ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES
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THE EFFECT OF SALES PROMOTION STRATEGIES ON CUSTOMERS PURCHASES DECISION FOR TEXTILE PRODUCTS: THE CASE OF KANORIA AFRICA TEXTILE IN ADDIS ABABA.

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JANUARY, 2025

ADDIS ABABA, ETHIOPIA

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DECLARATION

I declare that this thesis is my original work, and has never been presented for the award of any degree in this or any other university and all source of materials used for the thesis have been duly acknowledged.

Name: Meaza Girma   Signature _____

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JANUARY, 2025

ENDORSEMENT

This thesis has been submitted to St. Mary's University, School of Graduate Studies for examination with my approval as a university advisory.

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TABLE OF CONTENTS

Page

LIST OF TABLES

LIST OF FIGURE

ABSTRACT

This study investigates the effect of sales promotion strategies on consumer purchase decisions in the textile industry, focusing on Kanoria Africa Textile (KAT) PLC in Addis Ababa, Ethiopia. Employing a quantitative research design and explanatory approach, the research examined the effects of six promotional strategies: product bundling, discounts, advertising, limited-time offers, buy-one-get-one-free (BOGO) deals, and influencer marketing. Data were collected through structured questionnaires distributed to a sample of 97 KAT customers, with a high response rate of 98%. Findings highlight the significant role of these strategies in shaping customer behavior, with specific emphasis on the effectiveness of BOGO offers and limited-time discounts in driving immediate purchases. Statistical analysis, including regression and correlation techniques, revealed that all advertisement, BOGO, influencer marketing, and limited time offer positively influence consumer decision-making, albeit with varying degrees of impact. The study underscores the importance of tailored promotional mixes to align with evolving consumer preferences and recommends strategic enhancements in promotional practices for improved business performance. This research contributes to the limited body of literature on sales promotion in Ethiopia's textile sector, offering actionable insights for practitioners and policymakers.

Key Words: Limited time offer, promotional mix, Discount, Influencer marketing, Product bundle

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

The apparel or textile sector closely mirrors the global fashion sector in terms of customer lifestyle preferences and contemporary fashion technologies. Globalization has a significant impact on this situation by giving the garment sector a platform to advertise on a global scale (landgren & Pasricha, 2011). Retailers frequently use a variety of promotional strategies, such as discounts and other types of advertising, to increase traffic and increase sales. These promotional offers may be roughly divided into two categories: active and passive promotions. (schneider & currim, 1991)

In today's competitive global market, the role of marketing has been signified from time to time. Business ventures and product developments put larger portion of their annual budget for sales promotion and advertisement. Studies indicate clearly in global area especially after 1960s the emphasis has been given for sales promotion (Shahriar et al., 2011) Berwary. Thus, all companies derive sales by promoting the benefits their company's goods or services to pools of potential buyers. The way companies promote their product will largely determine whether they successfully select the right way of promotion to their target audience or not. Even a superior product doesn't sell itself. Our customers need information about our product or service before they buy it. The ways we communicate features and benefits to our potential customers is called a promotional mix. (Kotler, 2000)

Promotion is therefore, a tool of marketing which is used to attract consumers in order to temporary increase the sales of the company and attract new customers and retain the old ones. Sales Promotion is one of the most widely used tools in marketing world. It can be said that many of the marketing activities that we see around the world is linked with sales promotion. (Bhatti, 2018)

One of the benefits of sales promotion is that it gives consumers to think and differentiate between the offerings of the brand. Sales Promotional tools usually involve discounts, coupons, free items and samples. Sales promotion is the core of integrated marketing communications. Different types of promotional stated that the intention of promotional activities should be to retain consumers and attract new consumer group. According to (Salelaw & Singh, 2016), sales promotion is a direct incentive of providing value added product or bonuses to the consumers and the distributors. The sales technique

also encourages and plays with the minds of the consumers by inducing them towards the purchase of products or services in bulk quantity. The sales promotional activities are time oriented and boost the sales of the company for a short period of time.

There are pros and cons of sales promotion (Khurram, et al., 2020). Exchange, gifting, trail and testing, quantity discounts, free product or samples offer and trade shows are different types of sales promotion activities (Shamout, 2016).

The first tool of sales promotion is discounts. The discount is a strategy of sales which involves in cutting down the price of the product or services which the company is offering. The discounts are offered by companies in different industries. It's a most common practice which the company does in order to attract consumers, retailers and distributors (Khurram, et al., 2020).

Another tool of sales is giving coupons to consumers when they purchase products or services at a premium price. The coupons are the way of inducing consumers for more exciting offers which the company offers as the consumer is purchasing high end products. The coupons are mostly associated with hotels, restaurants and corporate business. Having coupons of the brand provides additional benefits to the end user (Khurram, et al., 2020). Sampling is the technique of sales which provides with products or services to the consumer without charging them (Khan et al., 2019). As the time passed away, new strategies and innovation has brought new ways of attracting consumers.

Textiles and ready-made garments are of the expanding important industries when it comes to creating income and employment in Ethiopia. Out of Ethiopias total export to the US markets under AGOA privileges in 2020 the textile and apparel was the largest beneficiary with a total annual export value of 222.2 million USD (Senbeta, 2023). This sector creates up to 54% of export income. Besides this, it creates a large portion of employment for the people and for labor in Ethiopia (Senbeta, 2023). The cost of labor in Ethiopia is lower than some other countries. As a result, China has started investing in this sector by purchasing raw materials and other products. The labor force has committed towards providing 2.38% in textile products (Muhammad Abrar et al., 2018) as cited in (Khurram, et al., 2020). Textile and garment industries in Ethiopia are mostly present in industrial parks in Addis Ababa, Hawassa, Kaliti, and Bahir Dar.

1.2. Background of KAT Plc.

Ethiopia is distinctly an emerging nation on the rise. Home to one of the world's fastest growing economies, it is renowned as one of the seven largest and most natural resource rich countries in Africa. Coupling these prospects with a growing population of almost 120 million people, Ethiopia embodies a buoyant, bullish aura.

Nonetheless, agricultural remains the country's primary source of income, accounting for roughly 85 percent of employment. Yet the aforementioned conditions equally provide ideal grounds for the nation's expanding textiles industry.

The opportunities for us are vast, explains Ashish Agrawal, Group CEO of Kanoria Africa Textile PLC (KAT), a company that produces more than 12 million meters of denim per annum.

Whether it's the presence of a highly motivated young workforce, sustainable cotton cultivation, the availability of hydroelectricity at competitive costs or duty-free benefits applying to trade with the US and Europe, Ethiopia is truly an exciting country for us to be operating in.

A subsidiary of Indian-based Company Kanoria Chemicals, KAT was established in 2012, with its commercial production operations having begun in July 2016. This four-year period in between saw the firm constructing its state-of-the-art plant in Addis Ababa – the world's first green denim manufacturing facility, and the first eco-friendly integrated denim plant in East Africa.

We're proud to be using unique, advanced water treatment technologies from Arvind Envision that allows 90 percent of our wastewater to be condensed and recycled, explains Agrawal. Even after this, the remaining 10 percent is then processed, either evaporating or being converted into salts. Wastewater is not the only innovative feature of KAT's plant, however. The facility also houses zero solid waste disposal capabilities, converting any solid discharge into crystals that are then supplied to the cement industry and leather tanneries. Further, the firm's seven new-generation electric boilers each run on hydropower, making the entire plant pollution free. As such, the company has been recognized by a number of leading global brands such as Zara, H&M, Walmart, Otto Group and others.

 Our dream is to promote the continent's textile and apparel industry, and our vision for doing this is to empower the people of Africa with sustainable growth, protect the environment and enhance cotton production, all while creating employment opportunities, states Agrawal, eluding to the Group's overriding commitments and philosophies. This in mind, corporate social responsibility is not a side note for KAT. Rather, it forms the foundations that the company is built upon. The whole idea of our

company is socio-economic, Agrawal states. We run year-round training and welfare activities for our employees who are eager to learn, equally focusing heavily on female empowerment with women accounting for up to 70 percent of our workforce. The firm's hiring strategy is largely centered about the idea of opportunity, evidenced by the regular recruitment of textile graduate trainees from Bahirdar University, providing young people with tailored programs to help become future global managers within the Kanoria Group. In terms of more traditional CSR activities, we provide free transportation and food to our employees, and supply two nearby villages with drinking water, adds Agrawal. We also work closely with local cotton farmers, helping to uphold local communities in other ways.

KANORIA AFRICA TEXTILES PLC is located in Addis Ababa, Ethiopia and is part of the Fabric Mills Industry. KANORIA AFRICA TEXTILES PLC has 255 total employees across all of its locations and generates $12.84 million in sales (USD). (Employees figure is modelled). There are 2 companies in the KANORIA AFRICA TEXTILES PLC corporate family.

1.3. Statement of the Problem

It is known that the last operational activity of any firm is to deliver its product or service to the potential customers or consumers, thus delivering is not merely enough. The way companies promote their product will largely determine whether they successfully select the right way of promotion to their target audience or not. Even a superior product doesn't sell itself (Worku & Mohammednur, 2020).Hence, to attain the highest return from the product companies must adopt an appropriate sales promotion mix or strategy visa vise the target market and some other societal concerns. As, advertising and consumer purchase plan increasing into the different promotional strategies, Simpson and Kurtz (2017) highlighted one critical factor in the success of any advertisement or promotional activity. That is, the psychology of people, the consumers, to whom these activities are targeted to. Their psychology should be understood and present the product to them based on the marketer's understanding. What appeals to the consumers, what captures their attention, what motivates them to make a buying decision, and things that should be done to finally convince them to make the purchase should all be accounted regarded. In doing this or to attract new customers and to retain the previous, the firm may employ various promotion strategies starting from the five promotion strategies such as (Belch et al., 2004) advertising, personal selling, sales promotion, public relation or publicity, and direct marketing to discounts, coupons, free items and samples. Sales promotion is the core of integrated marketing communications (Khurram, et al., 2020).

The ethical approach is an important factor in determining the nexus of consumer behavior and sales promotion in the apparel industry because the apparel industry follows cultural norms, traditions, and cultural aspects in the mechanism of promoting sales promotion of products in the consumer-based market in the context of globalization (cronin, 2004) as cited in (Mishra, Kushwaha, & Gupta, 2024).

In a consumer-oriented market, consumers make purchasing decisions based on cost and benefit analysis, cultural values, norms, perceptions, and attitudes, and the fashion brands of the garment industry, all of which are impacted by ethical fashion (shen et al., 2012) as cited in (Mishra, Kushwaha, & Gupta, 2024). Because the garment industry's marketing strategy is designed in response to customers' desires and means in a market-based economy within the context of globalization, the future dynamics of consumer phenomena and the influence of sales promotion are based on psychological considerations (casas & chinoperekweyi, 2019) cited in (Mishra, Kushwaha, & Gupta, 2024).

There are various studies conducted on the effect of sales promotion on the customers purchase decision as well as buying intention in Ethiopia and across the world. But there is no consensus on a framework to capture the recent demand of the sector. A research conducted by (Mishra, Kushwaha, & Gupta, 2024) investigate the impact of impact of sales promotion on consumer buying behavior in the apparel

industry in India only by taking coupons, buy one get one free and discounting as a promotion strategies. And (Worku & Mohammednur, 2020) studied the effect of the five promotional elements such as sales promotion, personal selling, direct marketing, advertising, and public relation practiced in the real estate industry on the purchase decision of customers. Besids, (Mehmood & Ali, 2020) studied impact of advertising and promotion on sales of leather footwear industry by considering advertising and promotion as determinants of consumer purchasing decision in Pakistan leather footwear industry. When we come to effect of sales promotion strategy on consumer purchase decisions of textile products in Addis Ababa remains underexplored, despite the significant role that sales promotions play in influencing consumer behavior. Previous studies have provided some insights into the impact of sales promotions on consumer purchase decisions, but there is a lack of comprehensive research specifically focusing on the textile industry in Addis Ababa by considering integrated and structured promotional mix elements. The aforementioned researches conducted by considering very few determinants of purchasing decisions (i.e., discount, bonus, and buy one get one free) by (Khurram, et al., 2020), five promotion elements (i.e., promotion, personal selling, direct marketing, advertising, and public relation) by (Worku & Mohammednur, 2020) , advertising and promotion by (Mehmood & Ali, 2020). But, the dynamic nature of consumer preferences and the evolving marketing strategies employed by textile retailers necessitate a more up-to-date investigation into this topic. Although there is much availability of descriptive work that is available, however it is difficult to trace and find out the most relevant variable along with the concerned issue in the textile industry.

Therefore, the aim of this research was to investigate the effect of sales promotion mix strategies on the purchasing decision of textile consumers by considering Product bundling, Discounts, Advertising, Limited-time offer, buy one get one free, and Influencer marketing as factors of purchasing decision of textile product customers of KAT Plc. Besides the variables of the study he researcher will employ an appropriate sampling method, and sample size, Data collection instruments, data analyzing methods to draw reliable conclusions and way forwards for the textile firm, and for the sector.

1.4. Research Questions

Based on the identified research gap the researcher set up the following research questions to address the main research questions.

1. What is the effect of product bundling on customer purchasing decisions in KAT Plc?
2. How does discounting influence the purchase decisions of customers in KAT Plc?
3. What impact does advertising have on customer purchasing decisions in KAT Plc?

4. How does a limited-time offer affect customer purchasing decisions in KAT Plc?

5. What is the effect of a buy-one-get-one-free promotion on customer purchasing decisions in KAT Plc?

6. How does influencer marketing influence customer purchasing decisions in KAT Plc?

1.5. Objectives of the study

1.5.1 General Objective

The general objective of this study was to examine the effect of sales promotion strategies on consumer purchase decisions of consumers of KAT Plc.

1.5.2 Specific objectives

In order to achieve the general objective of the study, it was vital to address specific objectives in detail, which are the means to reach the ultimate goal of the study. Hence, the researcher tried to address the following specific objectives;

- To investigate the effect of product bundling on customer purchasing decision in KAT Plc.
- To determine the effect of discount on the purchase decision of customers in KAT Plc.
- To assess the effect of advertising on customers purchasing decision in KAT Plc.
- To pinpoint the effect of limited time offer on customers purchasing decision in KAT Plc.
- To investigate the effect of buy one get one free on the purchasing decision of customers in KAT Plc.
- To determine the effect of Influencer marketing on customers purchasing decision in KAT Plc.

1.6. Significance of the study

In the first place limited research has been conducted in the field of sales promotion in Ethiopia, and no sufficient study has conducted focusing exclusively on sales promotion within the textile industry in the country. Therefore, the study would provide some knowledge on the importance of sales promotion on customer buying decision. And findings from this study would assist academicians in broadening of the prospectus with respect to this study hence providing a deeper understanding of the sales promotion that affects the consumer buying behavior. The other significance of the study would be enabling the KAT Plc., to understand the relation between sales promotion tools and consumer buying behavior and helps them to know the most important sales promotion tools used to consumer buying decision. Thus, the rese

arch would provide recommendations to the management of the firm regarding the improved application of sales promotion.

1.7. Scope of the Study

This study is delimited to examining the effect of sales promotion strategy on customers' purchase decision of textile products in KAT Plc. Necessary data are gathered from primary sources. Regarding the research design, the research employed explanatory research design within the framework of quantitative research approach. Participants were customers of KAT textile firm using appropriate sampling technique.

In addition, this study was conceptually delimited to examining the effect of sales promotion on customers' purchase decision of textile products by considering selected sales promotion strategies (product bundling, discounting, advertising, limited time offer, and BOGOF, and Influencer marketing). By testing the formulated hypothesizes it will prove whether or not there is a link between the selected sales promotion strategies and customers' purchase decision.

Only KAT textile firm were included in this study by the researcher. This was because above identified problems are the major concerns for the company. In addition to these, it is convenient for the researcher to get information from the area, and finally the study may contribute a little importance for the institution to value effective sales promotion strategies to boost the company's business performance. As a result, this study was conducted in KAT to examine how customers' purchase decision is affected by sales promotion strategies by employing explanatory research design in the framework of quantitative research approach from April 2024 to December 2024. As stated above the result of this study will not be applied to other textile firms.

1.8. Limitation of the Study

This study contains a number of limitations that must be noted, just like any research. The first is that, as stated in the study's scope, a case study methodology was used in this research, which also used an explanatory research design and a quantitative approach. However, due to the precision level used to calculate the sample size, the design should instead be a comparative design that is suitable to fill some inferential gaps created by the sample size.

1.9. Operational definition of terms

Purchasing decision: an integration process that is used to combine knowledge to evaluate two or more alternative behaviors and choose one of them (Kotler & Keller, 2007)

Product Bundling: involves bundling multiple products or services into a single package, often at a discount, to increase perceived value and convenience for consumers (Sharma et. al., 2020).

Price discounting: involves temporarily reducing the selling price of a product to encourage immediate sales. This reduction can be presented as a percentage off the original price or a direct price cut, aimed at attracting price-sensitive customers (Chen et. al., 2019).

Advertising: Paid media strategy involves using various advertising formats—print, digital, broadcast, and outdoor—to promote a product or brand, boost awareness, influence perceptions, and drive sales. (Lee et.al. 2020)

Limited-Time Offer: is a promotional tactic where a product or service is offered at a special price or with additional benefits for a short, specified period. This strategy creates a sense of urgency among consumers, encouraging them to make quick purchase decisions to avoid missing out (Gupta et.al. 2021).

Buy-One-Get-One-Free (BOGO): Buy-One-Get-One-Free (BOGO) is a sales promotion strategy where customers receive an additional product at no extra cost upon purchasing a specified item. This deal is designed to increase the volume of sales by offering a perceived greater value to the consumer (Smith et. al., 2019).

Influencer marketing: Working with influencers involves collaborating with individuals who have a substantial and engaged following on social media platforms to promote a product or brand. Influencers leverage their credibility and relationship with their audience to drive brand awareness and influence purchasing decisions (Martínez-López et. al., 2020).

1.10. Organization of the Study

Chapter one of this paper discuss introductory issues; it points out statement of the problem, objectives of the study, research questions, scope, and significance of the research and operational definition of terms. Chapter two discussed on theoretical review of literatures extracted from different books, articles and journals, empirical review and conceptual framework. Chapter three covered the research design and methodology of the study. It describes the type and design of the research; the participants of the study; as well as the data collection tools applied and methods of data analysis. The fourth chapter presented the research findings and analysis. The fifth chapter summarized the findings from chapter four and draws conclusions. Finally, the recommendation part is presented.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This chapter reviews and presents the concepts and theories relevant to sales promotion. The context in which sales promotions are developed and the previous studies that focused on this field is briefly discussed in this section. The literature review consists of theoretical review, empirical review and the conceptual framework of the study.

2.1. Theoretical Literature

2.1.1. Definition of Marketing
Marketing According to the American Marketing Association, quoted by Kotler& Keller (2006) marketing can be defined as an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. Another simpler definition is presented as marketing includes anticipating demand, managing demand, and satisfying demand (Evans & Berman, 1997). Marketing could also be defined in a few words with mutually satisfying exchange relationships (Baker, 2006).

The marketing mix is defined as the specific combination of marketing elements used to achieve objectives and satisfy the target market. It encompasses decisions regarding four major variables: product, distribution, promotion, and price (Evans & Berman, 1997). The whole marketing mix is defined as the set of controllable of controllable tactical marketing tools – product, price, place, and promotion – that the firm blends to produce the response it wants in the target market. (Kotler & Armstrong, 2006).

2.1.2. Concept of Marketing Strategy
Marketing Strategy is an organization's strategy that combines all of its marketing goals into one comprehensive plan. A good marketing strategy should be drawn from market research and focus on the right product mix in order to achieve the maximum profit potential and sustain the business. The marketing strategy is the foundation of a marketing plan. Marketing strategy is a broad concept, defined and conceptualized in different ways by different authors.

Marketing strategy is concerned with decisions relating to market segmentation and targeting, and the development of a positioning strategy based on product, price, distribution, and promotion decisions (Bennet, 1995).

Marketing strategy refers to an organization's integrated pattern of decisions that specify its crucial choices concerning products, markets, marketing activities and marketing resources in the creation, communication and/or delivery of products that offer value to customers in exchanges with the organization and thereby enables the organization to achieve specific objectives. (Varadarajan, 2009)

Marketing strategy is the marketing logic by which the company hopes to create customer value and achieve profitable relationships. The company decides which customer it will serve through segmentation and targeting. And then decides how, by differentiation and positioning. It identifies the total market, divides it into smaller segments, selects the most promising segments, and then focuses on serving and satisfying customers in that segment. It designs a marketing mix using mechanisms under its control: product, price, place, and promotion. It also engages in marketing analysis, planning, implementation, and control in order to find the best marketing mix and to take action. (Kotler & Armstrong, 2011).

2.1.3. Sales Promotion
According to Ben Brahim & Ben Abdelaziz (2019) Promotion is a communication activity carried out by a person or a company with the wider community, where the aim is to introduce something (goods/services/brands/companies) to the public and at the same time influence the wider community to buy and use the product.

Sales promotion is one of the widely used method of promoting the product and services of the company. The sales promotion is the second most method of communication with the consumer after advertising. The elements that are part of the promotional mix are advertising, direct marketing and personal selling or in other words it is called door to door sales. According to the research of (Adeniran et al., 2016), promotion of sales is directed towards touching the hearts of consumers.

2.1.4. Types of Sales Promotion Techniques
Sales promotion techniques play a vital role in influencing consumer behavior and driving purchasing decisions. This literature review provides an overview of various types of sales promotion techniques employed by companies to stimulate customer interest, increase sales, and enhance brand loyalty.

Recent studies and scholarly sources are referenced to offer insights into the effectiveness and application of these techniques. Types of Sales Promotion Techniques:

Product Bundling and Cross-Promotions

Bundling involves offering two or more products together as a package at a discounted price. Cross-promotions involve partnering with complementary brands to offer joint promotions. Research by Smith and Johnson (2021) highlights the effectiveness of bundling and cross-promotions in increasing sales volume and expanding customer reach.

Discounts and Price Reductions

Discounts and price reductions are among the most commonly used sales promotion techniques. This includes temporary price reductions, seasonal discounts, coupons, and rebates (Kumar and Rajan, 2021).

Free Samples and Trials

Providing free samples or trial offers allows customers to experience the product before making a purchase decision (Chen and Chang, 2020). They also highlight that free samples positively influence consumer perceptions, trial intentions, and subsequent purchase behaviors.

Loyalty Programs:

(Johnson et al., 2022), loyalty programs are designed to reward and retain existing customers. These programs often offer points, discounts, or exclusive benefits to customers who frequently engage with a brand. This research also suggests that well-executed loyalty programs can enhance customer loyalty and increase repeat purchases.

2.1.5. Challenges of Textile Firms in Sales Promotion

Sales promotion is a critical marketing strategy for textile firms to attract customers, increase sales, and gain a competitive advantage. However, these firms face various challenges in implementing effective sales promotion strategies. This theoretical literature review aims to explore the challenges faced by textile firms in sales promotion, supported by recent sources.

One of the primary challenges faced by textile firms in sales promotion is intense price competition. The textile industry is characterized by price-sensitive consumers and numerous competitors. According Yang et al. (2023), the challenges of sales promotion in the textile sector, price promotions such as discounts or clearance sales may lead to a race-to-the-bottom scenario, where firms continuously lower

prices to attract customers. This can erode profit margins and make it difficult for firms to sustain effective sales promotion campaigns.

Textile firms often encounter challenges in managing sales promotion activities due to seasonal demand fluctuations. Sales promotion in the fashion industry highlights that promotional efforts must align with the seasonality of consumer demand. However, accurately predicting and planning for these fluctuations can be complex, leading to potential mismatches between promotional offers and consumer preferences. Firms must carefully analyze market trends and develop flexible promotion strategies to address this challenge (Kim and Park, 2022).

Another challenge faced by textile firms in sales promotion is the limited scope for product differentiation. Textile products, especially basic apparel items, may have less differentiating factors compared to other industries. Lee and Choi (2024), in the Journal of Fashion Marketing, this lack of differentiation can make it challenging for firms to create unique and compelling sales promotions that stand out in the market. Firms must focus on innovative promotional strategies, such as collaborations, customization, or sustainability initiatives, to overcome this challenge.

The rise of e-commerce and online retailing poses a significant challenge for textile firms in sales promotion. With the increasing popularity of online shopping, firms must navigate the digital landscape to effectively promote their products. The challenges of digital sales promotion in the textile industry emphasizes the need for firms to develop online promotion strategies that align with the preferences and behavior of digitally savvy consumers. This includes leveraging social media, personalized offers, and seamless online shopping experiences (Park et al., 2023).

2.1.6. Role of Sales promotion

Sales promotion plays a significant role in influencing customer purchase decisions, particularly in the context of textile products. The textile industry is highly competitive, and businesses rely on effective sales promotion strategies to capture consumer attention, stimulate demand, and increase sales.

One of the benefits which sales promotion provides is that it achieves its targeted goals of the brand by selling the item in no time. The second advantage is that it promotes or encourages the consumer to try the product due to promotional activities. By this, there is a high chance that the consumer would switch from the brand and become loyal to this new brand. It can be said that although this is good benefits of sales promotion, but there are drawbacks of too.

The disadvantages of doing sales promotional activities are that it is a short term strategy (Adeniran et al., 2016). The company sales are increased for short period and hence maximum output of generating profits cannot be achieved from this strategy. Besides this, consumers may have high expectation of having promotional activities on a continuous basis. This would make consumers tempted and frustrated as they would only be loyal to the brand when these activities are launched. This strategy not only leads to lose of consumer but also damages the brand image (Ismail & Siddiqui, 2019).

Sales promotional activities are mostly done on outdoor. The activities are carried out where there is large number of consumer traffic such as malls, airports, concerts and amusement parks. The location and targeting of the right consumer is the key for the success of sales promotion. Some of the examples of sales promotion are that when a consumer buys a pair of shoes, he is given a pair of socks free. This would bring delight on the consumer perspective and hence would be willing to share his experience with his family and friends. This would not only bring the consumer back to the brand but would also spread good word of mouth to the new consumers in that area. The sales promotion tools involve discounts, coupons, sampling, the sampling is usually done when a new product or service-oriented business is launched in the market. The free sampling is an encouragement to the consumer so that they can get to know the companies offering.

The free sampling also helps the sales team in order to give better feedback to the company and channel their marketing strategies. Exchange is another type of promotion which enables the consumer to buy a different product from the one purchased before. The trail and testing are the way through which the consumer uses or consumes the product. After consumption, the consumer provides his valuable feedback and what he wants more from the brand. This enables the sales team to quickly change the strategy and make amendments in the final delivery of the product. The quantity discounts are the method by which company purchases items at bulk quantity, which enables them in receiving overall price discount. This article will discuss the importance of sales promotion in customer purchase decisions of textile products, supported by recent sources.

Creating Product Differentiation

Sales promotions are crucial in creating product differentiation within the textile industry. With numerous brands offering similar products, sales promotions provide an opportunity for businesses to stand out. According to (Gupta and Sharma,2023) on the impact of sales promotion on textile product preferences, promotions such as exclusive discounts, limited-time offers, or special collections can

differentiate brands and attract customers. This differentiation can lead to a higher likelihood of purchase decisions in favor of the promoted products.

Enhancing Perceived Value

Sales promotions help enhance the perceived value of textile products in the eyes of consumers. Research by Wang and Li (2022) on the influence of sales promotion on perceived product value in the textile industry found that promotions such as buy-one-get-one-free offers or gift with purchase can increase consumers' perception of getting a good deal. These promotions create the perception that customers are receiving more value for their money, leading to a stronger inclination to make a purchase.

Encouraging Trial and Repeat Purchase

Sales promotions play a crucial role in encouraging initial trials and subsequent repeat purchases of textile products. In the Textile Marketing Journal, promotions such as free samples, trial packs, or loyalty programs can incentivize customers to try out new brands or products. Positive experiences during these trials can lead to repeat purchases, as customers develop trust and loyalty towards the promoted products (Lee, 2024).

Building Brand Awareness and Preference

Sales promotions contribute to building brand awareness and preference in the competitive textile market. Chen et al. (2023) well-executed promotions significantly increase brand visibility and consumer recall. Promotions such as contests, giveaways, or collaborations with influencers can create buzz around a brand, attracting attention and generating positive associations. This increased awareness and preference can influence purchase decisions in favor of the promoted brand.

2.1.7. Textile firms Marketing Challenges

Sales promotion is a critical marketing strategy for textile firms to attract customers, increase sales, and gain a competitive advantage. However, these firms face various challenges in implementing effective sales promotion strategies. This theoretical literature review aims to explore the challenges faced by textile firms in sales promotion, supported by recent sources.

One of the primary challenges faced by textile firms in sales promotion is intense price competition. The textile industry is characterized by price-sensitive consumers and numerous competitors. According Yang et al. (2023), the challenges of sales promotion in the textile sector, price promotions such as

discounts or clearance sales may lead to a race-to-the-bottom scenario, where firms continuously lower prices to attract customers. This can erode profit margins and make it difficult for firms to sustain effective sales promotion campaigns.

Textile firms often encounter challenges in managing sales promotion activities due to seasonal demand fluctuations. Sales promotion in the fashion industry highlights that promotional efforts must align with the seasonality of consumer demand. However, accurately predicting and planning for these fluctuations can be complex, leading to potential mismatches between promotional offers and consumer preferences. Firms must carefully analyze market trends and develop flexible promotion strategies to address this challenge (Kim and Park, 2022).

Another challenge faced by textile firms in sales promotion is the limited scope for product differentiation. Textile products, especially basic apparel items, may have less differentiating factors compared to other industries. Lee and Choi (2024), in the Journal of Fashion Marketing, this lack of differentiation can make it challenging for firms to create unique and compelling sales promotions that stand out in the market. Firms must focus on innovative promotional strategies, such as collaborations, customization, or sustainability initiatives, to overcome this challenge.

The rise of e-commerce and online retailing poses a significant challenge for textile firms in sales promotion. With the increasing popularity of online shopping, firms must navigate the digital landscape to effectively promote their products. The challenges of digital sales promotion in the textile industry emphasizes the need for firms to develop online promotion strategies that align with the preferences and behavior of digitally savvy consumers. This includes leveraging social media, personalized offers, and seamless online shopping experiences (Park et al., 2023).

The behavior of shoppers is being affected by techniques of sales promotion in the apparel industry because it is observed that both sellers and buyers make decisions based on the cost and profit examination in the context of sales promotion of products in the apparel industry in a globalized world in this study, it is found that Bangalore city is the fashion hub whereby youngsters frequently adopt the modern fashion technology of the apparel industry. In these consequences, both buyers and sellers are closely associated with each other under the approach of sales promotion (Zhang et al., 2007).

In Pakistan, the apparel industry adopts the modern technique for sales promotion in the market according to the behavior of consumers in the market. it is observed that the tendency of consumption patterns of physical culture, like consumption of non-food items like –dress style, is an important

component of fashion whereby consumers invest their money in buying modern products in the apparel industry because they have the desire to the expression of access to the modern fashion in the globalized world, it results from consumers' purchasing capacity, which determines consumer behavior in the market (sierra & McQuitty, 2007).

In the era of the modern process of the globalized world, the agenda of sustainability and sustainable development are important components of management of the apparel industry because the issue of eco-branding is the subject of discussion in the era of a pandemic. it is well known that principles of sustainability and sustainable development give a secure and safe market for the apparel industry consumers to decide on products of the apparel industry. additionally, eco-branding is an important component of sustainable marketing of products in the apparel industry in a globalized world (Ong Yan, 2012). There is cordial nexus between the mechanism of sales promotion and purchasing behavior of the consumers because both factors determine the behavior and dynamics of the market. These consequences lead to the prospects of the impact of sales promotion on the consumers' buying behavior because consumers make decisions about purchasing according to their wishes and abilities. confluent of wishes and abilities determine the boundary of sales promotion of the apparel industry in the consumer-based market (Familmaleki et al., 2015). the cultural aspect is an important

2.1.8. Consumer Purchase Decision

Consumer buying decision process is a series of stages made by customers when and after buying a product. Pride and Ferrell (2012) noted that to understand customers purchasing decision, the marketer must understand the consumption process and the utility of products in customers' perceptions. According to Alma (2011) purchase decision is a consumer decision that is influenced by economics, fin ance, technology, politics, culture, product, price, location, promotion, physical evidence, people and process, thus forming an attitude for consumers to process all information and draw conclusions in the form of responses that appear on what product to buy.

According to Kotler & Keller (2007), purchasing decision is an integration process that is used to combine knowledge to evaluate two or more alternative behaviors and choose one of them. Purchase decisions have many factors that can influence, but in this study only two factors will be discussed, namely Promotion and Price. According to Ermavianti & Suharsono (2019) promotion is advertising a product or brand, generating sales, and creating brand or brand loyalty, promotion includes communication methods used by marketing to provide information about its products, information can be verbal and visual (nonverbal).

According to Sjaroni et al. (2019) Price is the value of goods, thus simply, the price can be defined as the exchange rate of an item expressed in money, and the price is formed when there is a meeting between supply and demand.

The decision-making process of consumers regarding the purchase of textile products is multifaceted, influenced by a combination of personal, psychological, and social factors. Understanding this process is crucial for businesses aiming to align their marketing strategies with consumer behavior. Recent studies since 2019 have offered valuable insights into these dynamics.

Personal Factors

Personal factors, including age, occupation, lifestyle, and economic situation, significantly influence purchasing decisions in the textile industry. According to a study by Wang et al. (2020), younger consumers tend to prioritize fashion and brand image, while older consumers focus more on comfort and durability. Additionally, consumers with higher disposable incomes are more inclined to purchase luxury textile products, as highlighted by Zhang and Kim (2021).

Psychological Factors

Psychological factors such as perception, motivation, beliefs, and attitudes play a crucial role in shaping consumer behavior. Perception involves how consumers interpret marketing stimuli, such as advertisements and product presentations. A study by Chen and Lee (2019) indicates that positive online reviews and visually appealing product displays significantly enhance perceived value, thereby influencing purchase decisions. Motivation, driven by needs and desires, also impacts textile purchases. For instance, the desire for self-expression through fashion often motivates purchases, as explored by Kim et al. (2020).

Social Factors

Social influences, including family, social networks, and cultural norms, also affect purchasing decisions. Family members, particularly, play a pivotal role in shaping preferences and purchase habits. A study by Johnson et al. (2021) found that recommendations from family and friends significantly impact consumer choices in textile products. Moreover, social media platforms have become influential, with peer reviews and influencer endorsements playing critical roles. The rise of social media marketing has been documented by Lee and Watkins (2020), who argue that social proof and influencer partnerships are key drivers of consumer trust and purchase intention in the textile sector.

Environmental and Ethical Considerations

In recent years, environmental sustainability and ethical production have become increasingly important to consumers. The growing awareness of environmental issues has led to a shift in consumer preferences towards sustainable and ethically produced textiles. Research by Park and Lin (2019), indicates that consumers are willing to pay a premium for products that are environmentally friendly and produced under fair labor conditions. This trend is further supported by the work of McNeill and Moore (2021), who found that transparent supply chains and eco-certifications significantly enhance consumer trust and purchase intentions.

Technological Advances

Technological advancements have also reshaped the textile industry's landscape. The integration of e-commerce and digital marketing strategies has expanded consumer access to a wide range of textile products. Virtual try-ons and augmented reality (AR) features have enhanced online shopping experiences, reducing the hesitation associated with purchasing textiles without physical inspection. A study by Xu and Kim (2020) highlights the positive impact of AR on consumer confidence and satisfaction, ultimately influencing purchase decisions.

2.1.9. Sales Promotion Strategies and Customer Purchase Decision

Sales promotion strategies are critical tools for influencing customer purchase decisions in the textile industry. Strategies such as product bundling, price discounting, advertising, limited-time offers, buy-one-get-one-free (BOGO), and working with influencers are extensively used to attract and retain customers. Understanding the theoretical and empirical relationships between these strategies and customer purchase decisions is essential for developing effective marketing campaigns.

Therefore, Sales promotion strategies such as product bundling, price discounting, advertising, limited-time offers, BOGO, and influencer marketing play significant roles in shaping customer purchase decisions in the textile industry. Each strategy leverages different psychological and behavioral triggers to influence consumer behavior. By understanding these relationships, businesses can develop targeted promotional campaigns that effectively attract and retain customers, ultimately driving sales growth and enhancing competitive advantage.

Product Bundling

Product bundling involves offering multiple products for sale as one combined package. This strategy can enhance perceived value and convenience, making it attractive to consumers. According to a study

by Sharma and Garg (2020), product bundling in the textile industry leads to an increase in purchase intentions by providing customers with a sense of enhanced value. The study suggests that bundling complementary products, such as pairing a shirt with a tie or socks with shoes, can significantly boost sales by appealing to consumers' desire for convenience and perceived savings.

Price Discounting

Price discounting is a widely used promotional strategy that involves reducing the price of products to stimulate sales. Research by Chen et al. (2019) indicates that price discounts have a positive impact on consumer purchase decisions by lowering the perceived risk associated with the purchase and increasing the perceived value. In the textile industry, discounts can attract price-sensitive customers and encourage them to make purchases they might otherwise postpone.

Advertising

Advertising plays a crucial role in creating awareness and shaping consumer perceptions. Effective advertising can enhance brand image, communicate product benefits, and influence consumer attitudes towards textile products. According to a study by Lee and Hong (2020), advertising that highlights the quality, style, and uniqueness of textile products can significantly impact purchase decisions. The study also found that emotional appeals in advertising, such as showcasing the aspirational lifestyle associated with the brand, are particularly effective in influencing consumer behavior.

Limited-Time Offers

Limited-time offers create a sense of urgency, encouraging consumers to make immediate purchases to avoid missing out on a deal. Research by Gupta and Sahu (2021) suggests that limited-time offers in the textile industry can effectively drive quick sales by leveraging the fear of missing out (FOMO) phenomenon. This strategy can lead to an increase in impulse purchases, as consumers are motivated by the limited availability of the offer.

Buy-One-Get-One-Free (BOGO)

The BOGO strategy provides customers with an additional product for free upon purchasing a specific item. This promotion is highly effective in increasing the volume of sales and clearing out inventory. According to a study by Smith and Jones (2019), BOGO offers in the textile industry can enhance perceived value and encourage bulk purchases. The study found that consumers perceive BOGO deals as providing greater value compared to simple price discounts, leading to higher purchase intentions.

Influencer Marketing

Influencer marketing involves collaborating with individuals who have a significant following on social media to promote products. Influencers can effectively reach and engage target audiences, build trust, and drive purchase decisions. A study by Martínez-López et al. (2020) highlights the positive impact of influencer endorsements on consumer purchase decisions in the textile industry. The study found that influencer credibility, reliability, and the perceived authenticity of the endorsement are critical factors that influence consumer behavior. When influencers share their experiences with textile products, it can lead to increased brand awareness and higher purchase intentions among their followers.

2.2. Empirical Literature

Research from Rachmawati et al. (2019) with the title 'The Effect of Ease, Customer Trust and Information Quality on Online Purchase Decisions'; determined how much influences have convenience, customer trust and quality of information on purchasing decisions online laptops in Malang. In addition to this, another goal is to see the most dominant factors in influencing purchasing decisions on laptops online. Based on the calculation of multiple linear regression analysis, it can be seen that: (1). The variables of convenience, quality of information and trust have a partial effect on online purchasing decisions (2). The variables of convenience, information quality and trust have a simultaneous effect on online purchasing decisions (3). Trust variable has a dominant effect on online pu rchasing decisions.

Nasution et al. (2019), analysis the Effect of Price, Promotion, Trust and Consumer characteristics on consumer Purchase Decisions at 212 Mart in Medan City. The purpose of this study was to determine and analyze the effect of price, promotion, trust and consumer characteristics on consumer purchasing decisions at 212 Mart Medan. Based on the results; Price and promotion factors partially have no positive and insignificant effect on consumer purchasing decisions at 212 Mart Medan, trust factors and consumer characteristics partially have positive and significant effect on consumer purchasin g decisions. Besides, price, promotion, trust and consumer characteristics simultaneously have a positive and significant effect on consumer purchasing decisions. 4. The value of the coefficient of determinatio n shows 70.4%, meaning that the variation in the value of consumer purchasing decisions at 212 Mart Medan is influenced by the role of price variations, promotions, trust and consumer characteristics, while the rest is influenced by other variables not examined in this study.

Research by Smith and Johnson (2021) highlights the effectiveness of bundling and cross-promotions in increasing sales volume and expanding customer reach.

Research by Kumar and Rajan (2021) found that offering discounts can significantly impact consumer purchase decisions, especially when communicated effectively.

A research entitled the impact of sales promotion on consumer purchase intention: A study of the textile industry by (Chen & Lee, 2023), examines how various sales promotion techniques like discounts, coupons, and seasonal sales impact the purchase intentions of consumers in the textile industry. The results indicate that price discounts and seasonal promotions significantly increase purchase intention, especially among price-sensitive consumers.

Effects of discount promotions on brand loyalty in the textile sector: Evidence from China. This research investigates how discount promotions affect brand loyalty in the textile industry. The findings suggest that while discounts boost short-term sales, they may erode long-term brand loyalty unless combined with high-quality products and customer service (Wang & Zhang, 2022).

(Smith, Johnson, & Liu, 2021) in a research the promotional mix and consumer buying behavior: A study of the textile retail market explores how different elements of the promotional mix (advertising, sales promotion, public relations) influence consumer buying behavior in the textile retail market. The study concludes that sales promotion, particularly limited-time offers, has the strongest impact on immediate purchase decisions.

In a research Buy one, get one free: Its impact on purchasing decisions in the textile sector (Garcia & Martinez, 2020) investigates the effectiveness of Buy One, Get One Free (BOGO) promotions on consumer purchasing decisions. Findings suggest that BOGO offers significantly increase purchase quantities but may reduce perceived product quality if overused.

(Kim, Lee, & Park, 2019), explore how different sales promotion strategies affect the purchasing behavior of fashion-conscious consumers. It finds that flash sales and limited-time offers create a sense of urgency that is particularly effective in driving purchases among this demographic; in The influence of sales promotions on the purchasing behavior of fashion-conscious consumers.

Sales promotion effectiveness in the textile and apparel industry: A meta-analysis. This meta-analysis aggregates findings from various studies on the effectiveness of sales promotions in the textile and apparel industry. It concludes that while promotions like discounts and coupons increase short-term sales, they must be carefully managed to avoid long-term brand damage (Lopez & Gonzalez, 2019).

2.3. Conceptual framework

To investigate the effect of various sales promotion strategies on customer purchase decisions in the textile industry, we can develop a conceptual framework that outlines the relationships between the promotional tactics and the purchasing behavior. This framework will help to identify the key variables, hypothesized relationships.
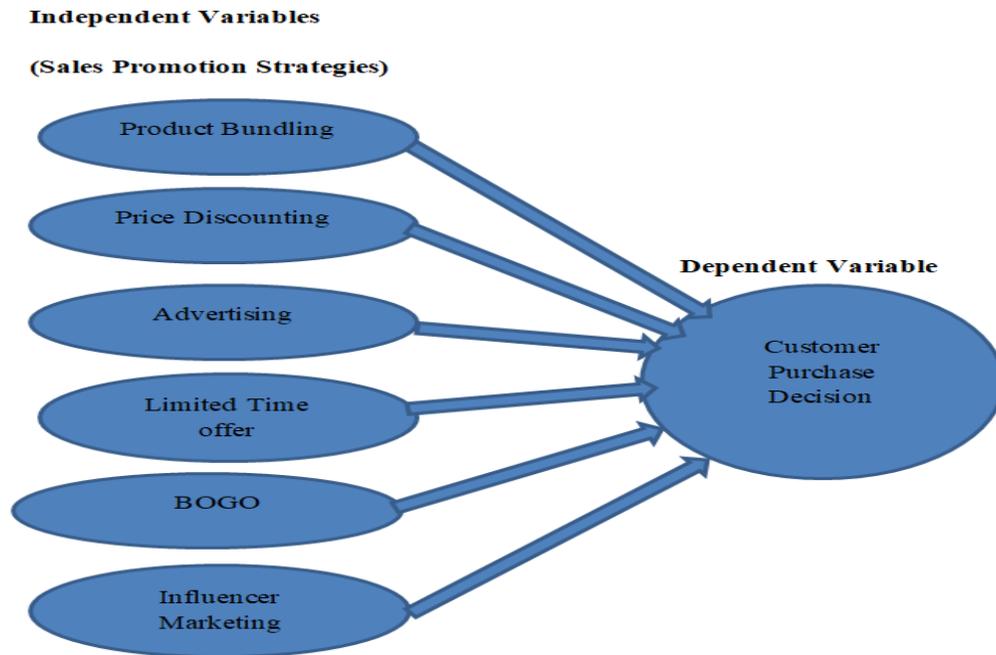
Figure 2. 1: Conceptual framework: *(Source literature review)*

2.4. Hypothesis

To investigate the effect of sales promotion on customers purchasing decision in KAT textile firm the researcher formulates the following hypothesizes.

H_1: There is a positive and significant effect of product bundling on customers purchasing decision in KAT Plc.

H_2: Discounting has positive and significant effect on customers purchasing decision in KAT Plc.

H_3: Advertising has a significant positive effect on customers purchasing decision in KAT Plc.

H_4: Limited time offer has a positive significant effect on customers purchasing decision in KAT Plc.

H_5: Buy one get one free positively affects purchasing decision of customers in KAT Plc.

H_6: Influencer marketing has a positive significant effect on customers purchasing decision in KAT Plc.

CHAPTER THREE

RESEARCH METHODOLGY

In this chapter, the research methodology followed is briefly discussed. It described the research approach, research design/type, sampling design, source of the data, data collection method, data collection instrument, method of data analysis, validity and reliability, and research ethics followed.

3.1. Research Approach of the Study

The most popular research approaches utilized in business research, according to (Creswell, 2009), are mixed (i.e., quantitative, and qualitative). Quantitative research approach presupposes the existence of a universal objective reality across situations and sticks to objective reality (Newman & Benz, 1998). Hence, when analyzing how marketing mix strategy dimensions affect electronic banking usage, the researcher employed a quantitative research strategy (quantitative method for structured questionnaires) to demonstrate the relationships between factors of the study. This researcher's assertion is supported by (Alen, 2008) that quantitative research approach is preferable when the research aimed to examine the effects of one variable on the other. Hence, quantitative approach is used in the study to demonstrating the relationship dimensions of sales promotion strategies and customer purchase decision. It is also helpful to anticipate which independent variable has positive or negative effect on purchase decision of textile product customers in KAT Plc.

3.2. Research Design of the Study

A research design, according to (Orodho, 2000), is a strategy, blueprint, or scheme utilized to come up with solutions to the research challenges. A research design may be thought of as a set of guidelines for data gathering and analysis that seeks to balance relevance with the study goal. It was the conceptual framework used to perform the investigation. It serves as the guide for data gathering, measurement, and analysis (Kothari, 2003). And also as (Kothari, 2004) research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data. There are three types of research design, namely; exploratory, descriptive, and explanatory.

By taking the research objectives and nature of the study into consideration, descriptive and explanatory research designs are used. As stated by Kothari (2004), descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual, or of a group. Hence, in this study, it tried to describe the demographic and general information of the respondents and enterprise.

Whereas, as suggested by Kumar (2011), explanatory studies clarify the relationship between two aspects of a situation or phenomena. Therefore, in this study the explanatory research design is applied since it examines the effect of the predictors (sales promotion strategies) on the dependent variable (purchase decision). The study used mainly a cross-sectional research survey in which the collection of information from the respondents at a single point in time.

3.3. Population and Sampling Design

3.3.1. Population

A population can be defined as all people or items (unit of analysis) with the characteristics that one wishes to study. The unit of analysis may be a person, individual, organization, country, object, or any other entity that researchers wish to draw scientific inferences about (Kelley, Clark, Brown, & Sitzia, 2003). Accordingly, the target population of the study was the customers of KAT Plc textile factory in Addis Ababa.

The target population of this study was therefore, constitutes KAT consumers in Addis Ababa. For this study the population is infinite, so to determine the sample the researcher applied non probabilistic sampling method using convenient sampling technique.

3.3.2. Sampling Design and technique

Thus, the researcher applied a non-probabilistic sampling method using convenient sampling technique. Convenience sampling is defined as a method adopted by researchers where they collect market research data from a conveniently available pool of respondents. It is the most commonly used sampling technique as it's incredibly prompt, uncomplicated, and economical. In many cases, members are readily approachable to be a part of the sample. Thus, the sample element is selected based on convenience to be a respondent and proximity to the researcher. Because of the infinite nature, and homogeneity of the population a formula propounded by Cochran (1963) was used to determine the size as follows.

$$n_0 = \frac{Z^2 pq}{e^2}$$

Where:

n0 = sample size,

Z is the value of the normal curve that cuts off an area α at the tails (1 - α equals the desired confidence level, e.g., 90%). Due to the similarity of the population members for the inquiry, this confidence level with accompanying margin of error is chosen to draw a sufficient sample size.

e = the desired level of precision,

p = the estimated proportion of an attribute that is present in the population, and

q = 1-p.

Therefore, the customer's sample size for the study at 90% confidence level and 10% precision is denoted by; Z = 1.645, p = (0.5 maximum variability assumed) since actual variability in the proportion is not known), q = 0.5. e = 0.1

Therefore, the sample size for the customers become

Sample size = $(1.645)^2 (0.5)^2 / (0.1)^2 = 97$

For data gathering purpose questioner was more convenient for this study. Questionnaire is one the main instrument which is used to gather relevant information from respondents in a written form. In this study the respondents will be the customers KAT Plc. in Addis Ababa. It is convenient to secure reliable and adequate factual information opinions and attitudes in structural framework from a large number of respondents at a low unit cost (Seyoum and Ayalew, 1989). Thus, this study employed questionnaire, which is closed ended. Variables in the research questionnaire were a hybrid of mostly adapted from different researchers.

3.4. Data Type and Source

Primary data source is used to conduct the study. Primary data sources used in this study consisted of structured self-administered questionnaire. The questionnaire was administrated to 384 KAT customers in Addis Ababa focusing the textile firm in order to examine the effect of sales promotion mix strategies on customers purchase decision. The main reason why questionnaire was the only source of data in this study is that because the repressor's or independent variables and dependent variables are in ordinal level of measurement scale.

3.5. Methods of Data Collection

A questionnaire is a research instrument consisting of a set of questions (items) intended to capture responses from respondents in a standardized manner (Sauders et.al, 2011). The study depends on primary data collected through self-administrated questionnaire.

The main technique employed in this study was questionnaire (closed-ended). The reason for constituting the questionnaire was to reduce variability in the meanings possessed by the questions as a way of ensuring similarity of responses. Concerning the instruments, closed-ended questions in Likert-scale format are adopted from previous studies and distributed to 384 participants. The questionnaire was designed and structured in to three sections; the first section was about the demographic data of the respondents, and in the second section respondents are required to provide an answer as to their perception sales promotion strategies, and in the third section respondents asked about customer purchase decision.

3.6. Measurements

Sales promotion mix strategy was measured by six elements (i.e., product bundling, price discounting, advertising, limited time offer, buy one get one free, and influencer marketing) as indicated in the table below. This survey followed a five-point likert scale for each question ranging from strongly disagrees to strongly agree. The scale is coded from 1 to 5, 1- representing strongly disagree, 2 – disagree, 3- neutral, 4- agree and 5 strongly agree''.

Table 3. 1: Measurements

Sales Promotion Mix	Adoption source
1. **Product Bundling**	Stremersch, S., & Tellis, G. J. (2002)
2. **Discount**	DelVecchio, D., et.al., 2007)
3. **Advertising**	(Kotler, P., & Keller, K. L., 2016)
4. **Limited Time Offer**	(Aggarwal, P., Jun, S. Y., & Huh, J. H., 2011)
5. **Buy One Get One Free**	(Chandon, P. et. al., 2000).
6. **Influencer Marketing**	(Lou, C., & Yuan, S., 2019)

3.7. Model Specification

The equation of regressions on this study is generally built based two sets of variables, namely dependent variable (customer purchase decision) and independent variables sales promotion strategies (product bundling, advertising, discounting, limited time offer, buy one get one free, and, influencers marketing). The basic objective of using regression equation on this study is to make the study more effective at describing, understanding and predicting the stated variables.

$$Yi = \beta0 + \beta1X1 + \beta2X2 + \beta3\ X3 + \beta4X4 + \beta4X5 + \beta4X6 + \mathcal{E}$$

Where: Y is the outcome or dependent variable (i.e., customer purchase decision)

X1 = Product bundling

X2 = Price discount

X3 = Advertising

X4 = Limited time offer

X 5 = Buy one get one free

X6 = Influencer marketing

B0, β1, β2, β3, β4, β5, and β6 are the coefficients associated with each independent variable which measures the change in the mean value of Y, per unit change in their respective independent variables.

3.8. Validity and Reliability of Data

Cronbach's alpha is a measure of internal consistency, i.e., how closely related a set of items are as a group (Cronbach, 1951). It is considered to be a measure of scale reliability. The reliability of internal consistency most of the time is measured based on the Cronbach's alpha value. The acceptable value of Cronbach's alpha for social science research studies depends on the type of research and the number of items in the scale. Generally, a Cronbach's alpha value of 0.70 or higher is considered acceptable for research studies in social sciences. However, some researchers argue that a value of 0.60 or higher is also acceptable in certain situations.

According to George and Mallery (2003), a Cronbach's alpha value between 0.70 and 0.95 is considered good, while a value below 0.60 is considered poor. However, they also note that the acceptable range may vary depending on the purpose of the study and the number of items in the scale. It is important to note that Cronbach's alpha should not be used as the sole indicator of reliability in research studies. Other factors such as test-retest reliability and inter-rater reliability should also be considered.

3.9. Method of Data Analysis

The primary data were collected through self-administrated questionnaire, and analyzed using both descriptive and inferential method of data analysis. In order to do so, Statistical Package for Social Sciences (SPSS) software version 20 is used. In order to test the reliability and validity of the instrument, and Cronbach's alpha value is tested, as follows

Table 3. 2. Reliability analysis

Reliability Statistics		
Variable	N of Items	Cronbach's Alpha
Product bundling	7	.670
Discount	7	.797
Advertisement	7	.812
Limited time offer	7	.839
Buy one get one free	7	.847
Influencer marketing	7	.713
Customer purchase decision	6	.842

Source own survey result, (2024)

Results indicate that all variables exhibit acceptable reliability, with Cronbach's Alpha values above the minimum threshold of 0.6. Specifically, Buy One Get One Free promotions and Limited Time Offer strategies demonstrated the highest reliability with alpha values of 0.847 and 0.839, respectively, indicating strong consistency in the responses. Similarly, Advertisement (0.812) and Customer Purchase Decision (0.842) also show high reliability, reflecting well-defined and consistent measures. Discount (0.797) and Influencer Marketing (0.713) demonstrate good reliability, while Product Bundling (0.670) has an acceptable level of internal consistency. These results confirm that the measurement items used in the study are reliable for evaluating the promotional strategies and their impact on customer purchase decisions.

Descriptive statistics such as mean, and standard deviation are used mainly to organize and summarize the demographic data of the respondents and to carry out the descriptive analysis.

Whereas, inferential statistics go beyond the description of a specific observation to make inferences about the larger population from which the sample will be drawn. It issued for testing hypothesis and investigating research objectives. In this study, different types of inferential statistics were employed. Thus, the Pearson Correlation is used to explore the relationship between dependent variable and independent variables. Likewise, to measure the magnitude of the effect of independent variables on

dependent variables the study applied multiple regression analysis. At the end, the quantitative data are presented in the form of tables, graphs, and charts as desired so as to make all the data readable and understandable.

3.10. Ethical Considerations

The main role of human participants in research is to serve as sources of data. Researchers have a duty to 'protect the life, health, dignity, integrity, right to self-determination, privacy and confidentiality of personal information of research subjects (Helsinki, 2013).

In the context of research, ethics is defined as the appropriateness of the researcher's behavior in relation to the rights of the participants or subjects of the research work (Saunders, Lewis, &Thornhill, 2009). Therefore, this study is governed by the general rules of research ethics in such a way that, the respondents were requested to provide information on voluntary basis. Prior communication about the purpose of the study was highlighted, and confidentiality of the information is guaranteed. Furthermore, attempts were made to bring clarity in the questionnaire to best fit with the industry context. Lastly, the questionnaires were distributed only to voluntary participants.

In considering the above principles official letter was written from the Students Support Service office of SMU to KAT Plc. The purpose of the study is explained to the study subjects. The study subjects had been told that the information they provided keep confidential and that their identities is not be revealed in association with the information they provided. Informed consent is secured from each participant. The respondents' privacy and their responses was not individually analyzed and included in the report.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1. Response Rate

As the research is aimed to study the effect of promotional strategies on customer purchase decision in KAT Plc. The target of the study was customers of the firm, so they were focus of the data analysis and the interpretation section of this chapter. The data for both descriptive and inferential analysis was collected through questionnaire, which were then distributed and gathered. Ninety five of the 97 questionnaires that were sent to the respondents were correctly filled out and returned. This demonstrated that there was a 98% response rate, which was made possible by the researchers' ongoing follow-up and the respondents' significant level of concern. The following section as presented states the descriptive and inferential analysis results of the study for each section of the questionnaire respectively.

4.2. Demographic information of the respondents

Table 4. 1: Demographic characteristics of respondents

Variable	Value	Frequency	Percent
Gender	Male	61	64
	Female	34	36
	Total	95	100
Age	25 - 34 years	41	43
	35 - 44 years	40	42
	More than 44	14	15
	Total	95	100
Educational level	High School Diploma	7	7
	BA	29	31
	MA	16	17
	PhD	43	45
	Total	95	100
Income level	Less than 5000Br.	2	2
	5000 - 9999Br.	14	15
	10000 - 14, 999Br.	32	34
	15000Br. and above	47	49
	Total	95	100

Source: Own survey result, (2024)

The demographic table summarizes the characteristics of the sample population in a study examining the effect of promotional strategies on customers' purchase decisions.

In terms of gender, the majority of respondents are male, with 61 (64%), while females comprise 34(36%), out of a total of 95 participants.

For age distribution, 43% of respondents fall within the 25-34 age range, 40 (42%) are aged 35-44 years, and 14(15%) are over 44 years old.

Regarding educational level, respondents are highly educated, with nearly half holding a PhD 43(45%). Bachelor's degree holders make up 29 (31%), while 16 (17%) have a Master's degree. Only a small portion of the respondents 7(7%) have a High School Diploma.

Income levels vary, with the largest group 47(49%) earning 15,000 Br. or more. Another 32 (34%) earn between 10,000 and 14,999 Br. Respondents with incomes between 5,000 and 9,999 Br., make up 14 (15%), and only 2% report earning less than 5,000 Br.

Overall, this demographic breakdown highlights a diverse but predominantly male, well-educated, and higher-income group within the study's sample population.

4.3. Descriptive Analysis

According to Scott 1999 explained for Likert scale data from 1 (Strongly disagree) to 5 (Strongly agree) if the sample is approximately normally distributed the interpretation should be intended for mean up to 2.8 is Disagree, mean between 2.9 and 3.2 is Neutral, and mean above 3.21 is Agree. Therefore, the decision of each variable statistics is done based on these criteria. In the process of analyzing of the data, standard deviation was used. Small standard deviations (relative to the value of the mean itself) indicate that data are close to the mean whereas a large standard deviation (relative to the mean) indicates that the data points are distant from the mean. The mean is a poor fit of the data. Standard deviation is a measure of how well the mean represents the data. All of the variables were measured using a five-point Likert scale where 1 stand for strongly disagree and 5 stands of for strongly agree. Therefore, the interpretation made using the mean of each variable, as a matter of fact the mean falls between the two ranges, hence if the mean approaches to 1 the interpretation would be the respondents disagree on the raised issue or variable and if it approaches to 5 the reverse would be true

Table 4. 2: Respondents perception toward product bundling

Statements	Mean	Std. Deviation
1. I am more likely to purchase products when they are offered in a bundle rather than individually.	2.03	1.284
2. Product bundling makes me feel like I am getting better value for my money.	2.34	1.699
3. I prefer buying product bundles because it saves me time in making purchase decisions.	4.21	.862
4. The convenience of bundled products influences my decision to purchase.	3.99	.962
5. I am attracted to product bundles that include complementary items.	3.87	1.024
6. Product bundling encourages me to try new products that I would not normally purchase.	3.86	.985
7. I feel satisfied with my purchase when I buy bundled products.	3.80	.996
Grand mean	**3.44**	

Source: own survey result, (2024)

The table presents descriptive statistics (mean and standard deviation) for seven statements related to consumer attitudes toward product bundling. The first item, I am more likely to purchase products when they are offered in a bundle rather than individually, has a mean of 2.03 with a standard deviation of 1.284, indicating a relatively low agreement level and notable variation among responses. The second statement, Product bundling makes me feel like I am getting better value for my money, shows a slightly higher mean of 2.34 and a higher standard deviation of 1.699, suggesting moderate agreement with considerable variability.

In contrast, statement three, I prefer buying product bundles because it saves me time in making purchase decisions, has a high mean of 4.21 and a low standard deviation of 0.862, reflecting strong agreement and low variability. Similarly, statement four, The convenience of bundled products influences my decision to purchase, has a mean of 3.99 and a standard deviation of 0.962, indicating high agreement with slightly more variability.

The fifth item, I am attracted to product bundles that include complementary items, also shows strong agreement, with a mean of 3.87 and a standard deviation of 1.024. Statement six, Product bundling encourages me to try new products that I would not normally purchase, has a mean of 3.86 and a standard deviation of 0.985, indicating a similar level of agreement. Finally, the seventh item, I feel

satisfied with my purchase when I buy bundled products, has a mean of 3.80 and a standard deviation of 0.996, showing generally positive satisfaction with moderate variability.

Table 4. 3:Respondents perception toward discount

Statements	Mean	Std. Deviation
1. I am more inclined to buy a product when it is offered at a discount.	3.62	1.012
2. Discounts make products more affordable for me.	3.42	1.208
3. Seeing a product on discount increases my perception of the product's value.	3.18	1.185
4. I feel a sense of urgency to buy products when they are on discount.	3.62	1.074
5. I am likely to purchase more than I initially planned when I see discounted prices.	3.57	1.017
6. Discounts make me feel like I am getting a good deal.	3.46	1.109
7. I often compare discount offers before making a purchase decision.	3.33	1.143
Grand mean	**3.45**	

Source: Own survey result; (2024)

As table provides the first item, I am more inclined to buy a product when it is offered at a discount, has a mean of 3.62 and a standard deviation of 1.012, indicating a relatively high inclination towards discounted products with moderate variability. The second statement, Discounts make products more affordable for me, shows a mean of 3.42 and a slightly higher standard deviation of 1.208, reflecting positive agreement with some variability.

The third item, seeing a product on discount increases my perception of the product's value, has a lower mean of 3.18 and a standard deviation of 1.185, suggesting a more neutral perception of value increase with some variation among responses. Statement four, I feel a sense of urgency to buy products when they are on discount, also has a mean of 3.62 but a slightly higher standard deviation of 1.074, indicating a strong sense of urgency with moderate variation.

The fifth item, I am likely to purchase more than I initially planned when I see discounted prices, has a mean of 3.57 and a standard deviation of 1.017, showing a high tendency to increase purchase quantity with moderate variability. The sixth statement, Discounts make me feel like I am getting a good deal, has a mean of 3.46 and a standard deviation of 1.109, indicating a positive feeling of getting a good deal with some variability.

Finally, the seventh item, I often compare discount offers before making a purchase decision, has a mean of 3.33 and a standard deviation of 1.143, reflecting a tendency to compare discounts with moderate variation. Overall, the responses indicate generally positive attitudes toward discounts, with some variability across different aspects.

Table 4. 4: Respondents perception toward advertisement

Statements	Mean	Std. Deviation
1. I am more likely to purchase a product after seeing an advertisement for it.	3.37	1.140
2. Advertisements influence my perception of a product's quality.	3.61	1.094
3. I trust the information provided in advertisements.	3.21	1.081
4. Advertising increases my awareness of product options.	3.54	1.311
5. I am more likely to purchase from brands that advertise frequently.	3.97	1.153
6. Effective advertisements influence my emotional connection to a brand.	3.79	1.157
7. I often discuss advertisements with friends or family before making a purchase.	3.67	1.180

Source: Own survey result, (2024)

As the table revealed, the first item, I am more likely to purchase a product after seeing an advertisement for it, has a mean of 3.37 with a standard deviation of 1.140, suggesting a moderate likelihood to purchase following advertisement exposure with some variability. The second item, Advertisements influence my perception of a product's quality, shows a higher mean of 3.61 and a standard deviation of 1.094, indicating a stronger agreement regarding the impact of ads on perceived product quality.

The third statement, I trust the information provided in advertisements, has a mean of 3.21 and a standard deviation of 1.081, reflecting relatively neutral trust in advertisement content with moderate variability. Advertising increases my awareness of product options has a mean of 3.54 and a higher

standard deviation of 1.311, suggesting increased awareness due to ads, though responses vary considerably.

For the fifth item, I am more likely to purchase from brands that advertise frequently, the mean is relatively high at 3.97, with a standard deviation of 1.153, showing strong agreement with moderate variability. The sixth statement, Effective advertisements influence my emotional connection to a brand, has a mean of 3.79 and a standard deviation of 1.157, indicating a notable emotional impact of effective advertising.

Finally, the seventh item, I often discuss advertisements with friends or family before making a purchase, has a mean of 3.67 and a standard deviation of 1.180, suggesting that discussions about ads are relatively common, with some variation in responses. Overall, these results highlight the substantial influence of advertisements on consumer awareness, brand perception, and purchase likelihood.

Table 4. 5:Respondents perception toward limited time offer

Statements	Mean	Std. Deviation
1. Limited time offers make me feel like I need to make a quick decision to purchase.	3.67	1.106
2. I feel a sense of urgency when I see a limited-tie offer.	3.49	1.157
3. Limited time offers create a fear of missing out on a good deal.	3.22	1.178
4. I am more likely to buy a product if a limited time offer is available.	3.61	1.123
5. Limited time offers make a product more appealing to me.	3.49	1.193
6. I often make impulse purchases when I see limited time offers.	3.51	1.157
7. Limited time offers enhance the perceived value of a product.	3.53	1.175
Grand mean	**3.5**	

Source Own survey result, (2024)

From the above table 4.5 the highest mean score is 3.67 for the item Limited time offers make me feel like I need to make a quick decision to purchase, indicating that respondents generally feel pressured to make rapid purchase decisions when encountering limited-time offers. The standard deviation of 1.106 suggests a moderate level of agreement among respondents.

Urgency: The statement I feel a sense of urgency when I see a limited-time offer has a mean of 3.49 and a standard deviation of 1.157. This result shows that limited-time offers often evoke urgency, though there is some variability in responses.

Fear of Missing Out (FOMO): The item Limited time offers create a fear of missing out on a good deal has a mean of 3.22, the lowest among the items, with a standard deviation of 1.178. This suggests that while FOMO is present, it is not as strongly felt as the urgency or pressure to make quick decisions.

Likelihood to Purchase: The statement I am more likely to buy a product if a limited time offer is available has a mean score of 3.61 and a standard deviation of 1.123. This indicates a relatively strong tendency to purchase when limited-time offers are present, with a moderate agreement level among participants.

Appeal of Products: The item Limited time offers make a product more appealing to me has a mean of 3.49 and the highest standard deviation (1.193), indicating that limited-time offers increase product appeal but with a higher level of variation in responses.

Impulse Purchases: For the statement I often make impulse purchases when I see limited time offers, the mean is 3.51 with a standard deviation of 1.157. This result suggests that limited-time offers encourage impulse purchases among respondents.

Perceived Value: The item Limited time offers enhance the perceived value of a product has a mean of 3.53 and a standard deviation of 1.175, showing that respondents generally perceive products with limited-time offers as more valuable, though there is some variability in this perception.

Overall, the data suggests that limited-time offers significantly influence consumer behavior, especially in terms of urgency, perceived product value, and the likelihood of impulse purchases. The standard deviations indicate moderate variability, showing that while these effects are generally felt, individual responses differ to some extent.

Table 4. 6: Respondents perception toward buy two get one free

Statements	Mean	Std. Deviation
1. Buy one get one free offers make me more likely to purchase a product.	3.91	.935
2. I perceive buy one get one free offers as providing better value than regular discounts.	3.78	.980
3. I am more likely to buy a product I don't need when it is offered as buy one get one free.	3.67	1.036
4. BOGO offers influence my brand preference.	3.61	1.055
5. Buy one get one free offers encourage me to stock up on products.	3.91	.888
6. I associate BOGO offers with high-quality products.	3.85	1.130
7. BOGO promotions increase my overall satisfaction with my purchase.	3.94	.920
Grand mean	**3.81**	

Source Own survey result, (2024)

The descriptive statistics highlight consumer attitudes toward Buy One Get One Free (BOGO) offers across seven items. Respondents show a strong likelihood to purchase products with BOGO offers (mean = 3.91, SD = 0.935) and perceive such offers as providing better value than regular discounts (mean = 3.78, SD = 0.980). There is a moderate agreement on the tendency to purchase unnecessary products due to BOGO promotions (mean = 3.67, SD = 1.036) and the influence of these offers on brand preference (mean = 3.61, SD = 1.055), indicating some variability in responses. BOGO offers are particularly effective in encouraging stockpiling (mean = 3.91, SD = 0.888) and are often associated with high-quality products (mean = 3.85, SD = 1.130), though perceptions of quality show greater variability. Additionally, BOGO promotions significantly enhance overall satisfaction with purchases (mean = 3.94, SD = 0.920).

Overall, the findings suggest that consumers generally view BOGO offers favorably; associating them with value, quality, and satisfaction, while also recognizing their potential to influence purchasing behavior.

Table 4. 7: Respondents perception toward influencer marketing

Statements	N	Mean	Std. Deviation
1. I am more likely to buy a product recommended by a social media influencer I trust.	95	3.65	1.070
2. Influencer endorsements make a product more attractive to me.	95	4.08	1.098
3. I perceive products recommended by influencers as more credible.	95	3.87	1.205
4. I follow the purchasing behavior of influencers when making my own purchasing decisions.	95	3.57	1.145
5. I feel more connected to brands that are promoted by influencers I follow.	95	3.41	1.225
6. The popularity of an influencer affects my likelihood of purchasing their recommended products.	95	3.56	1.155
7. I am more likely to try new products when they are promoted by influencers.	95	3.53	1.147
Grand mean		**3.66**	

Source Own survey result, (2024)

The above descriptive statistics table provide insights into consumer attitudes toward social media influencer recommendations for purchasing KAT textile products. Respondents generally show a favorable inclination toward purchasing products recommended by trusted influencers (mean = 3.65, SD = 1.070) and find influencer endorsements appealing (mean = 4.08, SD = 1.098). Hence, Products recommended by influencers are perceived as credible (mean = 3.87, SD = 1.205), while influencer purchasing behavior moderately impacts consumer decisions (mean = 3.57, SD = 1.145). A slightly lower agreement is observed for feeling connected to brands promoted by influencers (mean = 3.41, SD = 1.225).

The popularity of an influencer (mean = 3.56, SD = 1.155) and their promotion of new products (mean = 3.53, SD = 1.147) also moderately influence purchase decisions. Overall, the findings suggest that influencer endorsements significantly shape perceptions and behaviors, though variability in responses indicates differing levels of impact across individuals.

Overall, the findings suggest that consumers generally view BOGO offers favorably, associating them with value, quality, and satisfaction, while also recognizing their potential to influence purchasing behavior.

4.4. Association and Effect Analysis

4.4.1. Correlation analysis between customer purchase decision and Promotion mix strategies
To determine the existence and level of association, the study used bivariate correlation from which Pearson's correlation coefficient is considered. Pearson's correlation coefficient falls between -1.0 and +1.0, indicates the strength and direction of association between the two variables (Field, 2005). The Pearson's correlation coefficient (r) was used to conduct the correlation analysis to find the level and direction of the relationships between the dependent and independent variables. It was also used to rank the variables that have the strongest associations with employee performance. Correlations of 0.30 are regarded to mention worthy (Cohen, 1988). High correlation coefficients illustrate higher level of association between the variables i.e., dependent and independent. According to Cohen (1988), the value of Pearson's correlation is divided into three areas. A correlation coefficient between 0.10 and 0.29 will indicate a weak correlation, a correlation coefficient between 0.30 and 0.49 will indicate a medium correlation, and a correlation coefficient between 0.50 and 1.0 will indicate a strong correlation.

The bivariate correlation of a two-tailed test confirms the presence of statistically significant difference at probability level $p < 0.05$ i.e., assuming 95% confidence interval on statistical analysis.

Table 4. 8: Correlational analysis

		Customer purchase decision	Product bundle	Discount	Limited time offer	Buy two get one free	Influncer marketing	Advertising
Correlations								
Customer purchase decision	Pearson Correlation	1						
	Sig. (2-tailed)							
Product bundle	Pearson Correlation	.462**	1					
	Sig. (2-tailed)	.000						
Discount	Pearson Correlation	.532**	.466**	1				
	Sig. (2-tailed)	.000	.000					
Limited time offer	Pearson Correlation	.682**	.449**	.669**	1			
	Sig. (2-tailed)	.000	.000	.000				
Buy two get one free	Pearson Correlation	.576**	.539**	.584**	.539**	1		
	Sig. (2-tailed)	.000	.000	.000	.000			
Influncer marketing	Pearson Correlation	.403**	.382**	.394**	.335**	.448**	1	
	Sig. (2-tailed)	.000	.000	.000	.001	.000		
Advertising	Pearson Correlation	.073	.270**	.312**	.194	.221*	.481**	1
	Sig. (2-tailed)	.484	.008	.002	.060	.032	.000	

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Source: own survey result (2024)

Table 4.8 revealed the association between Customer Purchase Decision and various factors using the Pearson correlation coefficient. Hence, based on the findings;

The Pearson correlation coefficient between customer purchase decision and product bundle is 0.462, which is statistically significant at the 0.01 level (p = .000). This indicates a moderate positive relationship, meaning that as product bundling increases, customer purchase decision tends to increase.

The correlation between customer purchase decision and discount is 0.532, also significant at the 0.01 level (p = .000). This suggests a moderate positive relationship, indicating that discounts positively influence customer purchase decisions.

Customer purchase decision and advertising have a correlation coefficient of 0.073, which is not statistically significant (p = .484). This suggests that there is no meaningful relationship between advertising and customer purchase decision in this dataset.

The correlation coefficient between customer purchase decision and limited time offer is 0.682, significant at the 0.01 level (p = .000). This shows a strong positive relationship, indicating that limited time offers strongly associated with customer purchase decisions.

The correlation coefficient between customer purchase decision and buy two get one free promotions is 0.576, significant at the 0.01 level (p = .000). This indicates a moderate to strong positive relationship, suggesting that buy two get one free offers have a positive influence on purchase decisions.

The correlation been customer purchase decision and influencer marketing is 0.403, significant at the 0.01 level (p = .000). This indicates a moderate positive relationship, suggesting that influencer marketing positively impacts customer purchase decisions.

In summary, Limited Time Offer has the strongest positive correlation with customer purchase decision (0.682), followed by Buy Two Get One Free (0.576) and Discount (0.532). Advertising, however, shows no significant correlation with customer purchase decisions.

4.4.2. Assumption test in multiple liner regression

Table 4. 9: Test of multi collinearity

Coefficients [a]			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Product bundle	.642	1.557
	Discount	.455	2.198
	Limited time offer	.508	1.968
	Buy two get one free	.519	1.929

Influencer marketing	.632	1.582
Advertising	.737	1.357
a. Dependent Variable: Customer purchase decision		

When the dependent and each independent variable have a nonlinear connection, multicollinearity is an issue. The VIF test was used among other tests for this study's purposes to determine whether the data had multicollinearity issues. As a consequence, the test results show that the maximum VIF is 2.198, indicating that there was no multicollinearity issue among the explanatory variables, as this issue only occurs when a variable's VIF result is higher than 10.

Test of Heteroscedastic

The issue of heteroskedasticity, which states that the variance between each disturbance or error term should be constant, is the second crucial assumption of ordinary least squares. Although there are various ways to test for heteroscedasticity, the scatter plot was employed in this study. In order to get the result shown above, the researcher plots the standardized residuals, or errors, on the Y axis and the standardized predicted values of the dependent variable based on the model (ZPRED) on the X axis. Because there is no pattern in the residual distribution, there cannot be a heteroscedasticity issue.

Normality test

Undoubtedly one of the most crucial statistical techniques is the normal distribution. A normal distribution with a mean of 0 and a standard deviation of 1 is referred to as a standard normal distribution (Garson, 2012). The sample's variables must have a naturally distributed distribution in order to use multiple regression analysis. Assume the residuals were normally distributed around the zero mean of the histogram and that it had a bell-shaped form. Figure 4.5.1 illustrates how the residuals were normally distributed and adhered to the normal distribution assumption, demonstrating that the findings were normally distributed. Because the findings supported the data's assumed normalcy, it is likely that the inferences made about demographic parameters from survey statistics are accurate. Additionally, the normal likelihood plots were utilized to confirm the assertion of normality, as seen in figure 4.1 of the normal p-plot.

Figure 4. 1: Histogram
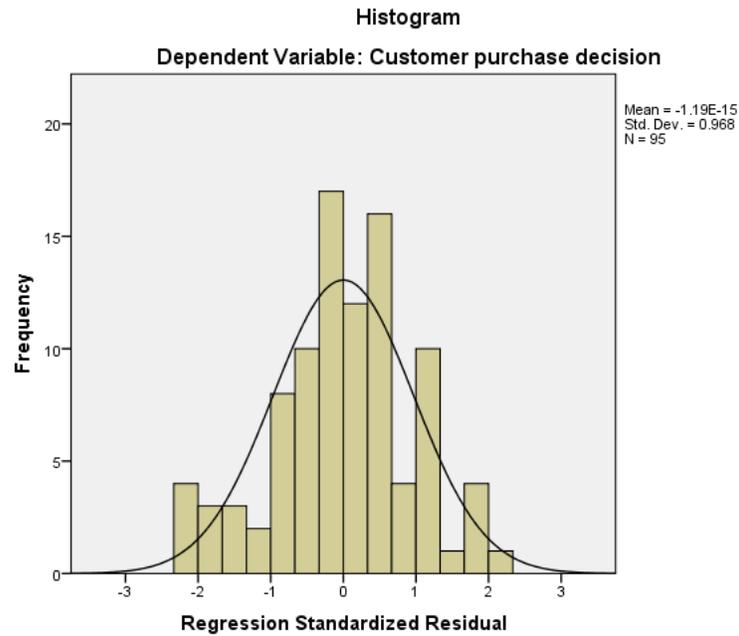
Source: own survey result, (2024)

Test of Heteroscedastic

The issue of heteroskedasticity, which states that the variance between each disturbance or error term should be constant, is the second crucial assumption of ordinary least squares. Although there are various ways to test for heteroscedasticity, the scatter plot was employed in this study. In order to get the result shown above, the researcher plots the standardized residuals, or errors, on the Y axis and the standardized predicted values of the dependent variable based on the model (ZPRED) on the X axis. Because there is no pattern in the residual distribution, there cannot be a heteroscedasticity issue.

Figure 4. 2: P-p plot
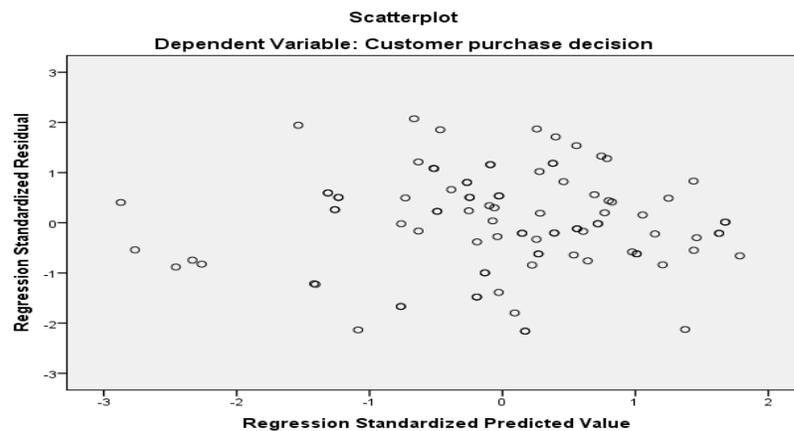
Test of Linearity

A visual tool that can be used to determine if a data set is normally distributed is the normal probability plot (Chambers et al., 1983). We may use it to assess the probability plot and gauge how well the data points correspond to the fitted distribution line. If the proposed theoretical distribution fits well, the points fall nearly along the straight line. The dots create an almost straight line as the data is presented in comparison to a hypothetical normal distribution. A departure from normality is shown by deviations from this straight line.

The preceding graphic clearly indicates that the normal probability plot has a significantly linear structure. There are very minor differences between the line fit and the probability plot points. For this data, the normal distribution looks to be a viable model. The probability plot displays a significantly linear trend. As a result, the residuals' normal probability plot indicates that the error terms are indeed normally distributed.

4.5. Effect Analysis

Multiple linear regression was used to establish the relationship between the independent variables (product bundle, discount, advertisement, buy one get one free, influencer marketing, and limited time offer) and customer purchase decision (the dependent variable) at KAT Plc. The analysis used the Statistical Package for Social Sciences (SPSS) version 23 to compute the measurements of the multiple regressions for the study. The goal of this analysis was to determine the magnitude to which employee performance is affected by independent variables by considering the R square value, beta coefficient, and P-value for the significance of the relation.

4.5.1. Model Summary

The overall results of the subject study are as shown in the table below

Table 4. 10: Model summary

Model Summary[b]								
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2	Sig. F Change
1	.755[a]	.570	.541	.51912	.570	19.470	6	88	.000
a. Predictors: (Constant), Advertising, Limited time offer, Product bundle, Influencer marketing, Buy two get one free, Discount								
b. Dependent Variable: Customer purchase decision								

Source: Own survey result (2024)

The table provided displays the model summary for a multiple regression analysis, where the dependent variable is Customer purchase decision. The multiple correlation coefficient, R = 0.755, suggests a strong positive correlation between the predictors (Advertising, Limited time offer, Product bundle, Influencer marketing, Buy two get one free, and Discount) and the dependent variable, Customer purchase decision.

R Square (0.570) indicates that approximately 57% of the variance in customer purchase decisions can be explained by the combined effect of these predictors. This is a relatively high proportion, showing that the model has a good explanatory power.

Adjusted R Square = 0.541 is slightly lower than R Square, which accounts for the number of predictors in the model. This adjusted value suggests that even with the complexity of the model (six predictors), the model remains a strong fit, explaining about 54.1% of the variance in the dependent variable.

The F Change = 19.470 and a Significance = 0.000 indicates that the model as a whole is statistically significant. This means that there is a very low probability (less than 0.1%) that this result is due to random chance, supporting the effectiveness of the predictors in explaining customer purchase decisions.

4.5.2. Analysis of Variance (ANOVA)

Table 4. 11: Analysis of variance

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	31.482	6	5.247	19.470	.000[b]
Residual	23.715	88	.269		
Total	55.197	94			
a. Dependent Variable: Customer purchase decision					
b. Predictors: (Constant), Advertising, Limited time offer, Product bundle, Influencer marketing, Buy two get one free, Discount					

Source own survey result (2024)

ANOVA statistics were also used in the study to determine the regression model's goodness of fit. ANOVA is a statistical method for data analysis that is used to identify whether or not there are any significant differences between two or more groups or samples at a specific level of probability, according to Mugenda & Mugenda (2003). If the F-values of the regression coefficient associated with an independent variable are higher than the threshold F-values, that independent variable is said to be a significant predictor of the dependent variable.

According to the above ANOVA table supports the conclusion the model with these predictors significantly explains the variance in customer purchase decisions, indicating that factors like advertising and promotional offers have a meaningful impact on purchasing behavior.

Table 4. 12: Coefficient of determination

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.514	.403		1.274	.206
	Product bundle	.122	.104	.102	1.169	.246
	Discount	.034	.111	.031	.303	.763
	Limited time offer	.455	.093	.480	4.900	.000
	Buy two get one free	.227	.110	.199	2.056	.043
	Influencer marketing	.233	.105	.195	2.218	.029
	Advertising	.205	.085	.195	2.402	.018

Source: Own survey result (2024)

$$Y = 0.455X1 + 0.227X2 + 0.223X3 + 0.205X4$$

Where Y= Customer purchase decision

X1= Limited time offer

X2= BOGO

X3= Influencer marketing

X4= Advertising

Customer purchase decision was the dependent variable in a regression analysis with promotional mix strategy sub-dimensions serving as the explanatory factors. The results are shown in table 4.12. This model's explanatory power is 57%. The F- statistic for the regression is 19.470. The null hypothesis that all of the slope parameters are collectively zero is tested using F-statistics. The p-value of zero that is associated with the test statistic in the above indicates that this null hypothesis should be rejected even at the 1% level of significance.

Variables limited time offer, buy two get one free, working with influencers, and advertising (influencer marketing), had a statistically significant impact on the purchase decision of customers at KAT textile

firm. However, product bundling, and discount had no statistically significant   on the customers purchase decision.

4.6. Discussion of the Regression Results

The ultimate objective of the research is to examine the effect of promotional strategies on customer purchase decision in the case of KAT Plc. The regression result shows that there is a strong positive and negative impact of business communication on employee performance. The study's hypothesis testing was made based on coefficients (B) and probability values (P). The values of the unstandardized beta coefficients indicate the effects of each independent variable on the dependent variable. Furthermore, the values of the unstandardized beta coefficients in the Beta column of table 4.12 above indicate which independent variable makes the strongest contribution to explaining the dependent variable (customer purchase decision); when the variance explained by all other independent variables in the model is controlled. Hence using those coefficient results, the proposed hypotheses for this study were tested as follows.

H₁: There is a positive and significant effect of product bundling on customers purchasing decision in KAT Plc.

The regression analysis revealed that customer purchase is insignificantly impacted by product bundling (β = 0.122, p = 0.246). As a result, the study does disprove the research hypothesis and this is against previous research findings, aligning with recent observations that such strategies may have limited effectiveness in saturated or highly competitive markets (Chopra et al., 2023). The results emphasize the importance of designing targeted and innovative promotional campaigns. All in all, the study underscores the role of urgency-driven strategies.

H₂: Discounting has positive and significant effect on customers purchasing decision in KAT Plc.

Similarly, that customer purchase of customers is insignificantly impacted by discounting as p value of the regression coefficient is greater than the threshold value (β = 0.034, p = 0.763). As a result, the study does disproved the research hypothesis as p values is greater than the threshold value and this is against previous research findings, aligning with recent observations that such strategies may have limited effectiveness in saturated or highly competitive markets (Chopra et al., 2023). The results emphasize the importance of designing targeted and innovative promotional campaigns. And also, support a result with Kumar and Rajan (2021) which found that offering discounts can significantly impact consumer purchase decisions, especially when communicated effectively. All in all, the study underscores the role of urgency-driven strategies like discounting.

H_3: Advertising has a significant positive effect on customers purchasing decision in KAT Plc.

A**dvertising** shows a significant **positive** effect on purchasing decision of customers with (β= 0.195, p = 0.018). Thus the researcher accept the hypothesis and the effect of an advertising resulted a 0.195 increment in the purchase decision of KAT Plc., customers keeping all other factors constant which aligns with typical findings in consumer research that often associate advertising with positive brand perception (Smith et al., 2023).

H_4: Limited time offer has a positive significant effect on customers purchasing decision in KAT Plc.

And also, limited**-time offers has a statistically significant effect on purchasing decision of customers** with (β = 0.480, p = 0.001). Therefore, the researcher accept the hypothesis that states limited time offer has a positive significant effect on customers purchasing decision in KAT Plc. And implies that when there is a limited time offer provided by KAT plc. customers purchasing decision will be increased by 0.48 units. Besides, this result aligned with prior research by Aggarwal & Vaidyanathan, (2022) which highlighted the effectiveness of urgency in consumer purchasing decision.

H_5: Buy one get one free positively affects purchasing decision of customers in KAT Plc.

Similarly, **Buy Two Get One Free** (β=0.199\beta = 0.199, p=0.043p = 0.043) and **influencer marketing** (β=0.195\beta = 0.195, p=0.029p = 0.029) demonstrate positive, significant impacts. These results corroborate recent studies, such as those by Sudha and Sheena (2021), emphasizing the persuasive power of social proof and promotional offers in influencing modern consumers. Besides, this result supported a research by Garcia & Martinez (2020) Buy one, get one free: Its impact on purchasing decisions in the textile sector investigates the effectiveness of Buy One, Get One Free (BOGO) promotions on consumer purchasing decisions; suggest that BOGO offers significantly increase purchase quantities but may reduce perceived product quality if overused.

H_6: Influencer marketing has a positive significant effect on customers purchasing decision in KAT Plc.

And, influencer marketing (β=0.195, p = 0.029) demonstrate positive, significant impacts on purchasing decision of customers. Hence, the researcher accepts the hypothesis, and conclude that when influencer marketing increase by one unit it resulted a 0.195 increment in purchasing decision of customers. This result substantiates recent studies, by Sudha and Sheena (2021), emphasizing the persuasive power of social proof and promotional offers in influencing modern consumers.

It can be concluded that sales promotion plays a big role in buying behavior. Some of the variables used in the study, namely discounts, coupons and buy one get one free were found to be having positive

relationship with each other. According to the research of (Salelaw & Singh, 2016), sales promotion is the only tool which generates profits for the company in the short time spam. The research framework used provides a better insight on how the consumer behaves in different situations. It can be recommended that due to the lack of time and pandemic attack, the study requires more input. The fact of the matter is that sample size needs to be increased in future research in order to better study the phenomenon. Besides this, more variables are to be included so that we can study consumer behavior better. Future research is needed to understand the importance of sales promotion.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1. Summary of Major finding

The result of the demographic breakdown highlights a diverse but predominantly male, well-educated, and higher-income group within the customer of KAT Plc.

The results of the descriptive analysis highlights, consumer agreement increases for statements emphasizing convenience, complementary items, and satisfaction.

Consumer attitudes toward product bundling; increases for statements emphasizing convenience complementary items, and satisfaction.

The substantial influence of advertisements on consumer awareness, brand perception, and purchase likelihood.

Similarly, the data suggests that limited-time offers significantly influence consumer behavior, especially in terms of urgency, perceived product value, and the likelihood of impulse purchases. The standard deviations indicate moderate variability, showing that while these effects are generally felt; individual responses differ to some extent.

Besides, influencer endorsements significantly shape perceptions and behaviors, though variability in responses indicates differing levels of impact across individuals.

Finally, consumers generally view BOGO offers favorably; associating them with value, quality, and satisfaction, while also recognizing their potential to influence purchasing decision.

According to a regression analysis, limited-time offers has a statistically significant effect on purchasing decision of customers with (β = 0.480, p = 0.001); Followed by Buy Two Get One Free (β = 0.199, p = 0.043) which demonstrate a positive, and significant impacts.

Similarly, Advertising has a significant positive effect on customers purchasing decision of customers with (β= 0.195, p = 0.018). And, influencer marketing with (β=0.195, p = 0.029) demonstrate positive, significant impacts on purchasing decision of customers.

Differently, product bundling and discounting have no a significant effect on customers on customers purchasing decision in KAT Plc. And these resulted due to small sample size or, possibly due to market saturation or changing consumer preferences.

5.2. Conclusion

As the study aimed to examine the effect of promotional strategies on customer purchase decisions at KAT Plc., it highlights significant insights into consumer behavior and the effectiveness of marketing techniques. Among the promotional strategies examined, limited-time offers emerged as the most impactful, underscoring the power of urgency in driving purchase decisions.

Similarly, Buy Two Get One Free promotions and influencer marketing demonstrated notable positive influences, highlighting the growing importance of value-driven and socially validated marketing approaches. While advertising also showed a significant effect, traditional strategies such as product bundling and discounting did not yield substantial results, possibly due to market saturation or changing consumer preferences.

Overall, the findings suggest that adopting innovative, urgency-driven, and influencer-centric strategies can better align with contemporary consumer expectations. These results underscore the need for companies like KAT Plc. to continually adapt their promotional efforts to stay competitive.

Expanding future research to include broader demographic and exploring additional variables could provide even deeper insights into the evolving dynamics of consumer decision-making.

5.3. Recommendation

From the findings of the study, to maximize the effectiveness of promotional strategies and enhance customer purchase decisions, KAT Plc. should consider the following actions:

- **Leverage Limited-Time Offers**: With limited-time offers showing the strongest impact on purchase decisions, KAT Plc. should prioritize designing urgency-driven campaigns. These could include flash sales, exclusive short-term discounts, or countdown promotions to stimulate immediate purchases.
- **Expand the Use of BOGO Offers**: Buy Two Get One Free promotions significantly influence customer behavior. Expanding such offers, particularly on complementary or seasonal products, can boost sales and customer satisfaction.
- **Invest in Influencer Marketing**: Collaborations with credible and popular influencers who align with KAT Plc.'s brand values can enhance trust and drive sales. Focus on influencers who resonate with the target audience to maximize campaign effectiveness.
- **Optimize Advertising Strategies**: Advertising positively impacts customer perceptions and awareness. The company should invest in creative, consistent, and high-quality advertisements across diverse media platforms to strengthen brand visibility and appeal.

- **Broaden Research and Tailored Strategies**: Expanding the research to include a larger and more diverse sample could provide additional insights into regional or demographic variations in promotional strategy effectiveness. Future studies could also incorporate more variables, such as digital engagement or loyalty programs, to refine marketing efforts.

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APPENDEX: QUESTIONNAIRE

St. Mary's University

School of Business

Department of Business Administration

Questionnaires to be filled out by customers

Dear Respondents, my name is Meaza Girma, an MBA student at St. Mary's University. Currently, I am carrying out research entitled The Effect of sales promotion strategies on customers purchase decision for textile products: the case of Kanoria Africa Textile, Addis Ababa.

Therefore, I kindly, request you to fill the attached questionnaire as truthfully as possible to enable this research to be successful. The information will be used purely for academic research and will be treated as confidential and anonymous. Your support and cooperation are highly appreciated. I hope that you will make the time to contribute.

Meaza Girma
Tel.: +251 919 8792 00
E-mail:Meazagirma810@gmail.com

Thank you in advance for your cooperation!

Section On: Demographic Data

1. Age:

   A, 18-24   B, 25-34   C, 35-44   D, 45+).

2. Gender: A, Male   B, Female

3. Income Level:

   A, <5,000Br.   B, 5,000Br - 9,999Br

   C, 10,000Br - 14,999Br.   D, 15,000Br+

3. Education Level:

   A, High school diploma   B, bachelor's degree,

   C, Master's degree,   C, PhD

SECTION TWO: Measure of Sales Promotion Strategy

Rate the following statements according to how you feel about sales promotion strategies you receive in your current position. Indicate your choice by placing an [√] under your answer choice. Use the following ratings and tick or cross where appropriate 1 - Strongly Disagree 2 -Disagree 3 - Neutral 4 - Agree 5 - Strongly Agree

Items	1	2	3	4	5
Product Bundling					
1. I am more likely to purchase products when they are offered in a bundle rather than individually.					
2. Product bundling makes me feel like I am getting better value for my money.					
3. I prefer buying product bundles because it saves me time in making purchase decisions.					
4. The convenience of bundled products influences my decision to purchase.					
5. I am attracted to product bundles that include complementary items.					
6. Product bundling encourages me to try new products that I would not normally purchase.					
7. I feel satisfied with my purchase when I buy bundled products.					
Discount					
1. I am more inclined to buy a product when it is offered at a discount.					
2. Discounts make products more affordable for me.					
3. Seeing a product on discount increases my perception of the product's value.					
4. I feel a sense of urgency to buy products when they are on discount.					
5. I am likely to purchase more than I initially planned when I see discounted prices.					
6. Discounts make me feel like I am getting a good deal.					
7. I often compare discount offers before making a purchase decision.					
Advertising					
1. I am more likely to purchase a product after seeing an advertisement for it.					
2. Advertisements influence my perception of a product's quality.					
3. I trust the information provided in advertisements.					
4. Advertising increases my awareness of product options.					
5. I am more likely to purchase from brands that advertise frequently.					
6. Effective advertisements influence my emotional connection to a brand.					
7. I often discuss advertisements with friends or family before making a purchase.					
Limited Time Offer					
1. Limited time offers make me feel like I need to make a quick decision to purchase.					
2. I feel a sense of urgency when I see a limited-tie offer.					
3. Limited time offers create a fear of missing out on a good deal.					
4. I am more likely to buy a product if a limited time offer is					

available.					
5. Limited time offers make a product more appealing to me.					
6. I often make impulse purchases when I see limited time offers.					
7. Limited time offers enhance the perceived value of a product.					
Buy One Get One Free (BOGO)					
1. Buy one get one free offers make me more likely to purchase a product.					
2. I perceive buy one get one free offers as providing better value than regular discounts.					
3. I am more likely to buy a product I don't need when it is offered as buy one get one free.					
4. BOGO offers influence my brand preference.					
5. Buy one get one free offers encourage me to stock up on products.					
6. I associate BOGO offers with high-quality products.					
7. BOGO promotions increase my overall satisfaction with my purchase.					
Influencer Marketing					
1. I am more likely to buy a product recommended by a social media influencer I trust.					
2. Influencer endorsements make a product more attractive to me.					
3. I perceive products recommended by influencers as more credible.					
4. I follow the purchasing behavior of influencers when making my own purchasing decisions.					
5. I feel more connected to brands that are promoted by influencers I follow.					
6. The popularity of an influencer affects my likelihood of purchasing their recommended products.					
7. I am more likely to try new products when they are promoted by influencers.					
Customer purchase decision					
1. Product bundling influences my decision to purchase textile products					
2. I am more likely to purchase textile products when they are offered at a discount.					
3. Limited time offers create a sense of urgency that encourages me to buy textile products.					
4. Advertising plays a significant role in influencing my decision to buy textile products					
5. The 'Buy one get one free' promotion makes me more likely to purchase textile products.					
6. I am more inclined to purchase textile products that are endorsed by influencers I follow.					