differences.
	Income	6.455	0.000	There are statistically significant differences. These differences tend to the income group 12-16 thousand SAR.
	Education	15.125	0.000	There are statistically significant differences. These differences tend to the postgraduate group.
	Marital Status	1.085	0.279	There are no statistical differences.
	Nationality	-2.681	0.008	There are statistical differences, These differences tend to Saudi Buyers.
Free Samples	Gender	0.179	0.858	There are no statistical differences.
	Age	-2.889	0.004	There are statistical differences. These differences tend to the age group over 50 years.
	Income	8.866	0.000	There are statistical differences. Such differences tend to income group exceeds 20 thousand SAR.
	Education	16.838	0.000	There are statistical differences. Such differences tend to the post graduate group.
	Marital Status	3.469	0.001	There are statistical differences. These differences tend to the married group.
	Nationality	-1.439	0.152	There are no statistical differences
Vouchers and Coupons	Gender	-2.493	.013	There are statistical differences and such differences tend to females.
	Age	-2.368	.019	There are statistical differences and these differences tend to the age group 30-40 years.
	Income	8.092	.000	There are statistical differences that tend to favor the income group in excess of 20 thousand riyals
	Education	16.621	.000	There are statistical differences and these differences tend to the post graduate group.
	Marital Status	6.310	.000	There are statistical differences and these differences tend to the married people group.
	Nationality	1.682	.094	There are no statistical differences
Celebrity	Gender	.228	.820	There are no statistical differences..
	Age	-5.133	.000	There are statistical differences and such differences tend to the age group 30-40.
	Income	19.528	.000	There are statistical differences and these differences tend to the income group that have more than 20 thousand SAR.
	Education	18.172	.000	There are statistical differences and these differences tend to the post graduate group.
	Marital Status	2.281	.024	There are statistical differences and such differences tend to the married people.
	Nationality	-.978	.329	There are no statistical differences.

8. DISCUSSION AND RECOMMENDATIONS

The results of the current study are largely consistent with other studies that proved the significant and positive effect of sales promotion programs and purchasing behavior of consumers during the sales period (Kumar, Suganya & Imayavendan, 2018; Genchev & Todorova, 2017). It is found that sales promotion programs are the key reason to motivate the purchasing behavior of about 53% of consumers in the Saudi market, and this is consistent with other studies that show the importance of sales promotion programs in motivating the repeated purchases (Ndubisi et al., 2005; Schultz & Block, 2011; Leischnig et al., 2011; Sands et al., 2009).

The overall components of the purchasing behavior (brand awareness, buying the brand, brand recall) increases by 70% among consumers in the city of Riyadh during the sales times, and this high degree of response reflects the full readiness by consumers to purchase within sales period (Ramesh & Rao, 2018). More specifically, it is found that the level of brand awareness increased by 71.7% among consumers, buying the brand improved for 68.7%, while the level of brand recall increased by 71.8% for consumers. This finding is consistent with the results of (Angowski, Domanska & Komor, 2017; Mathur et al., 2013) which discussed the power of sales promotion in enhancing the purchasing behavior for consumers.

The results also found that the four sales promotion programs are responsible for changes in the purchasing behavior for 60% of consumers during the sales period. In detail these programs are a reason for early purchase for 58.1%, increasing the purchased quantities for 48%, and shifting of the brand for 60%, and it decreases the price sensitivity for 57.5% of the consumers in the Saudi market. This result is also consistent with Chirita and Mahalakshmi (2016) and Bridges et al., (2006). Our study also found that sales promotion program used by hypermarkets in Riyadh can explain 82% of the variance in purchasing behavior during the sales period. The final result is that sales promotion programs are one of the key prominent tools used in marketing communication strategy, and it is the most influencer on purchasing behavior significantly, immediately and rapidly (Nangoy & Tumbuan, 2018; Eleboda, 2017; Pembu, 2017). Other research has linked between sales promotion programs, the customers' satisfaction and loyalty (Misra & Chaudhury, 2017).

It is found that the price discount program used by hypermarkets in the city of Riyadh has the first position in influence on the purchasing behavior and this result confirms by studies Ullé, Patil and Verma (2018) and the study of Shamout (2016). The price discounts program is responsible for the variation of 75% in the brand awareness during the sales period. The financial information through this program considers the primary source of enhancing the brand awareness. It is shown that each SAR 1 spent on the price discount will generate an extra return reaches SAR 1.005. We add that the price discounts program is responsible for 55% of the variation in purchasing behavior, and the impact factor reaches 1.025 SAR in this stage. The price discounts also have strengthening the brand recall for 74.7% of consumers. The overall results are consistent with the studies of Qaisar, Sial and Rathour (2018) and the study of Ahmad (2015), most of them have confirmed that the price discounts

program is one of the most important one of sales promotion programs. The price discounts program enhances the extra purchase for 65.2% of consumers, and the trial of new products for 74.3% of consumers (Shimp, 2003; Blackwell et al., 2002; Brandwick, 1994). This program enables the consumers to neglect the relationship between low price and quality level for 73.8% of consumers in Riyadh in a consistent way with other research studies (Perreault, Cannon & McCarthy, 2008; Moore, 2003). On the other hand, our study found that there is a statistical difference in the consumers' perception toward the price discounts program according to the income, education, and nationality. It is found that higher levels of education and income means the greater level of awareness and such result is confirmed by (Ahmad, 2015), but it is found that the Saudis are the most aware of the price discounts program.

The free samples used by hypermarkets in Riyadh has the second position among sales promotion tools, and it has the effect on the purchasing behavior, especially on the brand awareness. This program can explain 14% of changes in brand awareness during the sales period. Each SAR one spent by the free samples will generate an extra return reaches SAR 0.322, but the free samples can explain 10% and 18% of the changes in the buying brand and brand recall, respectively. These results are inconsistent with the results of studies Sun (2011) and Fill (2002), which considered that free samples program is a motive for early purchase, extra purchase, and new products trial. Our study adds that use of free samples depends on demographics such as age, income, education and marital status. The positive relationship among income, education and free samples program (Shandon et al., 2000), but the higher age reduces the importance of this program.

Our research shows that there is a weak relationship between the use of buying vouchers and purchasing behavior, and it has the third position among the sales promotion programs. This program can explain only 12.5% of the brand awareness and it has the lowest impact, so this result is inconsistent with Shamout (2017) and Qaisar et al., (2018). It is found also that buying vouchers and coupons has the second position in influence during the two other stages- buying and brand recall-. These buying vouchers are the reason for the trial for 50% of consumers, and the study of Khan and Ghorpode (2016) have approved that. According to the previous studies, the use of buying vouchers and coupons program depends on the brand quality and social class of customer, and it is found that higher levels of education and income will increase the importance of buying vouchers and coupons (Blattberg & Neslin, 1990). This result is consistent with the current results, so the positive relationship among income, education and the perception of buying vouchers are proved, but it is also found that married female consumers are main users of buying vouchers and coupons it, while the higher age leads to less attention toward this program.

The unexpected result in our study is the low effect of celebrity on purchasing behavior, and the positive relationship is not proved. The celebrity has the fourth and last position among the programs used. Celebrity use is a type of non-financial motives that use paid the personal power and fame, and aims at increasing the awareness of certain products, and the success depends on effective and proper conditions for consumer tastes. In the buying and recalling stages, there is no effect of celebrity on purchasing behavior and the researcher believes that sales promotion programs used outside

hypermarkets may less effective at the moment of the promotion. The use of celebrity may more important in the decision-making and post-purchase stages (Voramontri&Klieb, 2019). The results in our study can't prove that celebrity makes purchasing decisions more easily, and get information from the actual user of product (Muthiah&Kannan, 2015). On the other hand, our results are consistent with a study zafar, niazi and zafr (2018) that confirmed the ineffectiveness of social media influencers on purchasing behavior.

Nevertheless, it is found that the increase in the effect of celebrity on purchasing behavior depends on the levels of income and education of the consumer, both seek to increase awareness of new brands and to get smart deals. This is a kind of physical benefits, but in contrast the low age of the consumer means the more attention and follow-up of the celebrities. The study of Dheesh, et al. (2014) confirmed the importance of celebrities in enhancing the purchasing decision, and another study explained that the degree of response to celebrities depends on income, need, motivation to buy, marketing strategy, product availability, and type of consumer (Mredu,2016), However, our current study disconfirms the relationship between celebrities and purchasing behavior as well as the research results of Sonia and Yousef (2017) disprove the effect of celebrities on consumer behavior towards Islamic clothes.

9.PRACTICAL IMPLICATIONS IN MARKETING COMMUNICATION

The success of hypermarket in Riyadh based on price discounts program, and it has a positive impact on purchasing behavior. Perhaps studies that confirm the importance of price discounts don't testing the other sales promotion programs, but it is found in the practical field that such program are less power on purchasing behaviors. The unexpected result is that using celebrity outside the market don't affect the consumers' behaviors during the sales period. The effectiveness of price discounts program in hypermarket has been linked to the quality of products during the sales period, and the results confirm that 70.5% of consumers preferred the foreign products during the sales period. So this program is a real opportunity to trial the new products that are difficult to obtain after the sales season, This program is also suitable for middle-income people because it can provide the financial discounts at the time of promotion, as well as fulfill the customer needs of products. The price discounts is one of the most prominent communication tools and widely used with great support from advertising and personal selling. The Saudi market considers one of the most competitive mature markets, which is the best place for price discounts policy, and the availability of seasonal goods is a key successful factor of communications based on this tool. It is found also, for example 26.1% of the desired goods during the price discounts period is clothes, then 19.6% is technical devices, 17.3% is electrical appliances, 13.1% is foodstuffs and 11.7% is home furniture, therefore it confirms that the success of the communication strategy and access the target Saudi consumer is associated with the use of price discounts program.

Finally, sales promotion tools that contain financial incentives are more effective than non-financial tools. However, we find that the use of the price discounts is more effective than the use of free samples and vouchers on purchasing behavior. Financial tools are usually associated with achieving short-term selling goals, but the non-financial

tools of using celebrities are correlated with emotional behavioral goals such as the brand image.

The previous research show that that price discounts are more clear for the consumer because it adds the immediate financial values and benefits such as brand experimentation, diversification of purchase, and fulfillment desires, and the reasons of awareness with price discounts. While we find that celebrity use, in spite of it is one of the non-financial tools that gives the interactive power for product value, our research can't confirm this result. The researcher explain this result because of the psychological nature of consumer, so he believes that the financial offers improve the buying attention and enable him to get the immediate financial benefits than the non-financial benefits may occur in the long run.

REFERENCES

1. Achumba, I. (2002). Sales Management Concepts, Strategies and Cases. Al-Mark Education Research.
2. Ahmed, A., Mehmood, W., Ahmed, A., Mustafa, M., Khan, T., Faisal, M., and Yasmeen, M. (2015). Impact of Sales Promotion on consumer buying behavior in Pakistan. International Interdisciplinary Journal of Scholarly Research (IJSR), 1(3), 13-22.
3. Ailawadi, Kusum, and Neslin, S. (1998). The Effect of Promotion on Consumption: Buying More and Consuming It Faster. Journal of Marketing Research, 390-398.
4. Alam, S., and Faruqui, F. (2009). Effects of Sales Promotion on Consumer Brand Preference: A Case Study of Laundry Detergents In Dhaka City Consumers. ASA University Review, 3 (2).
5. Alvarez, A., and Casielles, R. (2005). Consumer evaluations of sales promotion: The effect on brand choice. European Journal of Marketing, 39(1), 54-70. doi:10.1108/03090560510572016.
6. Banerjee, S. (2009). Effect of product category on promotional choice: comparative study of discounts and freebies. Management Research News. 32(2). 120-131. <https://doi.org/10.1108/01409170910927587>.
7. Bhatti, A., Mehar, M., Arif, S., and Younas, S. (2017). Impact of Social media brand communication on Brand Knowledge: Mediating role of Brand Image and Brand Awareness Application of CBBE model theory of Keller. Journal of Management Info, 15(1). 1-22.
8. Blackwell, R., Miniard, P, and Engel, J. (2001). Consumer Behavior. 9th edition. Harcourt College Publishers. London.
9. Blattberg, C and Neslin, S. (1990). Chapter 12 Sales promotion models. Handbooks in Operations Research and Management Science, 5. 553-609. [https://doi.org/10.1016/S0927-0507\(05\)80035-0](https://doi.org/10.1016/S0927-0507(05)80035-0).
10. Boddewyn, J., and Leardi, M. (1989). Sales Promotions: Practice, Regulation and Self Regulation Around The World. International Journal of Advertising, 8(4). P.363.
11. Brandweek. (1994). Promotional influence spurs buyers to try something new. 35(12). 32-34.
12. Brassington, F. & Pettitt, S. (2006). Principles of Marketing, 4th edition, Prentice Hall, Harlow.
13. Bridges, E., Yim, Y., and Briesch, R. (2006). Effects of prior brand usage and promotion on consumer promotional response. Journal of Retailing, 84(2). 295-307. DOI: 10.1016/j.jretai.2006.08.003.
14. Campbell, L., and Diamond, W. (1990) Framing and sales promotion: The characteristics of a good deal. Journal of Customer Marketing, 7(4). 25-31.

15. Chandon, P., Laurent, G. and Wan sink, B. (2000). A benefit congruency framework of sales promotion effectiveness" *Journal of Marketing*, 64(4). 65-81.
16. Chirta, d., and Mahalakshmi, V. (2016). A Study on Sales Promotion Tools on Consumer's Purchase Decision Towards Inverter Air Conditioner- An Empirical Study. *International Journal of Social Science & Interdisciplinary Research* , 5(9).1-9.
17. Cook, A. (2003), How to cash in on the coupon craze. *Incentive Business*. Jun/Jul: 3
18. Cox, M. (2008). Effects of Media Formats on Emotions & Impulse Buying Behavior. *Journal of Information Technology*, 18. 247–266.
19. Dheesh, A. et al , (2014). The effect of using the type of basic reference group on the purchasing decision of clothes: a field study on Saudi youth in Riyadh city. *Dirasat: Administrative Sciences*, 41(2). 205-221
20. Dlodlo, N., and Dhurup, N. (2013). Examining social media dimensions among a cohort of Generation Y consumers in South Africa. *Mediterranean Journal of Social Sciences*,4(14). 329-338.
21. Duffett, D., (2015). The influence of Facebook advertising on cognitive attitudes amid Generation Y. *Electronic Commerce Research*, 15(2). DOI: 10.1007/s10660-015-9177-4
22. Ehrenberg, A., Hammond, K., and Goodhardt, G. (1994). The after-effects of price related consumer promotions. *Journal of Advertising Research*. 34 (4). 11-21.
23. Elboda, S. (2017). Sales Promotion as a Strategy in Service Marketing: Exploring the Believability Dilemma and Consumer Purchase Decision. *American Journal of Marketing Research*, 3(2). 8-15.
24. Fill C. (2002). *Marketing communications: Contexts, strategies and applications*. 3rd ed. Italy: Pearson Education Limited.
25. Fue, Z., Li, H., and Wenyu, D. (2009). Social factors in user perceptions and responses to advertising in online social networking communities. *Journal of Interactive Advertising*, 10 (1). 1-13
26. Genchev, E., and Todorova, G. (2017). Sales Promotion Activities Effective Tool of Marketing Communication Mix. *SSRN Electronic Journal*, DOI: 10.2139/ssrn.308989
27. General Authority of Statistics , (2017). *Annual Data*. Riyadh.
28. George S., (2012). Occasion based promotional strategies of consumer durable segment in Kerala. *International Journal of Academic Research in Business and Social Sciences*, 2(6), 2222-6990.
29. Gilbert, D., and Jackaria, N. (2002).The efficacy of sales promotions in UK supermarkets: A consumer view. *International Journal of Retail and Distribution Management* , 30(6). 315-322. DOI: 10.1108/09590550210429522.
30. Grewal D., and Levy, M. (2010). *M Marketing* .2nd Edition. McGraw Hill. Irwin.
31. Gupta, S. (1988). Impact of Sales Promotions on When, What, and How Much to Buy. *Journal of Marketing Research*, 25(4). 342-355. <http://www.jstor.org/stable/3172945>.
32. Hennig-Thurau, T., Gwinner, K., Walsh, G., Gremler, D., (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the internet. *Journal of Interactive Marketing*, 18(1). 38–52.
33. Huff, C., and Alden, L. (2008). An Investigation of Consumer Response to Sales Promotions in Developing Markets: A Three-Country Analysis. *Journal of Advertising Research*. 47-56.
34. Inman. J., and McAlister, L. (1993). A Retailer Promotion Policy Model Considering Promotion Signal Sensitivity. *Marketing Science* ,12(4). 339-356. DOI: 10.1287/mksc.12.4.339.
35. Jean, W., and Yazdanifard.R. (2015). The Review of how Sales Promotion Change the Consumer's Perception and Their Purchasing Behavior of a Product. *Global Journal of Management and Business Research: E Marketing*, 15(5). 32-37.
36. Kokli M., and Vida, I. (2009). A Strategic Household Purchase: Consumer House Buying Behavior. *Managing Global Transition*, 7(1).
37. Kotler, P. (1988) *Marketing Management: Analysis, Planning, Implementation and Control* (6th ed). Prentice-Hall Inc., Englewood Cliffs, NJ.
38. Kotler, P., and Armstrong, G. (2006). *Marketing*th Edition. Pearson.
39. Kotler.P., and Keller, K. (2017).*Marketing Management* . 15th Edition. Global Edition. Person.
40. Kozinets, R. (1999). E-Tribalized Marketing?: The Strategic Implications of Virtual Communities of Consumption. *European Management Journal*, 17(3). 252–264.
41. Kumar,A., Suganya, S., and Imayavendan, V. (2018).An Empirical Study on Sales Promotion Techniques. *Global Journal of Management and Business Research: G Interdisciplinary*,18(2).42-51.
42. Kwok, S., and Uncles, M. (2005). Sales promotion effectiveness: The impact of consumer differences at an ethnic-group level. *Journal of Product & Brand Management*, 14(3). 170-186. DOI: 10.1108/1061042051060104.
43. Lai, L., and Turban, E. (2008).Groups formation and operations in the Web 2.0 environment and social networks. *Group Decision and Negotiation*, 17(5). 387-402.
44. Lee , Y., Lee , Z., and Lee, J. (2006).Social Influence on Technology Acceptance Behavior: Self-Identity Theory Perspective. *ACM SIGMIS Database*, 37(2).60-75. DOI: 10.1145/1161345.1161355.
45. Leischnig, A., Schwertfeger, M., and Geigenmueller, A. (2011). Do shopping events promote retail brands? *International Journal of Retail & Distribution Management*, 39(8). 619-634.
46. Li, S., Wang, Y., and Sun, Y. (2007). 50% Off or Buy One Get One Free? Frame Preference as a Function of Consumable Nature in Dairy Products. *The Journal of Social Phycology*, 147(4), 413-21. DOI: 10.3200/SOCP.147.4.413-422.
47. Luk, S., and Yip , L. (2008). The moderator effect of monetary sales promotion on the relationship between brand trust and purchase behavior. *Journal of Brand Management*, 15(6). DOI: 10.1057/bm.2008.12
48. Mercer, V., Ganzalezthe, J., and Marshall. (2002). Role of Selling in Marketing Strategy.
49. Misra, D., and Chaudhury, S., (2017). Impact of Sales Promotion on Consumer Buying Behavior Towards Colour Television :An Empirical Study. *International Journal of Scientific Research and Review* ,6(11).114-122.
50. Moore, M., Kennedy, K. M. and Fairhurst, A. (2003). Cross-cultural equivalence of price perceptions between US and Polish consumers. *International Journal of Retail and Distribution Management*, 31(5). 268-279.

51. Muthiah, S., and Kannan, K. (2015). A Study On Impact of Social Media on Consumer Behavior. *Asian Journal of Science and Technology*, 6(12). 2151-2156.
52. Nangoy, C., and Tumbuan, W.(2018). The Effect of Advertising and Sales Promotion on Consumer Buying Decision of INDOVISION TV Cable Provider. *Jurnal EMBA* , 6(3). 1228 - 1237
53. Nathwani, D. (2017). Impact of Sales Promotion on Consumer Buying Behaviour. *Journal for Contemporary Research in Management*, Jan. DAWN.
54. Ndubisi, N., and Chiew, T. (2005). Customer behavioral responses to sales promotion: the role of fear of losing face. *Asia Pacific Journal of Marketing and Logistics*, 17(1).32-49
55. Ndubisi, N., and Moi, C. (2006). Awareness and usage of promotional tools by Malaysian consumers: The case of low involvement products. *Management Research News*, 29(1/2). 28-40. DOI: 10.1108/01409170610645420.
56. Neha, S., and Manoj, V. (2013). Impact of Sales Promotion Tools on Consumer's Purchase Decision towards White Good (Refrigerator) at Durg and Bhilai Region of CG, India. *Research Journal of Management Sciences* , 2(7).10-14.
57. Ngolanya, M., Mahea, T., Nganga, E., Amollo, F. & Karuiki, F. (2006): Influence of Sales Promotion Campaigns on Consumer Purchase Decision: A Case Study of Nakumatt Supermarkets. Department of Business Administration, University of Nairobi.
58. Nijs, Vincent, Marnik G. Dekimpe, Jan-Benedict E.M. Steenkamp, and Dominique M. Hanssens (2001). The Category Demand Effects of Price Promotions," *Marketing Science*, 21(1). 1-22.
59. Nsour, I., (2018). The Impact of Using the Price Promotion Policy on the Brand Equity of Pizza Stores in Saudi Arabia. *International Journal of Communication Research*,8(3). <https://www.questia.com/library/journal/1P4-2130709258/the-impact-of-using-the-price-promotion-policy-on>.
60. Nsour, I., and Fait, A. (2018). *Principles of Contemporary Marketing* , 2nd Edition . Dar Safa for Publishing and Distribution. Amman.
61. Odunlami, I., and Ogunsiji, A. (2011). Effect of Sales Promotion as a Tool on Organizational Performance (A case Study of Sunshine Plastic Company). *Journal of Emerging Trends in Economics and Management Sciences (JETEMS)*. 2 (1). 9-13
62. Pahwa, M., and Goyal, M. (2019). Sustainable Business Model for Cab Aggregators: A Confirmatory Factor Analysis. *Humanities and Social Sciences Reviews*, 7(1). 376-384. <https://doi.org/10.18510/hssr.2019.7144>
63. Pauwels, K., and Hanssens., D (2007). Performance Regimes and Marketing Policy Shifts. *Marketing Science*. 26(3).293-311.
64. Pauwels, K., Hanssens, D. (2003). The Long Term Effects of Price Promotions on Category Incidence, Brand Choice and Purchase Quantity. *Journal of Marketing*, 27-29.
65. Pawels, K., Srinivasan, S., Silva-Risso, J., & Hanssen, D. M. (2003). New Products, Sales Promotions and Firm Value, with Application to the Automobile Industry. *Journal of Marketing*.22-38.
66. Perreault W., Cannon, J., and McCarthy, J. (2008). *Marketing: A marketing strategic planning approach*. McGraw-Hill Higher Education. *Essentials of Marketing*. McGraw-Hill Higher Education.
67. Pramataris, N., and Wood, M. (2001). Discretionary Unplanned Buying in Consumer Society. *Journal of Consumer Behaviour*, 4 (4). 268–281.
68. Qaisar, A., Sail , M., and Rathour, K (2018). Understanding Impulse Buying Behaviour of Customers Through The Lens Of Different Marketing Related Promotional Practices. *Journal of the Punjab University Historical Society*, 31(1).23-35.
69. Ramesh, N., and Rao, B. (2018). A Study on Customer Perception about Sales Promotion. *Asian Journal of Applied Science and Technology (AJAST)*, 2(3).168-180.
70. Sam, A.K. & Buabeng, E.Y. (2011), The Effects of Price Promotions on building a customer base within the Ghanaian mobile Telecommunication Industry; The Case of Vodafone Ghana. *Blekinge Institute of Technology (BTH)*, Sweden.
71. Sands, S., Beveriand, M., and Oppewal, H. (2009). The effects of in-store themed events on consumer store choice decisions. *Journal of Retailing and Consumer Services*, 16(5). 386-395. DOI: 10.1016/j.jretconser.2009.05.001
72. Schultz, D., and Block, M. (2011). Understanding customer–brand engagement behaviors in today's interactive marketplace. *Micro & Macro Marketing*, 2. 227–243.
73. Schultz, D., Robinson, W., and Petrison, L. (1998). *Sales Promotion essentials, the 10 basic sales promotion techniques and how to use them*, 3rd edition, NTC Contemporary Publishing Company.
74. Sekaran, U., and Bougie, R. (2009). *Research Methods for Business—A Skill Building Approach*.
75. Shamout, M. (2016). The Impact of Promotional Tools on Consumer Buying Behavior in Retail Market. *International Journal of Business and Social Science*. 7 (1).
76. Shimp, T. (2003). *Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications* (6th ed). Thomson South Western, Boston, MA 31.
77. Shrestha, A. (2015). Effects of sales promotion on purchasing decision of customer: a case study of Baskin Robbins Ice – cream franchise Thailand. Master thesis. Bangkok University.
78. Simonson, I., Carmon, Z., and O'curry, S. (1994). Experimental evidence on the negative effect of product features and sales promotions on brand choice. *Marketing Science*, 13(1). 23-40.
79. Smith, G., and Sinha, I. (2000). The impact of price and extra product promotions on store preference. *International Journal of Retail and Distribution Management* ,28(2). 83-92. DOI: 10.1108/09590550010315269.
80. Sonia, S., and Yousef, B. (2017). The Impact of Social Media on Consumer on Consumer Behavior n Islamic the Towards The Islamic Fashion. A Sstudy A Study On A S ample Students at the University of Hijel. *Academy of Social and Human Studies*. Department of Social Sciences, 18. 29–37
81. Sun, M. (2011). Disclosing multiple product attributes. *Journal of Economics & Management Strategy*, 20 (1).195–224.
82. Uille, R., Patil, K., and Varma, A. (2018). The Effectiveness of Sales Promotion Technique on Consumer Purchasing Behavior at Bimal Auto Agency India Pvt. Ltd. *JETIR*, 5(8).822-824.

83. Van W., and Van den Bulte, C. (1992) . The 4P classification of the marketing mix revisited. *Journal of Marketing*, 56. 83–93.
84. Yildirim, Y., and Aydinb,O. (2012).Investigation of the Effects of discount Announcements on Consumers' Purchase decisions: A Case Study in Supermarket. *Procedia - Social and Behavioral Sciences*,62. 1235-44. DOI: 10.1016/j.sbspro.2012.09.212.
85. Zafar, N., Niazi, A., and Zafar, U. (2018). Impacts of Sale Promotion on Consumer Buying Behavior in Pakistan: In Internet Service Provider Industry. *International Journal of Business Marketing and Management (JBMM)*, 3(11). 11-19.