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## **The power of sale promotions: Analyzing the impact of sales promotion offerings on consumer buying behaviour in the pandemic**

### **1. Introduction**

Every firm needs to understand and communicate with their consumers what they have to offer. In the pre-pandemic world, sellers and marketers utilized sales promotion tools to promote consumer purchasing. However, with the outbreak of COVID-19, they faced a challenge that affected consumer behavior and decision-making processes.

The COVID-19 pandemic has caused a significant change in consumer habits and preferences, as demonstrated by a decrease in online food shopping and an increased preference for fast food (Wahyuningsih et al., 2022). Businesses must take this shift into account as they adapt to changing consumer attitudes (Buraczyńska et al., 2022). The fear of COVID-19 has led to a reduction in the intention to dine at restaurants (Wen & Liu-Lastres, 2022), resulting in consumers opting for online platforms for purchasing hygiene and health-related items (Braholli, 2022).

Moreover, unemployment has become a crucial factor in understanding consumer

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decisions, with regional disparities further exacerbating the situation (Kapetanios et al., 2022). To address these disparities and ensure a fair recovery from the pandemic's effects, policymakers must work in collaboration with local councils to tackle labor market imbalances (Kapetanios et al., 2022).

The COVID-19 pandemic (Grzywińska-Rapca, 2022) has brought about substantial changes in consumer attitudes and behaviors, making it imperative for businesses to be aware of these shifts and respond accordingly. Addressing unemployment and regional disparities is essential in promoting an equitable recovery from the pandemic's impacts (Vuković et al., 2022).

In this paper, through the qualitative and quantitative data, those two hypotheses were analysed:

H1: There is a relation between sales promotions and consumers' willingness to buy more.

H2: Sales promotion types positively impact on consumer buying behavior.

## **2. Literature review**

### **2.1. Sales Promotion**

Various elements, including the marketing mix, impact consumer behavior. Sales promotion is a frequently used tool by marketers to shape consumer purchasing behavior. Research has shown that sales promotion can moderate the effect of culture on consumer behavior and also independently affect it (Shahriar Ansari Chaharsoughi, 2012) Studies have discovered that sales promotion and perceived value have a significant effect on the purchase decisions of small market consumers (Haudi et al., 2022).

The perception of utilitarian benefits (price-quality) has a positive impact on consumer purchase decisions (attitude and behavioral intention collectively), according to (Jee, 2021). A study by Sinha (2020) found that the relationship between monetary and non-monetary sales promotions, hedonic benefits, utilitarian benefits, and consumer perceived value was positive and significant. Sales promotion directly affects consumer behavior by increasing awareness or inciting action, as per Schultz (1998). Corporate customers are more crucial to a business' economic stability than individual consumers, as noted by Dwyer and Tanner (2006). Unsatisfied customers can harm a company's brand image. Research has aimed to explain the impact and significance of promotional activities on consumer behavior, given the growing value of sales promotions,

which make up a significant portion of overall promotional budgets and advertising processes (from 58% in 1976 to 72% in 1992 and 12% annually over the last decade), according to Gardener and Treved (1998).

The table 1 presents various definitions of sales promotion from different authors and years. Overall, sales promotion is described as a range of short-term marketing strategies that provide incentives to encourage quick purchases of products or services. These incentives aim to stimulate interest, influence buying decisions, and add value, targeting both consumers and sales channels. This approach complements other marketing techniques and emphasizes measurable results.

**Table 1. Definitions of Sales Promotion**

Authors	Year	Definition
Philip Kotler, Kevin Lane Keller	2016	"Sales promotion consists of a diverse collection of incentive tools, mostly short-term, designed to stimulate quicker or greater purchase of particular products or services by consumers or the trade".
William M. Pride, O.C. Ferrell	2017	"Sales promotion is an activity or material that acts as a direct inducement, offering added value or incentive for the product to resellers, salespeople, or consumers".
Gary Armstrong, Philip Kotler	2017	"Short-term incentives to encourage the purchase or sale of a product or a service".
America Marketing Association	2007	"Promotion marketing includes tactics that encourage short-term purchase, influence trail and quantity of purchase, and are very measurable in volume, share and profit".
Roger A. Kerin, Steven W. Hartley, William Rudelius	2018	"Sales promotion - a short-term inducement of value offered to arouse interest in buying a product or service".
Jerome McCarthy, William D. Perreault Jr.	2017	"Sales promotion refers to those marketing activities other than personal selling, advertising, and public relations that stimulate consumer purchasing and dealer effectiveness".

Source: own study

The preference of consumers affects brand attitudes, which can lead to a higher prediction of purchase intention. Sales promotion can enhance purchase

intention by creating a sense of belonging and participation with the consumer as a partner, based on their level of involvement and brand attitude. This approach can be used to develop more suitable sales promotion strategies (Chang, 2017).

However, some researchers believe that sales promotion can have a negative impact on consumer behavior. Eleboda (2017) found that sales promotion had a negative effect on consumer purchase decisions, which was supported by Santini et al. (2015). They argued that offering too many discounts can lead to discomfort among consumers, resulting in caution and negatively impacting the hedonic features of the product. Simonson et al. (1994) also confirmed that sales promotion can have a negative impact on brands, a view shared by Shrestha (2015), who revealed that sales promotion may not have any effect on brand building and could even lead to a decline in brand impact, especially for well-established brands. In the Table 1, the key findings of some researchers were given about consumer purchasing behavior in the context of sales promotion.

## 2.2. Changes on purchasing behavior of consumers in the pandemic

According to the findings of Braholli (2022), consumer behavior has changed toward online buying, particularly during the closing of state and private economic sectors. Age has no effect on online grocery shopping, indicating that businesses should sell to all age groups. The Covid-19 has reinforced the increase in digital e-commerce, with the value of e-commerce businesses for food products increasing more than 500 times for every million infected people. The COVID-19 pandemic posed a critical challenge to the e-commerce sector, as panic purchasing, store closures, and an uncertain market situation created unexpected conditions (Pollák et al., 2022). Established players in the market with optimized internet infrastructure were capable of reacting rapidly, whereas those who have been hesitant to embrace digitalization had to quickly improvise in order to survive. Moreover, consumer ethnocentrism has a negative and not significant effect on consumer behavior when it comes to making online purchases of goods and services. When potential markets assess the quality and effectiveness of global and local goods and choose the best one, these results are essential (Camacho et al., 2022).

The willingness of companies to take risks, the length of the pandemic, and the fear level to catch the virus all have negative and significant effects on the company's exit rate. Understanding for the need to exercise self-control, on the other hand, has a positive and significant impact on the business's capacity to survive (Okamuro et al., 2022).

There is another research which examined that younger generations are more likely than older generations to take part in e-commerce (Morales, 2021). Nonetheless, both age groups have increased their use of online retailing platforms, taking advantage of the many benefits such systems provide. Another findings by Gu et al., (2021), indicated the commitment of online shoppers to daily shopping. The pandemic thus stimulated online shoppers to show a constancy of buying behavior. From another point of view, the increase in buying groceries online could be attributed to significant advertising investments made by digital grocery stores in response to the COVID-19 pandemic (Gruntkowski & Martinez, 2022).

**Table 2. Existing literature in the changes on purchasing behavior of consumers in the pandemic: Impulse Buying**

Authors	Year	Methodology(s)	Key Findings
Braholli	2022	QN using for LRM	Consumer behavior shifted to online buying during the pandemic, regardless of age, boosting e-commerce for food products.
Pollák et al.	2022	QN using for OLS regression	The COVID-19 pandemic presented challenges to the e-commerce sector, with panic purchasing, store closures, and market uncertainties.
Camacho et al.	2022	QN using for PLS-SEM	Consumer ethnocentrism doesn't significantly impact online purchasing behavior.
Okamuro et al.	2022	QN using for Panel FE	Risk aversion, pandemic duration, and fear level negatively affect companies' e-commerce survival.
Morales M	2021	QN using for data interpretation	Younger generations are more likely to engage in e-commerce, but both age groups have increased their use of online retailing platforms during the pandemic.
Gu et al.	2021	QN using for correlation model	The pandemic has led online shoppers to exhibit consistent buying behavior, indicating increased commitment to daily shopping through online platforms.
Gruntkowski	2022	QN using for MRA	The increase in online grocery shopping can be attributed to significant advertising investments made by digital grocery stores in response to the COVID-19 pandemic.

**Source:** QN: Quantitative Techniques (e.g. survey questionnaires, panel data), PLS-SEM: Partial Least Square based Structural Equation Modelling, LRM – Linear Regression Model, MRA - Multiple Regression Analysis, OLS - Ordinary Least Squares regression model, FE – Fixed Estimation

Table 2 shows the overview of previous researchers' findings and methodologies that they adopted. Several studies have investigated the changes in purchasing behavior of consumers during the pandemic, specifically focusing on impulse buying. Braholli (2022) employed quantitative techniques, specifically using a Linear Regression Model (LRM), to analyze the changes in consumer purchasing behavior during the pandemic. The study found that consumer behavior shifted to online buying, regardless of age, and this shift boosted e-commerce for food products. Pollák et al. (2022) utilized quantitative techniques, specifically employing Ordinary Least Squares (OLS) regression, to examine the challenges faced by the e-commerce sector during the COVID-19 pandemic. The study highlighted phenomena such as panic purchasing, store closures, and market uncertainties that affected consumer behavior and the e-commerce sector. Camacho et al. (2022) employed Partial Least Square based Structural Equation Modelling (PLS-SEM) to investigate the impact of consumer ethnocentrism on online purchasing behavior during the pandemic. The study concluded that consumer ethnocentrism did not significantly influence online purchasing behavior. Okamuro et al. (2022) utilized quantitative techniques, specifically employing Panel Fixed Estimation (FE), to explore the factors affecting companies' e-commerce survival during the pandemic. The study revealed that risk aversion, pandemic duration, and fear level had a negative impact on companies' ability to sustain their e-commerce operations. Morales (2021), through quantitative techniques for collecting data and data interpretation method, found that younger generations were more likely to engage in e-commerce, but both age groups increased their use of online retailing platforms during the pandemic. Gu et al. (2021) utilizing a correlation model, analyzed the changes in online shoppers' buying behavior during the pandemic and found consistent buying behavior among online shoppers, indicating increased commitment to daily shopping through online platforms. Gruntkowski & Martinez (2022) employed Multiple Regression Analysis (MRA) to examine the increase in online grocery shopping during the pandemic, attributing it to significant advertising investments made by digital grocery stores in response to the COVID-19 pandemic.

### 3. Research methodology

The research was designed as a mixed-method study (Johnson, 2004), utilizing both qualitative and quantitative methods to test the hypotheses. The primary data collection tool used was an online survey and analyzed by building

regression and correlation models on SPSS. In addition, in-depth interviews were conducted as a qualitative method to gain a deeper understanding of behavioral changes in consumer behavior during the pandemic.

The use of mixed-method research design allows for a comprehensive exploration of the research questions (Palinkas, 2015), as it allows for the triangulation of data from different sources and methods. The online survey provides a large sample size and quantitative data that can be analyzed statistically, while the in-depth interviews provide rich and detailed qualitative data that can uncover complex and nuanced behaviors and attitudes.

### **3.1. Sampling and Population**

The population under study is heterogeneous, comprising various types of consumers. A sample of 541 participants was selected using a random sampling method (Sandelowski, M, 2000) to obtain specific data regarding the research questions. Within the framework of our research methodology, a total of 271 participants engaged in the survey, originating from Azerbaijan, with an additional 270 participants contributing from Poland. The sampling methodology adopted was appropriate for this study, aiming to investigate the impact of product marketing on consumer behaviour. The adequacy of the technique was established by sampling from various groups and administering a questionnaire to gather responses from consumers. While the sample size was relatively small, it still contributed to analyzing the population and its approach effectively.

On the other hand, as part of our research methodology, we conducted in-depth interviews with a cohort of 15 interviewees. Among these, 7 individuals were situated in Poland, while the remaining 8 were based in Azerbaijan.

### **3.2. Data Collection Procedure**

The data collected for the research study were classified into two categories: primary data and secondary data. Primary data was collected through questionnaires and in-depth interviews conducted among respondents from Poland and Azerbaijan. The questionnaire was used to collect randomly selected samples using an online survey, while in-depth interviews were conducted to gather detailed information from participants. The average time taken by respondents to complete the questionnaire was five minutes. For in-depth interviews, average duration of the process take 32 minutes.

### 3.3. Research Instrument

The survey served as the primary instrument for data collection. The survey reveals that the interviewer's skills play a vital role in collecting high-quality data; otherwise, the data collected may not be relevant or valuable for the research topic. The survey comprised two forms of questions. The first type of question focused on demographics, while the second form aimed to collect psychological information from respondents. The survey primarily consisted of closed-ended questions with multiple-choice answers, such as "Strongly Disagree", "Disagree", "Neutral", "Agree" and "Strongly Agree". The survey was distributed using an online survey to a randomly selected sample of respondents, ensuring that the data collection process was fast and accurate.

As a qualitative data collection instrument, the questionnaire used during the in-depth interview. During the in-depth interviews, a variety of techniques such as scenario based questions, comparative questions, behavioral questions, visuals were utilized to extract detailed insights into participants' changing shopping behaviors and promotional preferences due to the pandemic. In-depth interviews were conducted to thoroughly understand participants' shopping changes during the pandemic. For instance, participants were asked about their switch from shopping in physical stores to buying online. They were probed on factors guiding this shift, like convenience and safety. The interviews also explored how location preferences and price comparisons played a role in their decisions. Participants shared specific instances where promotions influenced their purchases and explained why. The interviews covered diverse product categories, such as everyday items, electronics, fashion, home appliances, and health products, to capture a comprehensive view. Through these detailed interviews, a deeper understanding of how the pandemic impacted consumer behavior and promotional response was obtained.

### 4. Research findings/results

As the world slowly transforms from handling the COVID-19 crisis to stabilization and economic reopening, it is apparent that the time of lockout had a significant effect on people's lives. Consumer behavior will be influenced by the time of self-isolation, contagion, and economic instability, which will last for years in some situations. The modern consumer habits affect every aspect of people, from how they work to how they shop to how they relax. Retailers and



consumer-packaged-goods industries would be affected significantly by these sudden changes.

Based on the secondary data, questionnaire and in-depth interview results, Covid-19 changes consumers' behavior towards work, finance, shopping, daily life, health and wellbeing and etc. According to the results of the survey which visualized in Table 3, it can be easily understood that the participants do not tend to shop frequently in pandemic situations. Most of respondents are going to shop once in a week, which consist of 52.9% of the sample size, 35.5% of respondents are going shopping 2-3 times in a week, 8.3% of respondents are going shopping 4-5 times in a week, small number of respondents are going to shop every day, which consist of 3.3% of the sample size.

**Table 3. Shopping duration of the respondents during pandemic situation**

Shopping duration in a week					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once	286	52.9	52.9	52.9
	2-3 times	192	35.5	35.5	88.4
	4-5 times	45	8.3	8.3	96.7
	Every day	18	3.3	3.3	100.0
	Total	541	100.0	100.0	

Source: own study

The table 4 illustrates the age distribution of a sample of 541 individuals. The majority of the sample (56.2%) is between the ages of 21-25, followed by 37.3% of the sample being between the ages of 16-20. A smaller percentage of the sample (4.8%) is between the ages of 26-30, and an even smaller percentage (1.7%) is between the ages of 31-35. Overall, the sample is heavily skewed towards the younger age ranges.

**Table 4. Age range of the respondents**

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-20	202	37.3	37.3	37.3
	21-25	304	56.2	56.2	93.5
	26-30	26	4.8	4.8	98.3
	31-35	9	1.7	1.7	100.0
	Total	541	100.0	100.0	

Source: own study

The table 5 presents a proportion of the Azerbaijani and Polish respondents within a sample of 541 respondents. According to the participation of respondents, 50.1% of the total respondents were Azerbaijani, while Polish respondents were 49.9% of total respondents.

**Table 5. Nationality of respondents**

Nationality					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poland	270	49.9	49.9	49.9
	Azerbaijan	271	50.1	50.1	100.0
	Total	541	100.0	100.0	

Source: own study

The distribution of educational qualifications among a sample of 541 individuals are illustrated in the table 6. The results indicate that a large majority (86.0%) of the sample holds a Bachelor's degree, while 7.9% have a Master's degree. A small proportion (5.5%) have only completed High School education, and an even smaller proportion (0.6%) holds a PhD degree. The findings suggest that the sample is heavily biased towards individuals with a Bachelor's degree, with very few holding advanced degrees.

**Table 6. Educational qualifications of the respondents**

		Qualification			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	30	5.5	5.5	5.5
	Bachelor	465	86.0	86.0	91.5
	Master	43	7.9	7.9	99.4
	PhD	3	.6	.6	100.0
	Total	541	100.0	100.0	

Source: own study

The Table 7 showcases the occupational breakdown of a sample size of 541 individuals. The sample is largely dominated by students, accounting for 70.6% of the population. The following largest demographic group, public sector workers, accounts for 5.9% of the population. A minor percentage of the sample is made up of private sector workers at 10.9%, entrepreneurs at 6.1%, and freelancers at 6.5%. The results suggest that the sample is substantially biased towards students, with comparatively small percentages of individuals employed in either the public or private sector and a limited number of individuals who are self-employed as entrepreneurs or freelancers.

**Table 7. Occupation Distribution of Research Respondents**

		Occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	382	70.6	70.6	70.6
	Public Sector Worker	32	5.9	5.9	76.5
	Private Sector Worker	59	10.9	10.9	87.4
	Entrepreneur	33	6.1	6.1	93.5
	Freelancer	35	6.5	6.5	100.0
	Total	541	100.0	100.0	

Source: own study

According to the household income results which is illustrated by Table 8, the majority of the sample, 66.5%, falls within the range of 0-250 dollars in salary. The next largest group, at 17.6%, earns between 250-500 dollars. A smaller proportion, at 11.3%, earns between 500-1000 dollars. Lastly, 4.6% of the sample earns more than 1000 dollars. The data indicates that the sample is primarily composed of individuals earning relatively low salaries, with a small proportion earning higher salaries.

**Table 8. Household Income Distribution of Research Respondents**

Salary					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-250 \$	360	66.5	66.5	66.5
	250-500 \$	95	17.6	17.6	84.1
	500-1000 \$	61	11.3	11.3	95.4
	More than 1000 \$	25	4.6	4.6	100.0
	Total	541	100.0	100.0	

Source: own study

#### 4.1. Test of hypothesis

H1: There is a relation between sales promotions and consumers' willingness to buy more.

H0: There is not a relation between sales promotions and consumers' willingness to buy more.

One of the purposes of this research is to investigate the association between sales promotions and consumers' willingness to purchase additional products, particularly during the ongoing pandemic situation. According to our qualitative and quantitative research methods, which included the use of questionnaires and in-depth interviews, a correlation was identified between sales promotions and an increased willingness to buy among consumers. Respondents reported that during the pandemic, they were particularly mindful of saving money

due to concerns about job security and financial instability. As a result, when presented with sales promotions such as discounts or buy-one-get-one-free offers on products they required, they tended to take advantage of these promotions in order to mitigate potential future expenses.

In the in-depth interviews, participants were asked a variety of questions about the influence of sales promotions on their purchasing decisions, and the majority of respondents indicated that such promotions had a significant impact on their decision-making. In order to further examine the relationship between sales promotions and consumers' willingness to buy, a correlation model was developed using data collected from the questionnaires. The model examined the correlation between the following two statements: "I am actively searching for products that have sales promotions applied to them" and "Compared to normal days, I tend to buy more when there are sales promotion offerings."

**Table 9. The correlation model between positive opinions toward sales promotion offerings**

Correlations			
		Opinion1	Opinion2
Opinion1	Pearson Correlation	1	.579**
	Sig. (2-tailed)		.000
	N	541	541
Opinion2	Pearson Correlation	.579**	1
	Sig. (2-tailed)	.000	
	N	541	541

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

Source: own study

Table 9 represents correlation analysis of variables for testing the first hypothesis. After converting the data into a numerical format, it was analyzed using SPSS. The results of the correlation analysis revealed a Pearson Correlation coefficient of 0.579, which indicates a high strength of association between the two variables. According to widely accepted standards in statistical analysis, a coefficient between 0.5 and 1 indicates a strong association, between 0.3

and 0.5 indicates a moderate association, and between 0 and 0.3 indicates a low association. Therefore, the results of this study suggest that there is a strong association between sales promotions and consumers' willingness to buy more products. Based on these findings, we do not reject the null hypothesis

- H2: Sales promotion types positively impact on consumer buying behavior.  
H0: Sales promotion types negatively impact on consumer buying behavior.

The results of the regression model (Table 10) indicates that there is a weak linear relationship between consumer behavior and sales promotion offerings (such as bonus, free sampling, discount, coupon, buy one get one more etc.). The R-value of .459 suggests that there is a moderate correlation between the two variables, with the closer the R-value is to 1, the stronger the. The R-squared value of .211 indicates that the sales promotion offerings explain only 21.1% of the variation in consumer behavior. The adjusted R-squared value of .190 indicates that even after adjusting for the number of independent variables in the model, only 19% of the variation in the consumer behavior can be explained by the sales promotion offerings. The standard error of the estimate of .883 suggests that the model has a high error rate in predicting consumer behavior based on sales promotion offerings. In general, it seems that sales promotion offerings may have some influence on consumer behavior, but it is not a strong predictor of it.

**Table 10. The regression model of dependency of the consumer behavior by sales promotion offerings**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.459a	.211	.190	.883

a. Predictors: (Constant), Bonus, Free sampling, Discount, Coupon, Buy one get another one free

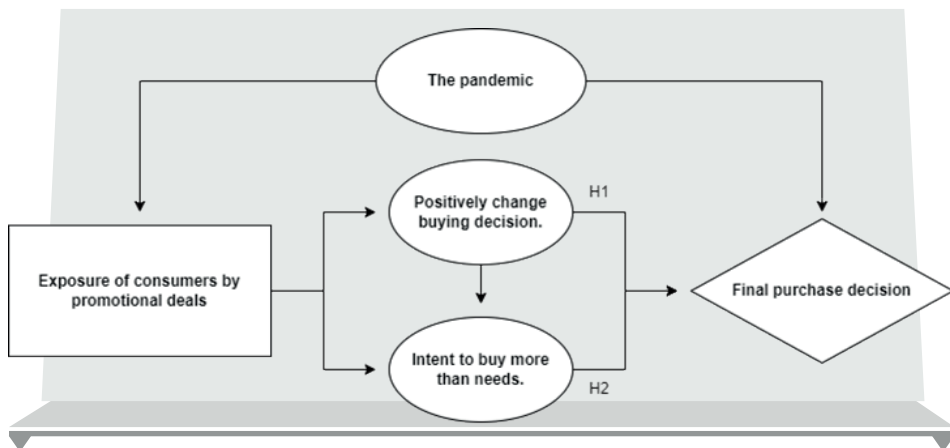
Source: own study

In order to analyze the results of a regression model, respondents were asked to provide their opinions on the effectiveness of various sales promotion types on their purchasing behavior. The majority of respondents indicated that different sales promotion types may have varying levels of effectiveness across different

product categories. Through both in-depth interviews and questionnaire responses, it was noted that discounts were considered to be one of the most effective sales promotion types. Respondents tended to make purchases due to discounts, particularly for daily necessities. Additionally, the option of “buy one get one free” was also well-received among respondents. When it came to purchasing tickets from companies such as RyanAir, WizzAir and Flixbus, coupons and bonuses were also found to be popular among respondents. Some respondents emphasized that for new products or services that they were not previously familiar with, free sampling could be an effective way to grab their attention. This is because new products are not known among customers, and they may not want to waste their money on something unfamiliar. Therefore, free sampling is the best choice for them as it allows them to try the product without spending money.

In summary, the results of both the regression model and in-depth interviews indicate that sales promotion types have a positive impact on consumer buying behavior. This supports the conclusion that the null hypothesis is not rejected.

After testing the hypotheses, Figure 1 was designed to visualize that the sales promotion offerings such as bonus, free sampling, discount, coupon and buy one get another one free has positive impact on changing consumer behaviour which is representing H1.



**Figure 1. The pathway of the consumers from the first explosion by promotional offerings to the purchasing intent**

Source: own study

#### **4.2. Limitation**

The primary limitation of this research arose from challenges in obtaining both quantitative and qualitative data due to the pandemic. Restrictions prevented in-person data collection through questionnaires and interviews, hindering the ability to gauge respondents' reactions and increasing instances of incomplete or irrelevant answers. Additionally, translating non-English literature introduced complexities in expressing accurate meanings. The use of multiple languages further complicated the process. Interviews about financial wealth carried the risk of respondents portraying their businesses more positively than reality, and divulging limited details to safeguard against competitors. Subjective researcher judgments also posed a credibility issue. Addressing this, the researcher cross-verified interpretive data with respondents to ensure alignment.

#### **4.3. Theoretical contribution**

This study makes valuable theoretical contributions with implications for future research. By affirming the positive impact of sales promotions on consumer buying behavior, especially in uncertain times like the pandemic, the research establishes a foundation for exploring how economic instability influences consumer responses to promotions. Future studies could delve into the interplay between individual psychological factors and promotion effectiveness, offering a deeper understanding of the underlying mechanisms driving consumer decisions. Moreover, given the moderate explanatory power of sales promotion types on behavior, there is scope for investigating the moderating role of demographic and cultural variables, enriching the understanding of context-specific consumer responses. Additionally, the study suggests a need to examine the durability of behavioral changes prompted by promotions over time, thus opening avenues for longitudinal research. Lastly, exploring how emerging technologies and digital platforms intersect with sales promotions in shaping consumer behavior could offer insights into the evolving dynamics of consumer-marketer interactions.



## 5. Conclusion

To summarize, sales promotion is a crucial aspect of modern marketing communication systems and can significantly influence consumers' purchasing decisions. Both primary and secondary data analyses have demonstrated that various types of sales promotion techniques have a positive impact on buying behavior. However, it is essential for companies to consider which sales promotion methods are most effective for specific product categories. This research provides marketing executives with valuable insights into implementing sales promotion techniques under the appropriate conditions for a particular product category. The study also highlighted the significant impact of COVID-19 on consumer behavior, which was evident in changes in their work, daily routines, savings habits, shopping duration, and other related factors. The secondary and primary data analyses provide compelling evidence of these changes, which further emphasizes the need for companies to adapt to new consumer behaviors and preferences.

## 6. Recommendations

Building upon the conclusions drawn from this study, there are several exciting directions for future research in the realm of sales promotion and consumer behavior. These recommendations stem from the need to grasp the evolving market landscape and the lasting impact of events like the COVID-19 pandemic.

An area ripe for exploration involves the enduring effects of the pandemic on consumer behavior. Digging deeper into the persistent shifts in work patterns, savings habits, and shopping preferences could reveal whether these changes have become permanent or exhibit variations across demographic, geographic, or psychographic segments.

Another issue to consider is personalized sales promotion strategies. Research could delve into the potential of tailoring promotions to individual preferences and purchasing histories, possibly leveraging machine learning and artificial intelligence to create highly targeted and relevant promotional campaigns.

## Abstract

The present research aimed to explore the impact of sales promotions on consumer behavior during the COVID-19 pandemic. The study analyzed consumer reactions to various promotion types such as bonuses, coupons, buy one get one

free, vouchers, free samples, and price discounts. The aim was to investigate if these promotions positively influence consumer purchasing behavior and if the pandemic has induced over-purchasing behavior due to panic. During the research, 541 randomly selected respondents from Azerbaijan and Poland were involved and the results showed that sales promotions have a positive effect on the consumer buying behavior and lead to an increase in purchases beyond the consumers' actual needs. This is particularly true during times of economic uncertainty when consumers are searching for discounted products to save money and minimize household spending.

**Keywords:** *sales promotions, consumer buying behavior, the pandemic.*

**JEL**

**Classification:** M21, M5.

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