



ASSESSING CONSUMER PERCEPTIONS: EMPIRICAL INSIGHTS INTO SALES PROMOTIONS IN GURUGRAM DISTRICT

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ABSTRACT This study examines consumer perceptions toward sales promotional offers in the Gurugram district using a two-pronged approach: a comprehensive literature review and descriptive statistical analysis of survey data from 100 respondents. The review identifies key factors shaping perceptions, including monetary savings, quality concerns, perceived value, and demographic influences. Empirical findings reveal a moderately positive overall perception (composite mean = 3.48, SD = 1.05 on a 5-point Likert scale), with price reductions as the strongest driver, tempered by quality scepticism. Results highlight opportunities for retailers to enhance transparency and integrate value into promotions. The study is limited to a sample of 100 respondents from the Gurugram district, which may restrict the generalisability of the results.

KEYWORDS : consumer perception, sales promotions, descriptive statistics, statistical analysis.

INTRODUCTION

Sales promotions are widely used marketing instruments that provide short-term incentives to encourage consumers to make immediate purchase decisions. Common forms include price discounts, bundle offers, free samples, contests, cashback schemes, loyalty rewards, and time-bound deals. These tools are intended to reduce purchase hesitation, enhance perceived value, and stimulate buying behaviour within a limited period (Kotler et al., 2023; Rojuee & Rojuee, 2017). Research suggests that consumers do not evaluate promotions solely on economic benefits; instead, they assess credibility, usefulness, and consistency with product quality and brand image (Ailawadi & Neslin, 1998; Blattberg & Neslin, 1990). Consequently, the same promotional offer may generate varied responses across different consumer segments.

For consumers in Gurugram district, sales promotions are particularly important due to high price sensitivity, frequent fashion cycles, and the rapid expansion of both online and offline retail formats. In contrast, excessive or misleading promotional practices may lead to scepticism, reduced trust, and dilution of brand equity (Simonson et al., 1994; Ndubisi & Moi, 2005; Yuan et al., 2024).

Despite the widespread use of sales promotions across sectors, empirical evidence on how consumers perceive these offers, particularly in the Indian context, remains limited. Addressing this gap, the present study, titled “Assessing Consumer Perceptions: Empirical Insights into Sales Promotions in Gurugram district”, seeks to systematically examine consumer responses to promotional strategies in the Gurugram district.

The study follows a two-stage approach. First, it reviews literature to identify emerging trends, research gaps, and evolving promotional practices. Second, it conducts a descriptive analysis of primary data collected from 100 respondents using a structured questionnaire comprising 20 statements, each measured on a five-point Likert scale.

LITERATURE REVIEW

In the academic discourse on sales promotions, consumers respond uniformly to incentives by forming judgments based on perceived credibility, information clarity, fairness of terms, and the perceived risk associated with the offer (Gardner & Strang, 1984; Sirohi et al., 1998). Empirical studies show that promotional offers generate favourable perceptions when they are transparent and easy to evaluate, whereas conditional or complex schemes often reduce perceived value. Azzahra et al. (2025) demonstrated that sales promotions positively shape consumer evaluations only when supported by ease of use and high-quality information, underscoring the importance of transparency. Similarly, Khuan et al. (2024) found that promotional

offers are perceived as effective when aligned with product quality, indicating that consumers interpret promotions as value reinforcement rather than compensation.

Chang (2017) found that promotional activities enhance consumer involvement, strengthening evaluative responses, while Chih-Yi and Chien-Ping (2016) showed that consumer mood significantly affects the interpretation of promotional messages. These findings suggest that perception formation extends beyond rational evaluation to include emotional responses. Moreover, studies by Neha and Manoj (2013) and Osman et al. (2011) reveal that consumers perceive specific promotional tools, such as free samples and buy-one-get-one-free offers, as more credible because they reduce perceived risk.

METHODOLOGY

• Research Design

The present study adopts a descriptive research design that systematically captures, summarises, and interprets consumer evaluations without manipulating variables. The research integrates secondary literature synthesis to establish conceptual grounding and primary data analysis to assess consumer perceptions across multiple dimensions of sales promotions empirically.

• Data Collection

Primary data were collected using a structured questionnaire designed to measure consumer perceptions of sales promotional offers in the Gurugram district. The instrument consisted of 20 perception statements, measured on a 5-point Likert scale. The statements were framed to capture key perceptual dimensions relevant to sales promotions. The survey was administered to consumers in Gurugram district, (N = 100) were collected and analysed. Respondents were selected to reflect active buyers who had prior exposure to sales promotional offers, thereby enhancing the relevance of the collected data.

• Data Analysis

Data analysis was carried out using Statistical Package for the Social Sciences (SPSS). Descriptive statistical tools, including mean values, standard deviations, used to summarise consumer responses for each statement.

Composite Perception Score = $(\sum \text{Mean scores of perception statements}) / 20$

Table 1.1: Descriptive Results

S. No.	Factors	Mean	Standard Deviation	SD	D	N	A	SA
1.	Price reductions during sales promotions give a sense of saving money.	3.44	1.04	2	15	31	30	22

S. No.	Factors	Mean	Standard Deviation	SD	D	N	A	SA
2.	I compare the discounted price with the regular price before buying.	3.36	1.05	3	19	33	31	14
3.	Promotional offers feel good, even with small savings.	3.53	1.02	1	17	31	32	19
4.	I prefer sales promotions that give larger discounts.	3.73	1.06	2	12	27	30	29
5.	Price is the key factor in selecting a product during sales promotions.	3.66	1.02	1	13	29	32	25
6.	Sales promotions may raise doubts about the quality.	3.61	1.01	1	13	30	32	24
7.	I spend enough time to ensure the quality of the product.	3.52	1.03	1	14	31	30	24
8.	The quality of the product in sales promotions meets my expectations.	3.73	1.06	2	12	26	32	28
9.	Sales promotions provide significant benefits through valuable savings.	3.44	1.04	1	16	31	32	20
10.	Sales promotions create a sense of getting more benefits.	3.66	1.02	2	15	31	30	22
11.	Sales promotions reduce shopping expenses, providing financial benefits.	3.44	1.04	1	13	30	32	24
12.	Sales promotion offers customer satisfaction.	3.44	1.04	2	17	32	28	21
13.	Sales promotions provide good value for money.	3.44	1.11	1	21	31	31	16
14.	Sales promotions offer greater value than regular pricing.	3.61	1.08	3	11	28	29	29
15.	Low price on some items suggests lower quality.	3.61	1.08	2	17	28	31	22
16.	Concerned about the terms and conditions of sales promotions	3.70	1.05	1	12	31	28	28
17.	Sales promotions are used to sell out outdated or low-quality products.	3.16	1.09	6	23	33	28	10
18.	Sales promotions are offered when products are challenging to sell.	3.27	1.09	4	23	33	28	12
19.	Sales promotions may result in financial loss.	3.27	1.04	3	24	34	29	10
20.	Mislead customers into purchasing quality products.	2.96	1.16	11	24	27	24	14

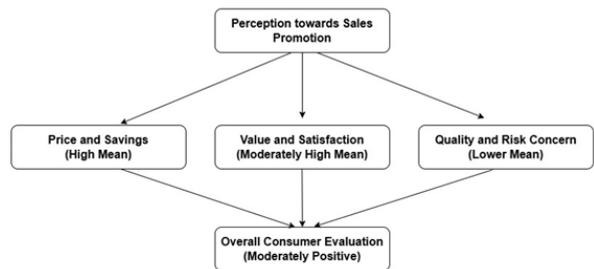


Figure 1. Framework depicting consumer perception dimensions and overall evaluation

Source: Researcher's Creation

Table 1.2: Descriptive Statistics Overview

	N	Mean	Standard Deviation
Consumer Perception	100	3.48	1.05
Valid N (listwise)	100		

DISCUSSION:

The findings show that consumers in Gurugram hold moderately positive perceptions of sales promotional offers, with mean scores largely in the mid-to-upper range. Price-related items recorded higher means, indicating that consumers mainly associate promotions with cost savings and improved affordability, and that they adopt a rational, evaluative approach by comparing discounted and regular prices. Concerns emerged regarding product quality and promotional credibility, as doubts about quality and the belief that low prices signal inferior products also received relatively high mean values, reflecting the coexistence of positive price perceptions and quality-related scepticism. Overall, the results confirm that consumer perceptions of sales promotions are multidimensional, involving a trade-off between perceived financial benefits and perceived risk, and emphasise the value of descriptive analyses in capturing these nuanced responses.

RECOMMENDATIONS

The findings demonstrate that sales promotional offers generate moderately positive consumer perceptions, indicating that price incentives alone are insufficient to create substantial promotional impact. While discounts and savings enhance perceived value, concerns about product quality, credibility, and the clarity of promotional terms limit overall effectiveness. This highlights the need to reorient sales promotion strategies beyond short-term price reductions. Reducing excessive discounting and focusing on credible, well-defined promotions can strengthen consumer trust.

CONCLUSION

This study provides a descriptive insight into consumer perceptions of sales promotional offers, showing that these perceptions are moderately positive rather than uniformly favourable. While consumers acknowledge economic benefits such as savings and perceived value, these are consistently tempered by concerns about product quality, reliability, and the clarity of promotional terms. The findings indicate a cautious, evaluative consumer stance, suggesting that promotional effectiveness depends not only on discount size but also on credibility and transparency. Overall, sales promotions remain an important marketing tool in Gurugram, but their ability to generate favourable perceptions rests on aligning financial incentives with consistent quality and clear communication, highlighting the multidimensional nature of consumer perceptions.

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