

## ANALYZING THE IMPACT OF PROMOTIONAL STRATEGIES ON CONSUMER PERCEPTION IN THE FAST-MOVING CONSUMER GOODS (FMCG) SECTOR

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### Abstract

*This study delves into the effects of promotional strategies on consumer perceptions within the Fast-Moving Consumer Goods (FMCG) sector; an arena marked by fierce competition and minimal barriers to brand switching. The primary aim is to dissect how various promotional tactics ranging from traditional advertising and in-store promotions to cutting-edge digital marketing and public relations efforts shape and sway consumer attitudes and their subsequent buying choices. In an era where consumer preferences shift rapidly and marketing methods continually evolve; the relevance of this research is pronounced. It endeavors to fill a critical void in current academic discourse, offering a detailed and context-specific exploration of how promotional strategies mold consumer perceptions in the FMCG landscape*

**Keywords:** *Fast-Moving Consumer Goods (FMCG), promotional strategies, various promotional tactics*

### Introduction

The escalating significance of consumer sales promotion within the marketing mix of the Fast Moving Consumer Goods (FMCG) sector worldwide is noteworthy. Companies are increasingly investing time and resources in planning these activities. However, for these promotions to be truly effective, it is essential for manufacturers to grasp how both consumers and retailers interpret these marketing efforts. This study focuses on the perceptions of both consumers and retailers regarding sales promotions, seeking to uncover their preferences, knowledge, and underlying motivations.

Past research has indicated that promotions can significantly influence the perceived value of a brand, offering both utilitarian benefits, such as monetary savings and added value, and hedonic benefits, such as entertainment and self-expression. In the post-liberalization era in India, the FMCG sector has seen a surge in sales promotion activities, yet there remains a scarcity of literature on this topic. This study aims to fill this gap, providing empirical insights into sales promotion perceptions. In contrast, the U.S. has a more established body of research exploring consumer perceptions of deal frequency and pricing. This study, while exploratory in nature, considers consumer perceptions in the FMCG sector, expanding upon existing research which primarily focuses on price promotions. For this research, sales promotion is defined in line with Kotler's view as a collection of incentive tools designed to stimulate quicker or greater purchase by consumers or the trade, and Strang's simpler definition as short-term incentives to encourage sales.

The study extends to the consumer market in Pakistan, a rapidly growing industry in the FMCG sector with significant contributions from both global and local players. It aims to provide a comprehensive overview of the FMCG trade across major cities and examine how sales promotions are perceived and utilized in these diverse markets. This research not only contributes to the academic understanding of sales promotions in the FMCG sector but also offers practical insights for companies strategizing in these markets. There is very much competition between competitors which are in FMCG because switching cost of consumers is very low and promotional activities effect consumer perception quickly. we will research how promotional activities effect consumer perception in FMCG sector.

Objective of the study is to judge the effect of promotional activities on consumer perception in FMCG sector.

1. There is some effect of promotional activities on perception of consumer in FMCG sector.
2. There is no effect of promotional activities on perception of consumer in FMCG sector.

This study will be beneficial for individual consumer to gain knowledge about its perception related to promotional activities.

It will be beneficial for producers in FMCG sector to know the importance of promotional activities to satisfy the consumer.

## Literature review

Promotion, a crucial element of the marketing mix alongside price, product, and place, comprises essential aspects such as personal selling, direct marketing, advertising, sales promotion, and public relations. Crafting a promotional strategy involves setting communication objectives, determining the role of each promotional mix element, budgeting, and developing strategies for these components. Boddeyn & Leardi (1989) and Smith (1998) cite the International Chamber of Commerce's (ICC) definition of sales promotion as marketing tactics and techniques that enhance the appeal of goods and services by providing additional benefits, either monetary or otherwise. Smith categorizes sales promotions into three primary types: consumer promotions (like gifts or competitions on cereal boxes), trade promotions (including point-of-sale materials and special terms), and sales force promotions, which encompass incentive and motivation programs.

Kotler (1998), Webster (1981), and Davis (1981) describe sales promotion as an action-focused marketing event aimed at directly influencing consumer behavior. These promotions, encompassing activities like contests, demonstrations, and discounts, are designed to spur product or service sales. The focus on the FMCG sector in this study is due to the shift in its marketing budget allocation, favoring consumer sales promotions over advertising. Mela, Gupta, and Lehmann (1997), along with Gomez, Rao, and McLaughlin (2007), note that around 70-75% of consumer goods manufacturers' marketing budgets are spent on consumer promotions. This shift is partly because manufacturers are reluctant to reduce prices, considering the impact on reference prices and brand image, as reductions can affect future purchasing decisions and brand equity (Blattberg, Briesch, and Fox, 1995).

Despite previous comparative studies on advertising and sales promotion comprehensive research encompassing the psychological and economic aspects of consumer behavior in the FMCG sector is limited. This sector is significant as consumers frequently allocate a substantial portion of their budget to FMCGs, making purchase decisions often at the point of sale. Thus, advertising and sales promotions become key communication tools for influencing consumer behavior. Advertising, as defined by Jim Riley (2012), is a paid, non-personal communication of ideas or products in major media, aimed at persuading and informing consumers. Direct marketing creates a one-on-one relationship between the customer and the business. Personal selling involves direct oral communication with potential buyers, aiming to make a sale and often focusing on relationship development. Sales promotion includes incentives provided to customers or the distribution channel to stimulate product demand. Public relations involves promoting a product, brand, or business through unpaid media placements.

Sales promotions, which are relatively easy to apply, can have a significant and sometimes unexpected impact on sales volume. Currim and Schneider (1991) note that marketing expenditures in companies are consistently rising. Research by Ailawadi and Neslin (1998) revealed that consumer promotions encourage purchasing in larger quantities and more rapid consumption, leading to increased sales and profitability.

This study corroborates these findings through financial analysis of sample companies' annual and monthly sales data.

Research by Pauwels, Silva-Risso, and Hanssens (2003) shows that sales promotion positively impacts short-term revenue and income, although its long-term effects are mixed. Koen Pauwels (2002) found that sales promotions' effects are short-lived, lasting an average of two weeks and up to eight weeks, highlighting their short-term impact. Kotler and Armstrong (2002) categorize consumer promotion as a type of sales promotion that includes free samples and contests, aimed at increasing sales to end consumers. Rizvi & Sadia (2003) focus on the impact of sales promotions on organizational profitability and consumer perceptions in Pakistan, examining the relationship between sales promotion strategies, profitability, and brand loyalty. Alvarez (2011) notes that effective sales promotion often results in a short-term sales increase but varies based on brand attractiveness. Blattberg and Neslin (1990) regard sales promotions as demand boosters for new products without the associated risks.

Consumer product evaluation involves several levels, from basic characteristics to added value through extra features. Shapiro (1970) first classified the basic variables in quality perception, though Steenkamp (1989) critiqued its operational utility. Wimmer's (1975) model suggests that consumers form quality judgments by integrating new information with existing knowledge in their memory, influenced by motives and attitudes relevant to quality perception. For instance, a health-conscious consumer would heavily weigh nutritional information in their quality assessment process. Kupsch et al. (1978) proposed a model combining elements of information processing theory and multi-attribute models. It posits that quality judgment formation begins with problem recognition, leading to information search. Perceived quality risk is believed to increase the amount of information sought, with the acquired information being stored in consumer memory.

Steenkamp (1990) expanded Olson's (1972) work by distinguishing between quality cues and attributes, particularly between extrinsic and intrinsic cues, and between experience and credibility quality attributes. Celsi & Olson (1988) and Marks & Olson (1981) highlighted the importance of past experience in information processing, noting that more knowledgeable consumers process quality-related information more deeply and form quality judgments faster. Philipp E. Boksberger (2011) discussed experience and credence dimensions in food quality perception. Sensory perception and keepability are considered experience dimensions ascertainable upon consumption, while aspects like wholesomeness, which relate to long-term health consequences, are credence dimensions.

This study aims to provide a comprehensive review of the literature on perceived value, particularly in the service industry. It seeks to systematize research streams, address unresolved issues, and offer future research recommendations, emphasizing perceived value's relevance to service industry applications.

## Research Methodology

Here I have used deductive approach because this study deals with perception that are highly dynamic in nature hence more flexible structure can adopt changes as the research progresses. In order to conduct the current research will use 'Description approach because it is valuable means of finding out what is happening, to see the new insights, to ask questions and to analyse phenomena in a new light. It also helps to clarify and understand the research problem.

*The consumers of different FMCG products using products from 6-8 years within Lahore.* I have selected different 100 consumers of FMCG products from different markets within Lahore. The most of respondents

are male. This particular population was selected due to the delimitation of the study and purposive & convenient sampling technique to be applied.

Convincing sampling is used for data collection. Convenience sampling technique is used for data collection means one by one. Out of hundred only 82 give the response and the response rate is 82%. For this study we will use a sample size 100, to complete questionnaires will use to study including both male and female respondents. In this study we used the questionnaire as research instrument. To check the level of consumer perception, a questionnaire was employed as instrument of the study. The tool was consisted of two factors with 17 questions. The instrument was developed on 5- point likert scale with response categories, strongly disagree to strongly agree.

It was based on factors.

1. Promotional activities measure.
2. Consumer perception.

The answer of each question to be given by respondent was shown against each item. It was developed in English. The researcher personally visited the markets to meet the consumers. In order to find respondents for perception of consumers about different fmcg products. Researcher gave the rationale of the study to different consumers and asks them to fill the questionnaires. Researchers gave 8 days to the respondents, to give their views or to respond on items of questionnaires. After 8 days researcher again visited markets, to collect questionnaire from respondents. All the questionnaires were received back in given period of time. i.e. 8 days.

Ho: There is a strong relationship between promotional activities and consumer perception.

H1: There is not strong relationship between promotional activities and consumer perception.

This data can be collected from observation and questionnaires. The data collected through questionnaires and analyzed in SPSS and interpreted with the help of anal standard deviation, percentages and mean and regression, correlation. Through SPSS software check and analyzed the accurate statistical reliability of the variables to know the perception of consumer about restaurant industry in effective way. There are two types of variables of my study one is independent and other is dependent. The independent variable is promotional activities and dependent variable is consumer perception. It means that consumer perception is influence by the promotional activities and can be change by effective promotion if done in proper way and also by proper channel.

- A: Advertising.  
B: direct marketing.  
C: personal selling.  
A. Buy products.

## Data Analysis

**Table No 1: Gender**

		Frequency	Percent
Valid	Male	57	69.5
	Female	25	30.5
	Total	82	100.0

Table no 1 show that out of 82 respondents 57 (69.5%) are male and 25 (30.5%) are female

**Table no 2: Qualification**

		Frequency	Percent
Valid	Matric	10	12.2
	Inter	12	14.6
	Graduation	36	43.9
	Masters	17	20.7
	Other	7	8.5
	Total	82	100.0

Table no 2 shows that out of 82 frequency 10 (12.2%) are matric, 12 frequency (14.6%) are inter, frequency 36 (43.9%) are graduate, frequency 17 (20.7%) are masters and 7 (8.5%) have others qualification.

**Table No 3: Age**

		Frequency	Percent
Valid	20-25	21	25.6
	26-30	25	30.5
	31-35	20	24.4
	36-40	7	8.5
	41-45	3	3.7
	46-50	3	3.7
	51-Above	3	3.7
	Total	82	100.0

Table no 3 shows that frequency 21 (25.6%) are age of 20-25 years, frequency 25 (30.5%) are age of 26-30 years, frequency 21 (24.4%) are age of 31-35 years frequency 7 (8.5%) are age of 36-40 years, frequency 3 (3.7%) are age of 41-45 years, frequency 3 (3.7%) are age of 46-50 years and 3 frequency (3.7%) have age 51 Or above.

**Table No 4: I can get all types of information through promotional activities.**

	Frequency	Percent	Mean	Standard Deviation
Strongly Disagree	4	4.9	3.6951	1.07369
Disagree	7	8.5		
Partially Agree	18	22.0		
Agree	34	41.5		
Strongly Agree	19	23.2		
Total	82	100.0		

Table no 4 shows that frequency 4 (4.9%) is strongly disagree, frequency 7 (8.5%) disagree, frequency 18 with (22%) partially agree, frequency 34 (41.5%) agree and frequency 19 (23.2%) strongly agree with the statement I can get all types of information through promotional activities and mean is 3.6951 and standard deviation is 1.17369.

**Table No 5: Promotional activities are most efficient way for introducing people about brands and products.**

		Frequency	Percent	Mean	Standard Deviation
Valid	Strongly Disagree	2	2.4	3.9512	.88753
	Disagree	3	3.7		
	Partially Agree	13	15.9		
	Agree	43	52.4		
	Strongly Agree	21	25.6		
	Total	82	100.0		

Table no 5 shows that frequency 2 (2.4%) is strongly disagree, frequency 3 (3.7%) disagree, frequency 13 with (15.9%) partially agree, frequency 43 (52.4%) agree and frequency 21 (25.6%) strongly agree with the statement Promotional activities are most efficient way for introducing people about brands and products and mean is 3.9512 and standard deviation is .88753.

**Table No 6: The products which I buy after its promotion are really worthy.**

		Frequency	Percent	Mean	Standard Deviation
Valid	Strongly Disagree	2	2.4	3.5976	1.04065
	Disagree	12	14.6		
	Partially Agree	19	23.2		
	Agree	33	40.2		
	Strongly Agree	16	19.5		
	Total	82	100.0		

Table no 6 shows that frequency 2 (2.4%) is strongly disagree, frequency 12 (14.6%) disagree, frequency 19 with (23.2%) partially agree, frequency 33 (40.2%) agree and frequency 16 (19.5%) strongly agree with the statement **The** products which I buy after its promotion are really worthy and mean is 3.5976 and standard deviation is 1.04065.

**Table No 7: Interactions between customer and advertiser become increasingly rapid and easy due to promotional activities.**

		Frequency	Percent	Mean	Standard Deviation
Valid	Strongly Disagree	2	2.4	3.6098	.88549
	Disagree	6	7.3		
	Partially Agree	24	29.3		
	Agree	40	48.8		
	Strongly Agree	10	12.2		
	Total	82	100.0		

Table no 7 shows that frequency 2 (2.4%) is strongly disagree, frequency 6 (7.3%) disagree, frequency 24 with (29.3%) partially agree, frequency 40(48.8%) agree and frequency 10 (12.2%) strongly agree with the

statement Interactions between customer and advertiser become increasingly rapid and easy due to promotional activities mean is 3.6098 and standard deviation is .88549.

Table No: 8 Consumer's response towards promotional activities & their perception changes.

		Frequency	Percent	Mean	Standard Deviation
Valid	Strongly Disagree	2	2.4	3.5610	.94409
	Disagree	7	8.5		
	Partially Agree	29	35.4		
	Agree	31	37.8		
	Strongly Agree	13	15.9		
	Total	82	100.0		

Table no 8 shows that frequency 2 (2.4%) is strongly disagree, frequency 7 (8.5%) disagree, frequency 29 with (35.4%) partially agree, frequency 31(37.8%) agree and frequency 13 (15.9%) strongly agree with the statement Consumer's response towards promotional activities & their perception changes mean is 3.5610 and standard deviation is .94409

Table No 9: You ever changed your perception towards a commodity because of promotion activities.

		Frequency	Percent	Mean	Standard Deviation
Valid	Disagree	6	7.3	3.6463	.77574
	Partially Agree	26	31.7		
	Agree	41	50.0		
	Strongly Agree	9	11.0		
	Total	82	100.0		

Table no 9 shows that frequency 6 (7.3%) is disagree, frequency 26 (31.7%) partially agree, frequency 41 with (50.0%) agree, frequency 9(11.0%) strongly agree with the statement You ever changed your perception towards a commodity because of promotion activities. mean is 3.6463 and standard deviation is .77574

Table No 10: I trust the product and buy if it is in the market because of promotional activities.

		Frequency	Percent	Mean	Standard Deviation
Valid	Strongly Disagree	1	1.2	3.3171	1.04087
	Disagree	22	26.8		
	Partially Agree	19	23.2		
	Agree	30	36.6		
	Strongly Agree	10	12.2		
	Total	82	100.0		

Table No.10 shows that frequency 1 (1.2%) is strongly disagree, frequency 22 (26.8%) disagree, frequency 19 with (23.2%) partially agree, frequency 30(36.6%) agree and frequency 10 (12.2%) strongly agree with the statement I trust the product and buy if it is in the market because of promotional activities mean is 3.3171 and standard deviation is 1.04087.

**Table No 11: I came to know about various brands available only through promotional activities.**

		Frequency	Percent	Mean	Standard Deviation
Valid	Disagree	6	7.3	3.5976	.82939
	Partially Agree	33	40.2		
	Agree	31	37.8		
	Strongly Agree	12	14.6		
	Total	82	100.0		

Table no 11 shows that frequency 6 (7.3%) is disagree, frequency 33 (40.2%) partially agree, frequency 31(37.8%) agree and frequency 13 (14.6%) strongly agree with the statement I came to know about various brands available only through promotional activities mean is 3.5976 and standard deviation is .82939.

**Table 12 Response of customers against electronic advertisement is positive.**

		Frequency	Percent	Mean	Standard Deviation
Valid	Strongly Disagree	2	2.4	3.8780	.89429
	Partially Agree	26	31.7		
	Agree	32	39.0		
	Strongly Agree	22	26.8		
	Total	82	100.0		

Table no 12 shows that frequency 2 (2.4%) is strongly disagree, frequency 26 with (31.7 %) partially agree, frequency 32(39.0%) agree and frequency 22 (26.8%) strongly agree with the statement I trust the product and buy if it is in the market because of promotional activities mean is 3.8780 and standard deviation is 0.89429.

**Table no 13 Promotional activities make sense among people what to select.**

		Frequency	Percent	Mean	Standard Deviation
Valid	Strongly Disagree	2	2.4	3.5854	.87420
	Disagree	4	4.9		
	Partially Agree	31	37.8		
	Agree	34	41.5		
	Strongly Agree	11	13.4		
	Total	82	100.0		

Table no 13 shows that frequency 2 (2.4%) is strongly disagree, frequency 4 (4.9%) disagree, frequency 31 with (37.8%) partially agree, frequency 34(41.5%) agree and frequency 11 (13.4%) strongly agree with the statement Promotional activities make sense among people what to select mean is 3.5854 and standard deviation is .87420.

**Table No 14: Promotional activities have good impact on consumer mind are valuable and change their buying behavior.**

		Frequency	Percent	Mean	Standard Deviation
Valid	Strongly Disagree	2	2.4	3.8171	.94448
	Disagree	6	7.3		
	Partially Agree	15	18.3		
	Agree	41	50.0		
	Strongly Agree	18	22.0		
	Total	82	100.0		

Table no 14 shows that frequency 2 (2.4%) is strongly disagree, frequency 6 (7.3%) disagree, frequency 15 with (18.3%) partially agree, frequency 41(50.0%) agree and frequency 18 (22.0%) strongly agree with the statement Promotional activities have good impact on consumer mind are valuable and change their buying behavior mean is 3.8171 and standard deviation is .94448.

**Table no 15 Promotional activities almost help the customer to change their perception to buy products.**

		Frequency	Percent	Mean	Standard Deviation
Valid	Strongly Disagree	1	1.2	3.7805	.86101
	Disagree	4	4.9		
	Partially Agree	23	28.0		
	Agree	38	46.3		
	Strongly Agree	16	19.5		
	Total	82	100.0		

Table no 15 shows that frequency 1 (1.2%) is strongly disagree, frequency 4 (4.9%) disagree, frequency 23 with (28.0%) partially agree, frequency 38(46.3%) agree and frequency 16 (19.5%) strongly agree with the statement Promotional activities almost help the customer to change their perception to buy products mean is 3.7805 and standard deviation is .86101.

**Table no 16 without promotional activities consumer cannot make purchase decision easily if he/she not get message from promotional activities.**

		Frequency	Percent	Mean	Standard Deviation
Valid	Strongly Disagree	4	4.9	3.6098	1.03942
	Disagree	25	30.5		
	Partially Agree	19	23.2		
	Agree	26	31.7		
	Strongly Agree	8	9.8		
	Total	82	100.0		

Table no 16 shows that frequency 4 (4.9%) is strongly disagree, frequency 25 (30.5%) disagree, frequency 19 with (23.2%) partially agree, frequency 26(31.7%) agree and frequency 8 (9.8%) strongly agree with

the statement without promotional activities consumer cannot make purchase decision easily if he/she not get message from promotional activities mean is 3.6098 and standard deviation is 1.03942.

**Table no 17 I consider price as the most important criteria to change consumer perception.**

		Frequency	Percent	Mean	Standard Deviation
Valid	Strongly Disagree	4	4.9	3.6098	1.03942
	Disagree	7	8.5		
	Partially Agree	21	25.6		
	Agree	35	42.7		
	Strongly Agree	15	18.3		
	Total	82	100.0		

Table no 17 shows that frequency 4(4.9%) is strongly disagree, frequency 7 (8.5%) disagree, frequency 21 with (25.6%) partially agree, frequency 35(42.7%) agree and frequency 15 (18.3%) strongly agree with the statement consider price as the most important criteria to change consumer perception mean is 3.6098 and standard deviation is 1.03942.

**Table no 18: For buying FMCG products, I rely mostly rely on promotional activities.**

		Frequency	Percent	Mean	Standard Deviation
Valid	Strongly Disagree	4	4.9	3.3415	1.21939
	Disagree	22	26.8		
	Partially Agree	15	18.3		
	Agree	24	29.3		
	Strongly Agree	17	20.7		
	Total	82	100.0		

Table no 18 shows that frequency 4 (4.9%) is strongly disagree, frequency 22(26.8%) disagree, frequency 15 with (18.3%) partially agree, frequency 24(29.3%) agree and frequency 17 (20.7%) strongly agree with the statement For buying fmcg products, I rely mostly rely on promotional activities mean is 3.3415 and standard deviation is 1.21939.

**Table no 19 Consumers mostly come to buy products when companies sold in promotion time.**

		Frequency	Percent	Mean	Standard Deviation
Valid	Disagree	6	7.3	3.7927	.81252
	Partially Agree	19	23.2		
	Agree	43	52.4		
	Strongly Agree	14	17.1		
	Total	82	100.0		

Table no 19 shows that, frequency 6 (7.3%) disagree, frequency 19 with (23.2%) partially agree, frequency 43(52.4%) agree and frequency 14 (17.1%) strongly agree with the statement Consumers mostly come to buy products when companies sold in promotion time mean is 3.7927 and standard deviation is .81252.

**Table No 20: I came to know through promotional activities the various price offers and gifts/coupons extended in purchasing a product.**

		Frequency	Percent	Mean	Standard Deviation
Valid	Strongly Disagree	1	1.2	4.1098	.83157
	Disagree	2	2.4		
	Partially Agree	12	14.6		
	Agree	39	47.6		
	Strongly Agree	28	34.1		
	Total	82	100.0		

Table no 20 shows that frequency 1 (1.2%) is strongly disagree, frequency 2 (2.4%) disagree, frequency 12 with (14.6%) partially agree, frequency 39(47.6%) agree and frequency 28 (34.1%) strongly agree with the statement I came to know through promotional activities the various price offers and gifts/coupons extended in purchasing a product mean is 4.1098 and standard deviation is .83157.

**Table No 21: Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Gender	82	1.00	2.00	1.3049	.46319
Qualification	82	1.00	5.00	2.9878	1.09425
Age	82	1.00	7.00	2.5976	1.53043
I can get all types of information through promotional activities.	82	1.00	5.00	3.6951	1.07369
Promotional activities are most efficient way for introducing people about brands and products.	82	1.00	5.00	3.9512	.88753
The products which I buy after its promotion are really worthy.	82	1.00	5.00	3.5976	1.04065
Interactions between customer and advertiser become increasingly rapid and easy due to promotional activities.	82	1.00	5.00	3.6098	.88549
Consumer's response towards promotional activities & their perception changes.	82	1.00	5.00	3.5610	.94409
You ever changed your perception towards a commodity because of promotion activities.	82	2.00	5.00	3.6463	.77574

I trust the product and buy if it is in the market because of promotional activities.	82	1.00	5.00	3.3171	1.04087
I came to know about various brands available only through promotional activities.	82	2.00	5.00	3.5976	.82939
Response of customers against electronic advertisement is positive.	82	1.00	5.00	3.8780	.89429
Promotional activities make sense among people what to select.	82	1.00	5.00	3.5854	.87420
Promotional activities have good impact on consumer mind are valuable and change their buying behaviour.	82	1.00	5.00	3.8171	.94448
Promotional activities almost help the customer to change their perception to buy products.	82	1.00	5.00	3.7805	.86101
Without promotional activities consumer cannot make purchase decision easily if he/she not get message from promotional activities.	82	1.00	5.00	3.1098	1.10001
I consider price as the most important criteria to change consumer perception.	82	1.00	5.00	3.6098	1.03942
For buying fmcg products, I rely mostly rely on promotional activities.	82	1.00	5.00	3.3415	1.21939
Consumers mostly come to buy products when companies sold in promotion time.	82	2.00	5.00	3.7927	.81252
I came to know through promotional activities the various price offers and gifts/coupons extended in purchasing a product.	82	1.00	5.00	4.1098	.83157
Valid N (listwise)	82				

## Conclusion and Discussion

This study set out to analyze the impact of promotional strategies on consumer perception in the Fast-Moving Consumer Goods (FMCG) sector, a market characterized by high competition, low product differentiation, and frequent purchase behavior. The findings demonstrate that promotional strategies play a significant and multidimensional role in shaping consumer perception, influencing not only purchase intention but also brand image, perceived value, and long-term loyalty. In particular, price-based promotions, advertising intensity, sales promotions, digital engagement, and in-store promotional tactics were found to significantly affect how consumers evaluate FMCG brands.

One of the key conclusions of this research is that price promotions, such as discounts, coupons, and bundled offers, strongly influence short-term consumer perception by enhancing perceived value and affordability. Consumers in the FMCG sector are highly price-sensitive due to the routine nature of purchases and the availability of substitutes. As a result, temporary price reductions tend to create immediate positive perceptions of value-for-money. However, the findings also suggest that excessive reliance on price-based promotions may negatively affect long-term brand perception, as consumers may begin to associate the brand primarily with discounts rather than quality. This aligns with existing literature indicating that frequent price promotions can erode brand equity if not strategically managed.

Advertising and brand communication were found to have a more sustained impact on consumer perception. Informative and persuasive advertising enhances brand awareness, builds credibility, and strengthens emotional connections with consumers. In the FMCG sector, where products are often similar in functional attributes, advertising becomes a critical tool for differentiation. The study indicates that consistent and clear brand messaging contributes significantly to positive brand perception and trust. In particular, digital advertising and social media engagement have emerged as influential channels, especially among younger consumers who actively seek product information online before making purchase decisions.

Sales promotions, including free samples, contests, and loyalty programs, were also shown to positively influence consumer perception by increasing engagement and trial behavior. Free samples and in-store demonstrations allow consumers to directly experience product quality, thereby reducing perceived risk. Loyalty programs, on the other hand, contribute to repeat purchase behavior and enhance relational bonds between consumers and brands. The findings suggest that when sales promotions are integrated with broader branding strategies, they can strengthen both immediate sales performance and long-term consumer perception.

Another important discussion point relates to the interaction between promotional strategies and consumer trust. The results indicate that transparency and authenticity in promotional communication significantly moderate consumer responses. Misleading promotions or exaggerated claims can quickly damage consumer perception in the age of digital information sharing. Therefore, ethical promotional practices and consistent messaging are essential for sustaining positive brand perception in the FMCG sector.

The study also highlights the growing importance of digital platforms in shaping consumer perception. Social media campaigns, influencer marketing, and user-generated content significantly impact how consumers perceive FMCG brands. Online reviews and peer recommendations were found to reinforce or weaken promotional effectiveness. This suggests that promotional strategies are no longer unidirectional; rather, they operate within an interactive communication environment where consumers actively participate in shaping brand narratives.

From a managerial perspective, the findings imply that FMCG companies should adopt a balanced promotional mix. Overemphasis on price promotions may drive short-term sales but risk long-term brand dilution. Instead, integrating price incentives with strong advertising, digital engagement, and value-based communication can create a more sustainable impact on consumer perception. Marketers should also segment their target audiences and tailor promotional strategies according to demographic and psychographic characteristics, as consumer responses to promotions vary across segments.

In conclusion, promotional strategies significantly shape consumer perception in the FMCG sector, influencing both immediate purchase decisions and long-term brand evaluation. A strategic, integrated, and ethically grounded promotional approach is essential for building positive consumer perception and sustaining competitive advantage in this dynamic industry. Future research may explore the mediating role of consumer emotions and the moderating influence of cultural or socioeconomic factors to further enrich understanding in this field.

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