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A Functional Theory Perspective On Customers Attitude Towards Sales Promotion In Visakhapatnam

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Abstract

This study delves into the realm of customer attitudes towards sales promotion strategies in Visakhapatnam City, employing the functional theory of attitudes as the guiding framework. Sales promotion, a key component of marketing efforts, aims to stimulate immediate customer action and boost sales by offering incentives and creating a sense of urgency. The research highlights the importance of sales promotion in marketing, emphasizing its role in creating awareness, differentiating brands, building customer loyalty, and accelerating the buying process. Drawing on the functional theory of attitudes, the study identifies four main functions that attitudes serve in influencing customer behaviour: utilitarian, knowledge, social-expressive, and ego-defensive. By exploring these functions, the paper provides a comprehensive understanding of the underlying motivations and needs driving customer responses to sales promotion strategies. The research methodology involved collecting quantitative data from 500 respondents in Visakhapatnam City through surveys. The data was analyzed using factor analysis and inferential statistics to draw meaningful conclusions and test hypotheses. The findings reveal significant differences in customer attitudes towards sales promotion strategies based on demographic characteristics such as age, gender, employment status, educational qualification, family income, and marital status. Moreover, customer preferences for media channels impact their attitudes towards sales promotions, with an omni-channel approach proving crucial for reaching and engaging diverse customer segments effectively.

Key Words: Attitude Functional Theory, Customers Attitude, Ego-Defence Function, Knowledge Function, Sales Promotion Strategies, Self-Expressive Function, Utilitarian Function.

Introduction

Sales promotion is a key component of the marketing and promotional mix, aimed at stimulating immediate customer action and driving sales. It is a vital marketing tool that aims to stimulate immediate customer action and boost sales by offering incentives and creating a sense of urgency or excitement (Saxena, 2018). It involves the use of various techniques and strategies to offer incentives and create a sense of urgency, thereby influencing customer behaviour and increasing purchase intent (Belch & Belch, 2020). Sales promotion plays a crucial role in the marketing efforts of businesses across industries, providing unique advantages and contributing to the overall success of marketing campaigns. In today's highly competitive business environment, companies employ various sales promotion strategies to differentiate themselves from competitors and drive customer demand. These strategies are carefully planned and executed to effectively communicate the value proposition of a product or service to the target audience (Kotler & Keller, 2016). By providing additional incentives or benefits, sales promotion strategies aim to motivate customers to make a purchase, try a new product, or increase their buying frequency (Huang & Sarigöllü, 2014).

Importance of Sales Promotion: Sales promotion serves several important functions in marketing. Firstly, it helps to create awareness and generate interest in a product or service. By offering discounts, free samples, or other incentives, businesses attract the attention of potential customers and encourage them to explore the offering further (Huang & Sarigöllü, 2014). Sales promotion also plays a significant role in differentiating a brand from competitors, as unique promotional offers can set a product or service apart and make it more attractive to consumers (Gupta & Choudhury, 2020). Furthermore, sales promotion strategies contribute to building customer loyalty and retaining existing customers. Loyalty programs, for instance, offer rewards or special benefits to loyal customers, encouraging repeat purchases and fostering long-term relationships (Ryu et al., 2008). Sales promotion also helps to accelerate the buying process by creating a sense of urgency or limited availability. Time-limited discounts or limited stock offers often create a fear of missing out (FOMO) among consumers, prompting them to make immediate purchasing decisions (Inman et al., 2006).

Strategies for Effective Sales Promotion: Businesses employ various sales promotion strategies to achieve their marketing objectives. One common strategy is offering price discounts, which can attract price-sensitive customers and increase sales volume (Gupta & Choudhury, 2020). Coupons are another popular strategy, allowing customers to save money on future purchases and incentivizing repeat buying (Inman et al., 2006). Free samples or trial offers enable customers to experience a

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product or service firsthand, reducing perceived risk and increasing the likelihood of conversion (Liu et al., 2020). Contests and sweepstakes are engaging sales promotion strategies that involve customer participation in activities such as quizzes or prize draws. These strategies generate excitement, encourage brand interaction, and create a sense of anticipation among customers (Shimp & Andrews, 2013). Loyalty programs, on the other hand, offer rewards and incentives to loyal customers, fostering brand loyalty and repeat purchases (Ryu et al., 2008). In addition to these strategies, businesses may utilize point-of-purchase displays, in-store promotions, or online promotions to increase visibility and attract customer attention (Belch & Belch, 2020). Co-marketing collaborations with other brands or cross-promotional campaigns can also be effective in reaching new customer segments and maximizing promotional impact.

Sales Promotion Tools

Consumer-Oriented	Trade-Oriented
Samples	Contests, dealer incentives
Coupons	Trade allowances
Premiums	Point-of-purchase displays
Contests/sweepstakes	Training programs
Refunds/rebates	Trade shows
Bonus packs	Cooperative advertising
Price-off deals	
Loyalty programs	
Event marketing	

Source: https://imscdrmba.files.wordpress.com/2016/01/2.png

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Functional Theory of Attitude

The functional theory of attitude, proposed by Daniel Katz in 1960, suggests that attitudes serve specific functions for individuals based on their needs and goals (Katz, 1960). According to this theory, attitudes are not merely based on beliefs or evaluations of an object but are shaped by their instrumental value in fulfilling psychological and social needs.

The functional theory identifies four main functions that attitudes serve:

Utilitarian Function: Attitudes help individuals maximize rewards and minimize punishment. They serve as a means to obtain desired outcomes or avoid negative consequences. For example, customers may develop positive attitudes towards sales promotion strategies because they perceive them as opportunities to save money or receive benefits (Katz, 1960; Ajzen, 1991).

Knowledge Function: Attitudes provide structure and organization to one's understanding of the world. They help individuals simplify and make sense of complex information. In the context of sales promotion, customers may form attitudes based on their understanding of the effectiveness or credibility of different strategies (Katz, 1960; Eagly & Chaiken, 1993).

Social-Expressive Function: Attitudes help individuals express their self-identity and values to others. They serve as a means of social affiliation and differentiation. Customers may adopt certain attitudes towards sales promotion strategies to signal their preferences, values, or social identity to others (Katz, 1960; Fishbein & Ajzen, 1975).

Ego-Defensive Function: Attitudes protect individuals from threats to their self-esteem or internal conflicts. They serve as a defence mechanism against anxiety or uncertainty. Customers may develop attitudes towards sales promotion strategies to defend their ego by justifying their purchase decisions or avoiding cognitive dissonance (Katz, 1960; Smith & Mackie, 2007).

The functional theory of attitude provides a valuable framework for understanding customer attitudes towards sales promotion strategies. By identifying the underlying functions served by these attitudes, researchers can gain insights into the psychological motivations and needs that drive customer responses.

Utilizing this theory in the research paper allows for a comprehensive understanding of why customers hold specific attitudes towards sales promotion strategies. It helps to uncover the underlying drivers and motivations behind customers' responses, providing a deeper insight into their decision-making processes. By exploring the utilitarian, knowledge, social-

expressive, and ego-defensive functions of attitudes, the research can shed light on the multifaceted nature of customer attitudes towards sales promotion strategies. Furthermore, the functional theory of attitude provides a theoretical basis for developing effective recommendations for retail store managers. By understanding the functions that customers seek through sales promotion strategies, managers can tailor their promotional efforts to align with customer needs and goals. This knowledge can help in designing more targeted and customer-centric sales promotion strategies that resonate with customers and drive positive attitudes, ultimately leading to increased customer satisfaction and sales.

Functional Theory of Attitudes

- Katz: attitudes exist because they serve some adaptive function

UTILITARIAN FUNCTION: Relates to rewards and punishments	VALUE-EXPRESSIVE FUNCTION: Expresses consumer's values or self-concept
EGO-DEFENSIVE FUNCTION: Protect ourselves from external threats or internal feelings	KNOWLEDGE FUNCTION: Need for order, structure, or meaning

Source: https://slideplayer.com/slide/7451942/24/images/3/Functional+Theory+of+Attitudes.jpg

Review of Literature

Gupta and Choudhury (2020) conducted a study on the impact of sales promotion strategies on consumer buying behaviour in the fast-moving consumer goods (FMCG) industry in India. The research investigated the relationship between various sales promotion strategies and consumer behaviour. The findings highlighted the significant influence of sales promotion techniques on consumer buying decisions, indicating that effective sales promotions can positively impact consumer behaviour and lead to increased sales. This study provides insights into the role of sales promotion strategies in the FMCG industry and offers implications for marketers aiming to optimize their promotional efforts.

Fam, K. S., Brito, P. Q., Gadekar, M., Richard, J. E., Jargal, U., & Liu, W. (2019) conducted a study on consumer attitudes towards sales promotion across culturally diverse environments. The research found that country, education level, income, and delayed-reward sales promotion tactics significantly influenced consumer attitudes. Discounts and coupons were ranked as the most preferred sales promotion strategies. The study provides valuable insights for marketers to develop effective sales promotion strategies tailored to specific cultural contexts.

Huang and Sarigöllü (2014) examined the relationship between brand awareness, market outcome, brand equity, and the marketing mix. The research explored how brand awareness influences market performance and brand equity, and how it interacts with other marketing mix elements. The study emphasized the importance of brand awareness as a key driver of market outcomes and brand equity. The findings provided insights into the strategic implications of brand awareness and its role in shaping marketing strategies to enhance brand performance and competitiveness.

Laroche, M., Pons, F., Zgoll, N., Cervellon, M-C., & Kim, C. (2013) proposed a multidimensional model of consumer response to retail sales promotion techniques. The model integrates cognitive, affective, and behavioural components and focuses on the use of two promotional tools: coupons and two-for-one promotions. The study explores the influence of individual traits, such as busyness, variety seeking, perceived financial wellness, market maven, brand loyalty, and store loyalty, on consumer responses to sales promotions. The findings reveal both commonalities and differences in the process and effects of the two promotional tools. The study offers implications for retailers and suggests segmenting consumer markets based on individual traits to effectively select appropriate promotional mechanisms.

Ryu, Lee, and Kim (2008) examined the impact of relationship quality on customer loyalty in the Korean full-service restaurant industry. The study investigated how the quality of the customer-restaurant relationship influences customer loyalty. The findings highlighted the significant influence of relationship quality on customer loyalty, emphasizing the importance of building strong relationships with customers to foster loyalty in the restaurant industry. The research provided insights into the factors that contribute to customer loyalty and its implications for business success in the hospitality sector.

Inman, McAlister, and Hoyer (2006) investigated the role of promotions as a signal for price cuts in the Journal of Marketing Research. The study examined consumer perceptions and reactions to promotional offers and their implications for pricing strategies. The findings suggested that promotions can serve as a proxy for price cuts, influencing consumer behaviour and purchase decisions. The research provided insights into the

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signaling effect of promotions on consumer perceptions of price discounts.

Objectives

1) To study the concept of sales promotion.
2) To assess the attitudes of customers of different retail stores in Visakhapatnam City towards different sales promotion strategies based on functional theory of attitude.
3) To provide suitable suggestions to retail store managers in Visakhapatnam city on the effective implementation of sales promotion strategies based on customers attitudes and preferences.

Research Methodology

Data Collection: The purpose of this quantitative and empirical study is to explore customer attitudes regarding sales marketing tactics in Visakhapatnam. To ensure a representative sample, the researcher focused on selected census tracts within the city and its surrounding area. The data collection involved visiting selected stores, distributing questionnaires to customers, and collecting responses. Additionally, questionnaires were sent through mail and WhatsApp, resulting in 589 responses, of which 503 were usable for analysis. The chosen sample size of 500 exceeded the minimum requirement of 384, ensuring a respectable measure of reliability.

Questionnaire Design and Data Analysis: The questionnaire was designed to gather detailed data on the components of the Functional Attitude theory related to sales promotion. Each item was measured on a five-point Likert scale, allowing respondents to express their level of agreement or disagreement with the provided statements. To ensure the reliability of the measured factors, a reliability check was performed for all items using SPSS.

Inferential Statistics: The collected data was meticulously analyzed using a combination of inferential and descriptive statistical techniques in SPSS and SPSS AMOS. The inferential statistical methods included the Kruskal-Wallis test, a robust non-parametric test used to assess differences between groups when the assumptions of normality and homogeneity of variance are not met. Additionally, factor analysis was utilized to uncover underlying patterns and relationships among the observed variables, providing valuable insights into the latent constructs influencing the data.

Descriptive Statistics and Generalizability: Descriptive statistics, such as frequencies and percentages, were calculated to summarize and present the distribution of responses for each variable. These statistics allowed for a clear understanding of participants' attitudes and preferences towards sales promotion strategies in Visakhapatnam retail stores. The selection of a representative sample from specific census tracts increases the generalizability of the findings to the target population of residents in Visakhapatnam.

Comprehensive Analysis and Valuable Suggestions: The utilization of both inferential and descriptive statistical techniques ensured a robust and comprehensive analysis, enabling the exploration of potential relationships, differences, and patterns in the data. Through this rigorous approach, a deeper understanding of customer attitudes towards sales promotion strategies was attained, paving the way for valuable recommendations to retail store managers for effective implementation and enhanced customer engagement.

Source: Created by Author

Hypotheses

H_{01}: Customer attitudes towards sales promotion do not differ significantly based on their demographic characteristics.

H_{02}: There is no significant difference in media preference for communicating sales promotion and their demographic characteristics.

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Result 1: Demographics of the Respondents

Table 1: *Distribution of Respondents by Demographic Variables*

Characteristics		Customers (N=500)	
		Frequency	Percentage
Age	18-25	231	46.2
	26-35	137	27.4
	36-45	127	25.4
	ABOVE 46	5	1.0
Gender	Male	312	62.4
	Female	188	37.6
Employment status	Self Employed	29	5.8
	Government Employee	97	19.4
	Private Employee	133	26.6
	Not Employed	79	15.8
	Student	162	32.4
Educational Qualification	SSC	15	3.0
	12th class	91	18.2
	Graduate	144	28.8
	Post Graduate	250	50.0
Family Income	Less than 2 Lakhs	92	18.4
	2-3 Lakhs	89	17.8
	3-5 Lakhs	97	19.4
	5-10 Lakhs	199	39.8
	Greater than 10 Lakhs	23	4.6
Family size	Joint Family	107	21.4
	Individual Family	393	78.6
Marital status	Married	269	53.8
	Unmarried	231	46.2

Source: Computed by Author

Findings: The demographic characteristics of the respondents were analyzed based on age, gender, employment status, educational qualification, family income, family size, and marital status. In the age category, the majority of respondents (46.2%) fell within the 18-25 age group, followed by 26-35 (27.4%) and 36-45 (25.4%). Only a small percentage (1.0%) were above 46 years old. Regarding gender, the survey showed that 62.4% of the participants identified as male, while 37.6% identified as female, indicating a relatively balanced gender distribution. In terms of employment status, the respondents comprised various groups. The largest segment was students (32.4%), followed by private employees (26.6%) and government employees (19.4%). A notable proportion were not employed (15.8%), and a smaller percentage were self-employed (5.8%). Analyzing educational qualifications, the data revealed that the majority of respondents held post-graduate degrees (50.0%), and graduates constituted 28.8% of the sample. The 12th class and SSC qualification holders accounted for 18.2% and 3.0%, respectively. Family income was

classified into different brackets. The highest proportion of respondents (39.8%) had a family income between 5 to 10 Lakhs, followed closely by those with an income of 2 to 3 Lakhs (19.4%). Families earning less than 2 Lakhs constituted 18.4%, while those with incomes greater than 10 Lakhs were the smallest group at 4.6%. In terms of family size, a significant majority (78.6%) belonged to individual families, while 21.4% lived in joint families. Lastly, the survey examined the marital status of the respondents. The majority (53.8%) identified as married, and almost an equal percentage (46.2%) were unmarried. The survey provided valuable insights into the diverse demographic characteristics of the respondents, revealing patterns and trends across various age groups, genders, employment statuses, educational backgrounds, family incomes, family sizes, and marital statuses. The data collected can serve as a foundation for further analysis and decision-making in relevant areas.

Result 2: Description of the Responses

Table 2: *Perception of Respondents Based on Functional Theory of Attitude*

Variable	Customers (N=500) (%)				
	SA	A	N	DA	SDA
Knowledge Function					
KF 1	327(65.4%)	101(20.2%)	54(10.8%)	10(2.0%)	8(1.6%)
KF 2	0(0%)	0(0%)	296(59.2%)	192(38.4%)	12(2.4%)
KF 3	220(44.0%)	180(36.0%)	56(11.2%)	34(6.8%)	10(2.0%)
KF 4	0(0%)	0(0%)	428(85.6%)	56(11.2%)	16(3.2%)
Self-Expressive Function					
SEF 1	0(0%)	88(17.6%)	26(5.2%)	366(73.2%)	20(4.0%)
SEF 2	223(44.6%)	201(40.2%)	38(7.6%)	36(7.2%)	2(0.4%)
SEF 3	239(47.8%)	219(43.8%)	32(6.4%)	8(1.6%)	2(0.4%)
SEF 4	146(29.2%)	274(54.8%)	52(10.4%)	22(4.4%)	6(1.2%)
SEF 5	269(53.8%)	185(37.0%)	28(5.6%)	16(3.2%)	2(0.4%)
SEF 6	227(45.4%)	203(40.6%)	40(8.0%)	24(4.8%)	6(1.2%)
Utilitarian Function					
UF 1	305(61.0%)	141(28.2%)	28(5.6%)	24(4.8%)	2(0.4%)
UF 2	221(44.2%)	245(49.0%)	20(4.0%)	8(1.6%)	6(1.2%)
UF 3	209(41.8%)	243(48.6%)	32(6.4%)	12(2.4%)	4(0.8%)
UF 4	175(35.0%)	267(53.4%)	36(7.2%)	14(2.8%)	8(1.6%)
Ego-Defence Function					
EDF 1	322(64.4%)	136(27.2%)	24(4.8%)	16(3.2%)	2(0.4%)
EDF 2	0(0%)	0(0%)	252(50.4%)	240(48.0%)	8(1.6%)
EDF 3	0(0%)	26(5.2%)	128(25.6%)	332(66.4%)	14(2.8%)
EDF 4	210(42.0%)	222(44.4%)	48(9.6%)	18(3.6%)	2(0.4%)

SDA-Strongly Disagree, DA-Disagree, N-Neutral, A-Agree, SA-Strongly Agree

Source: Computed by Author

Findings: The survey data presents responses from the respondents categorized into four functions.

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Knowledge Function 1, the majority of respondents strongly agreed (65.4%), followed by those who agreed (20.2%), while a smaller percentage expressed neutral (10.8%), disagree (2.0%), or strongly disagree (1.6%) responses. Moving on to Knowledge Function 2, no respondents selected the first two response options (strongly agree and agree). However, the majority of respondents (59.2%) expressed a neutral stance, followed by those who disagreed (38.4%) and strongly disagreed (2.4%). Knowledge Function 3 elicited varied responses, with a significant number of respondents agreeing (44.0%) and expressing neutral opinions (36.0%). Smaller proportions disagreed (11.2%), strongly disagreed (2.0%), or were neutral (6.8%). For Knowledge Function 4, again, no respondents strongly agreed or agreed. However, a significant number (85.6%) expressed a neutral stance, followed by those who disagreed (11.2%) and strongly disagreed(3.2%).

Self-Expressive Function, also evaluated in the survey, where responses were more evenly distributed across the various options. In Self-Expressive Function 1, no respondents strongly agreed, but a considerable proportion (73.2%) expressed agreement. Some respondents disagreed (17.6%), while others were neutral (5.2%) or strongly disagreed (4.0%). Self-Expressive Function 2 saw respondents expressing different levels of agreement, with 44.6% agreeing, 40.2% strongly agreeing, 7.6% disagreeing, 7.2% strongly disagreeing, and 0.4% remaining neutral. Similarly, in Self-Expressive Function 3, a substantial proportion agreed (47.8%) and strongly agreed (43.8%). Smaller percentages disagreed (6.4%), strongly disagreed (1.6%), or remained neutral (0.4%). Self-Expressive Function 4 elicited diverse responses, with respondents expressing agreement (29.2%), strong agreement (54.8%), disagreement (10.4%), strong disagreement (4.4%), or neutrality (1.2%). For Self-Expressive Functions 5 and 6, respondents demonstrated varying levels of agreement, disagreement, and neutrality.

Utilitarian Function analysis revealed similar trends. In Utilitarian Function 1, most respondents agreed (61.0%), followed by those who strongly agreed (28.2%), disagreed (5.6%), strongly disagreed (4.8%), or remained neutral (0.4%). Utilitarian Function 2 received responses ranging from agreement to strong disagreement, with a significant proportion agreeing (49.0%) and strongly agreeing (44.2%), while others disagreed (4.0%), strongly disagreed (1.6%), or were neutral (1.2%). Utilitarian Function 3 also displayed diverse responses, with respondents expressing agreement (48.6%), strong agreement (41.8%), disagreement (6.4%), strong disagreement (2.4%), or neutrality (0.8%). Finally, the

Ego-Defence Function analysis indicated variations in responses. In Ego-Defence Function 1, most respondents strongly agreed (64.4%), followed by those who agreed (27.2%), disagreed (4.8%), strongly disagreed (3.2%), or were neutral (0.4%). Ego-Defence

Function 2 had no respondents strongly agreeing or agreeing. A significant proportion disagreed (50.4%), while others strongly disagreed (48.0%) and remained neutral (1.6%). Ego-Defence Functions 3 and 4 received diverse responses, demonstrating the range of opinions held by respondents.

Table 3: *Preference of Media by the Responses*

Media	Median (M)	Rank N = 500					
		1	2	3	4	5	6
TV	2	169(33.8%)	291(58.2%)	12(2.4%)	6(1.2%)	10(2.0%)	12(2.4%)
News Paper	4	6(1.2%)	25(5.0%)	186(37.2%)	158(31.6%)	31(6.2%)	94(18.8%)
POP	5	8(1.6%)	6(1.2%)	39(7.8%)	141(28.2%)	116(23.2%)	190(38.0%)
Banner	5	6(1.2%)	14(28.0%)	35(7.0%)	141(28.2%)	251(50.2%)	53(10.6%)
Pamphlet	4	10(2.0%)	14(2.8%)	220(44.0%)	48(9.6%)	82(16.4%)	126(25.2%)
Internet	1	301(60.2%)	152(30.4%)	8(1.6%)	6(1.2%)	10(2.0%)	23(4.6%)

Source: Computed by Author

Findings: The data represents a survey of 500 respondents on their preferred media sources. Six media types were evaluated, namely TV, News Paper, POP (Point of Purchase), Banner, Pamphlet, and Internet. The respondents ranked these media sources from 1 to 6, with 1 being the most preferred and 6 being the least preferred. TV emerged as the most favoured media, with 58.2% of respondents ranking it at number two and 33.8% ranking it as their top choice. The News Paper obtained the second position, with 37.2% ranking it at number three and 31.6% ranking it at number four. POP and Banner were ranked equally at number three, but with different percentages - 28.2% and 7.8%, respectively, for POP, and 50.2% and 7.0% for Banner. Pamphlet was the fourth most preferred option, with 44.0% ranking it at number three and 25.2% at number six. Internet, despite being the most popular choice for 60.2% of respondents, also received varied rankings, with 30.4% ranking it at number two and 4.6% at number six. This survey provides valuable insights into the media preferences of the respondents, highlighting the varying degrees of popularity among different media sources. The data can be beneficial for marketers and advertisers in understanding consumer behaviour and tailoring their promotional strategies accordingly.

Result 3: Factor Analysis

Factor analysis is utilized to uncover latent constructs and underlying relationships among variables related to customer attitudes towards sales promotion strategies. This statistical method helps identify distinct factors that influence attitudes, providing valuable insights into customers' perceptions and preferences.

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Table 4: *Pattern Matrix*

			Component		
	Cognition	Advantages	Positive Decision	Impulse Buy	Negative Decision
KF4	.958	-.343			
KF3	.900				
UF1	.748				
KF1	.728				
SEF2	.705		-.426		
SEF5	.651				
SEF4	.572				
EDF4	.398	.343			
UF3		.938			
UF4		.820			
EDF1		.594			
SEF3		.505	.346		
SEF6		.458			
KF2			.748		
EDF2			.639	-.377	
UF2		.318	-.561		
EDF3				.908	
SEF1					.925

Extraction Method: Principal Component Analysis.

 Rotation Method: Promax with Kaiser Normalization.

Source: Computed by Author

Findings: The data was derived from SPSS using Principal Component Analysis with Promax rotation and Kaiser normalization. It presents the component values for cognition, advantages, positive decision, impulse buy, and negative decision. Notably, Knowledge Function 4 exhibits a high value for cognition, while Knowledge Function 3 shows a significant value for advantages. Positive decisions are closely linked to Utilitarian Function 3, whereas negative decisions are strongly associated with Self-Expressive Function 1. Furthermore, impulse buy and negative decision are negatively correlated, indicating a potential conflict in decision-making processes. These findings provide

valuable insights into the interplay between different components and their influence on decision-making tendencies.

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Pattern Matrix Model:
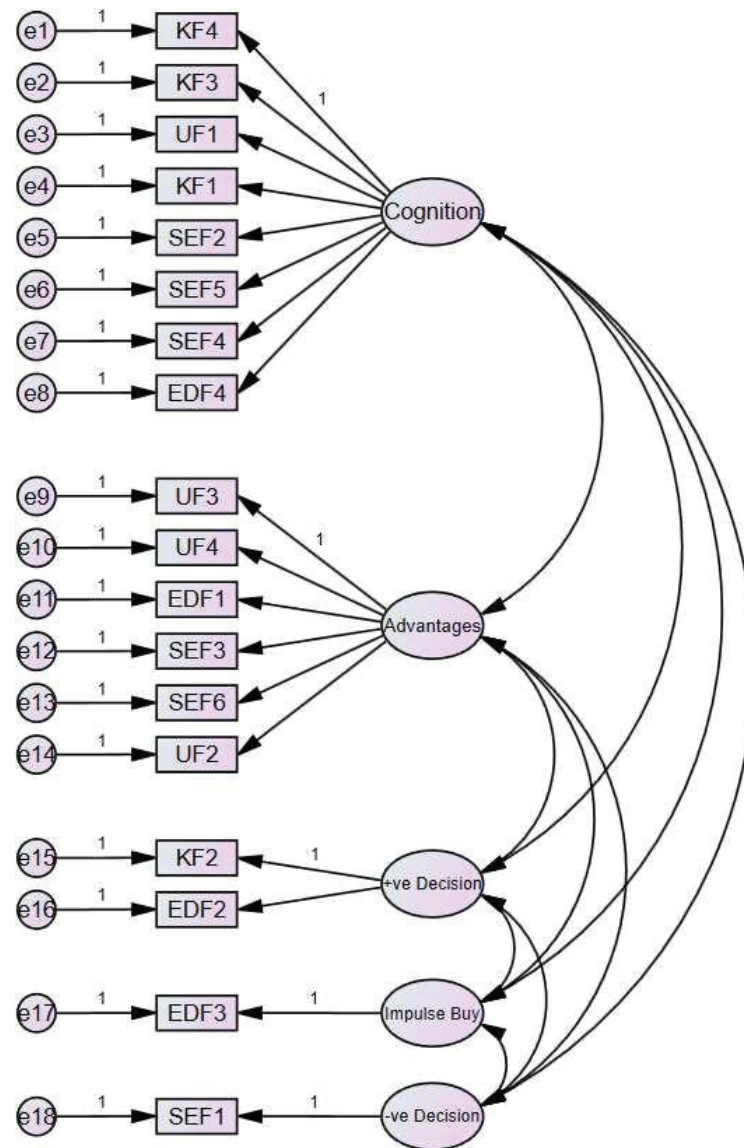
Source: Computed by Author

Results 4: Hypotheses Testing

A poll of 30 participants was done to test the accuracy of the measures. The internal homogeneity of the questionnaire was evaluated using Cronbach's alpha in order to regard the results with credibility. The coefficient value was larger than 0.6, the lowest feasible value for reliability (Pallant, 2002). The overall Cronbach's alpha value was 0.682, indicating that the questionnaire was internally consistent and appropriate for primary data collection. Table 5 displays the results of the reliability check performed on each variable, verifying the validity and consistency of the measured parameters. All measurements were scored on a Likert scale of 1 to 5, with 1 being strongly agree' and 5 being strongly disagree'.

Table 5: *Reliability Check of Questionnaire using Cronbach's Alpha*

Variables	Items	Median	Range	Cronbach's Coefficient
Knowledge Function	4	2	1-5	0.661
Self-Expressive Function	6	2	1-5	0.710
Utilitarian Function	4	2	1-5	0.703
Ego-Defense Function	4	2	1-5	0.651

Source: Computed by Author

The Kruskal-Wallis test is a feasible statistical method for hypothesis testing in this study. It is appropriate when dealing with multiple independent groups and ordinal or non-parametric data. By evaluating differences among groups, it enables robust comparisons and maintains statistical validity. This test's suitability makes it an optimal choice for analyzing data and drawing meaningful conclusions in the present research.

Table: 6 *Kruskal Waills Test for Hypothesis 1*

Hypotheses	Significance	Result
Age	<0.001	Reject Null
Gender	0.005	Reject Null
Employment Status	0.001	Reject Null
Educational Qualification	0.002	Reject Null
Family Income	0.000	Reject Null
Family Size	0.277	Accept Null
Marital Status	0.003	Reject Null

Source: Computed by Author

Findings: The objective of Hypothesis 1 (H01) was to investigate whether customer attitudes towards sales promotion differed significantly based on their demographic characteristics. To test this hypothesis, a Kruskal-Wallis test was conducted for each demographic variable. The results of the Kruskal-Wallis test revealed significant differences in customer attitudes towards sales promotion based on most demographic characteristics. Age, gender, employment status, educational qualification, family income, and marital status all yielded p-values of less than 0.05, indicating that these variables had a statistically significant impact on customer attitudes towards sales promotion. Therefore, the null hypothesis (H01) was rejected for these demographic characteristics. However, family size demonstrated a p-value greater than 0.05 (0.277), suggesting that customer attitudes towards sales promotion did not differ significantly based on family size. As a result, the null hypothesis (H01) was accepted for this particular demographic characteristic. In conclusion, the Kruskal-Wallis test provided valuable insights into the relationship between customer attitudes towards sales promotion and various demographic characteristics. The results indicated that age, gender, employment status, educational

qualification, family income, and marital status influenced customer attitudes significantly, while family size did not have a significant impact. These findings could be beneficial for marketers and businesses in tailoring sales promotion strategies to different demographic segments to enhance customer engagement and satisfaction.

Table: 7 *Kruskal Waills Test for Hypothesis 2*

Hypotheses	Significance	Accept/Reject
Age	<0.001	Reject Null
Gender	0.015	Reject Null
Employment Status	<0.001	Reject Null
Educational Qualification	<0.001	Reject Null
Family Income	<0.001	Reject Null
Family Size	0.014	Reject Null
Marital Status	<0.001	Reject Null

Source: Computed by Author

Findings: To test this hypothesis, a Kruskal-Wallis test was conducted for each demographic variable to analyze its impact on customer attitudes towards sales promotion strategies. The outcomes of the Kruskal-Wallis test indicated that there were statistically significant differences in customer attitudes towards sales promotion strategies based on various media channels. For all demographic characteristics - age, gender, employment status, educational qualification, family income, family size, and marital status - the p-values were found to be less than 0.05, signifying that these factors played a crucial role in influencing customer attitudes towards sales promotion strategies. Therefore, based on the results, the null hypothesis (H02) was rejected for all demographic characteristics, supporting the conclusion that there is indeed a significant difference in customer attitudes towards sales promotion strategies across various media channels. These findings have valuable implications for businesses and marketers, as they highlight the importance of tailoring sales promotion strategies to different media platforms to effectively reach and engage diverse customer segments. By understanding how customer attitudes vary across media channels, companies can optimize their promotional efforts and achieve better outcomes in their marketing campaigns.

Suggestions for Retailers

The study on customer attitudes towards sales promotion strategies in Visakhapatnam City, utilizing the functional theory of attitudes as a guiding framework, has shed light on the complex interplay between customer motivations and promotional strategies. Based on the research findings, we offer the following suggestions to retail store managers in Visakhapatnam City to enhance their sales promotion strategies and customer engagement

Personalization: Utilize customer data and preferences to personalize sales promotion offers. Tailoring promotions to

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individual preferences can significantly increase customer engagement and response rates.

Omni-channel Approach: Adopt an omni-channel approach to reach customers through various media platforms. Combine traditional channels like TV and newspapers with digital channels like social media and email marketing to maximize reach and impact.

Limited-Time Offers: Leverage the sense of urgency by introducing limited-time offers and exclusive deals. Time-sensitive promotions can create a fear of missing out and prompt customers to make immediate purchasing decisions.

Loyalty Programs: Implement effective loyalty programs to reward and retain loyal customers. Offer exclusive benefits and rewards to incentivize repeat purchases and foster long-term customer relationships.

Educate Customers: Use sales promotions as an opportunity to educate customers about product benefits and value propositions. Clear communication about the advantages of a promotion can enhance its effectiveness.

Measure and Analyze: Continuously measure and analyze the performance of sales promotion campaigns. Use data analytics to assess the impact of different strategies and make data-driven decisions for future campaigns.

Customer Feedback: Seek customer feedback on sales promotion initiatives to understand their preferences and pain points. Use this feedback to refine and improve future campaigns.

Ethical Practices: Ensure that sales promotion strategies align with ethical practices and do not deceive or mislead customers. Transparent and honest promotions build trust and credibility.

Continuous Innovation: Continuously innovate and experiment with new sales promotion ideas. Staying ahead of competitors and offering unique promotions can attract and retain customers effectively.

By implementing these recommendations, retailers in Visakhapatnam can create compelling sales promotion strategies that resonate with their target audience and drive business growth.

Conclusion: The research on customers attitudes towards sales promotion strategies in Visakhapatnam City based on the functional theory of attitudes has provided valuable insights into the multifaceted nature of consumer behavior. The study identified four key attitude functions - utilitarian, knowledge, social-expressive, and ego-defensive - that influence customer responses to sales promotions. It revealed significant differences in attitudes based on demographic characteristics and media

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preferences, emphasizing the need for retailers to tailor their promotional strategies accordingly. Understanding customer motivations and preferences can enable retailers to design targeted and customer-centric sales promotion campaigns that drive customer engagement, loyalty, and sales. By utilizing these insights, retailers can effectively differentiate themselves in the highly competitive market and achieve marketing success.

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