



## The impact of geographical location on consumer perception of brand determinants in sales promotion

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### Abstract

The geographical location of consumers plays a significant role in shaping their perception of brand determinants in sales promotion. This article explored the importance and scope of sales promotion and brand management, particularly within the two-wheeler sector in India. Through this research, it became evident that there is a gap in understanding how different geographic locations impact consumer perceptions of brand awareness, positioning, association, image, trust, reputation, and ultimately purchase decisions. By conducting further studies focused on specific regions or cities within India or even expanding to other countries with diverse cultural backgrounds and consumer preferences, marketers can gain valuable insights into tailoring their promotional strategies to effectively reach their target audience. Moreover, this study highlighted the need for businesses to adopt a holistic approach towards building their brands by integrating various elements such as advertising campaigns and public relations efforts alongside sales promotions. By doing so, companies can create a strong brand identity that resonates with consumers across different locations. It is observed from the study by recognizing the influence of geographical location on consumer perception of brand determinants in sales promotion and implementing effective strategies tailored to each region's unique characteristics and preferences, businesses can enhance their brand equity and drive greater customer loyalty. It is crucial for marketers to continuously monitor market trends and adapt their promotional activities accordingly to stay ahead in today's competitive landscape.

**Keywords:** Brand determinants, brand equity, sales promotion, two wheeler sector

### Introduction

In today's fast-paced and highly competitive business world, establishing a strong brand presence is crucial for success. Sales promotions play a vital role in creating brand awareness, positioning, association, image, trust, reputation and ultimately driving customer loyalty. Brand management encompasses various strategic activities aimed at building and maintaining a favorable perception of a company's products or services. It involves carefully crafting and implementing marketing strategies to differentiate the brand from its competitors while ensuring consistency across all touch points. In this article, we will explore how geographical location can influence consumer perceptions of key brand determinants in sales promotion within the two-wheeler sector in India. We will delve into the significance of sales promotions for brands operating within this sector and discuss potential research gaps that need to be addressed. Additionally, we will outline an effective research methodology that can be employed to gain insights into consumer behavior and preferences specific to different regions.

Sales promotions play a crucial role in the marketing mix, serving as an effective tool to drive consumer engagement and increase sales. The need for sales promotion arises from the intense competitive landscape in which businesses operate today. With numerous brands vying for consumers' attention, it becomes imperative to stand out from the crowd and create a unique selling proposition. The importance of sales promotion lies in its ability to attract new customers, retain existing ones, and enhance brand loyalty. By offering discounts, freebies, or limited-time offers, companies can

incentivize consumers to make immediate purchases. Additionally, sales promotions enable businesses to clear excess inventory or introduce new products into the market. The scope of sales promotion is vast and encompasses various tactics such as coupons, rebates, contests, giveaways, point-of-purchase displays, and online promotions. It allows companies to target specific customer segments by tailoring promotional activities accordingly.

Brand management plays a crucial role in shaping the perception of a brand in the minds of consumers. It involves managing various aspects such as brand awareness, brand positioning, brand association, and brand image to create a strong and positive impression. One of the key functions of brand management is to develop and implement effective strategies that enhance brand visibility and recognition. This includes creating compelling marketing campaigns, utilizing social media platforms, and leveraging other promotional activities to increase brand exposure. Furthermore, brand managers are responsible for maintaining consistency in messaging across different channels and touch points. They ensure that all communication aligns with the desired positioning of the brand, reinforcing its unique value proposition.

Another important function is building strong associations with target customers. Brand managers work towards establishing emotional connections through storytelling techniques or by highlighting specific benefits that resonate with consumer needs and aspirations. Moreover, ensuring consistent delivery on promises made by the brands helps build trust among consumers. Brand managers play a vital role in monitoring customer satisfaction levels and

addressing any concerns promptly to maintain a positive reputation.

The role of proper branding cannot be overstated when it comes to sales promotion success as it sets apart businesses from competitors while fostering meaningful relationships with consumers who hold great influence over future purchase decisions surrounding products or services offered within an industry sector

The two-wheeler sector in India has witnessed tremendous growth and evolution over the years. With a vast population and increasing disposable income, the demand for motorcycles and scooters has been on the rise. As a result, leading brands in this sector have recognized the need to invest heavily in promotional activities to capture a larger market share. Promotional activities play a crucial role in creating brand awareness among consumers. By utilizing various marketing channels such as television commercials, print advertisements, digital campaigns, and social media engagement, two-wheeler companies strive to build familiarity with their target audience.

Additionally, sales promotions like discounts, freebies, exchange offers, and financing options are utilized to entice customers into making a purchase decision. These tactics not only drive immediate sales but also help establish brand positioning by highlighting key features or advantages of their products over competitors'. Moreover, effective promotional strategies enable companies to create strong brand associations in consumers' minds. This can be achieved through consistent messaging that emphasizes qualities such as reliability, performance, durability or fuel efficiency. By establishing these positive associations with their brands through promotional efforts, Furthermore, sales promotion plays an important role in shaping the overall brand image perceived by consumers. Cleverly designed campaigns can position a two-wheeler company as innovative or trend-setting while maintaining quality standards. This can positively impact consumer perception of the brand's reputation and trustworthiness.

In today's competitive business landscape, sales promotion plays a crucial role in shaping consumer perception of brands. However, there is limited research on how geographical location impacts consumer perception of brand determinants in sales promotion. This knowledge gap presents an opportunity to delve deeper into understanding the dynamics between geography and brand perception. The primary problem that this study aims to address is the lack of comprehensive insights into how consumers in different geographical locations perceive brand elements such as awareness, positioning, association, image, trust, reputation within the context of sales promotions. By examining these factors across diverse regions, we can gain valuable insights that can inform targeted marketing strategies. Investigating the impact of geographical location on consumer perceptions related to brand determinants during sales promotions holds immense value for businesses operating in highly competitive markets like India's two-wheeler industry. It allows them to develop effective marketing strategies tailored specifically for different regions while ensuring consistent branding across all touch points.

### Review of literature

Drawing inspiration from Kevin L. Keller's work (1993)<sup>[18, 19]</sup>, Sarah meticulously measured and managed customer-based brand equity. She believed that "Conceptualizing,

measuring, and managing customer-based brand equity" was essential to create lasting customer loyalty and recognition. Guided by the teachings of Philip Kotler and Kevin L. Keller's (2016)<sup>[18, 19, 20]</sup> "Marketing Management," Sarah learned to orchestrate strategic marketing campaigns that would resonate with consumers on a profound level. She believed in the power of storytelling to engage and captivate audiences. As her journey continued, Sarah encountered Michael R. Solomon's wisdom (2019)<sup>[28]</sup> on consumer behavior. In "Consumer Behavior: Buying, having, and being," Solomon highlighted how understanding consumers' motives and desires was crucial to tailor marketing strategies effectively. To excel in her role, Sarah delved into Terence A. Shimp's insights (2019)<sup>[26]</sup> on "Integrated Marketing Communications in Advertising and Promotion." She realized the importance of creating a unified message across various communication channels to maximize impact. Gaining a holistic perspective from George E. Belch and Michael A. Belch's (2018)<sup>[2]</sup> work, "Advertising and Promotion: An Integrated Marketing Communications Perspective," Sarah learned to craft comprehensive marketing campaigns that encompassed advertising, sales promotion, and public relations. In her pursuit of building lasting customer relationships, Sarah turned to Thomas Duncan and Sandra E. Moriarty's (1998)<sup>[8]</sup> "A communication-based marketing model for managing relationships." Their model emphasized the significance of effective communication in nurturing customer loyalty. Equipped with Patrick De Pelsmacker, Maggie Geuens, and Joeri Van Den Bergh's insights (2013)<sup>[23]</sup> in "Marketing Communications: A European Perspective," Sarah adapted her marketing strategies to the diverse cultural landscape of her target audience. Sarah's efforts didn't go unnoticed as her marketing campaigns started yielding results. Drawing from Sunil Gupta and Valarie Zeithaml's research (2006)<sup>[11, 12]</sup>, she understood how "Customer metrics and their impact on financial performance" was the key to demonstrating the tangible benefits of her marketing initiatives to the higher-ups.

### Research methodology

In order to explore the impact of geographical location on consumer perception of brand determinants in sales promotion, a comprehensive research methodology was implemented. The study aimed to gather valuable insights into how consumers in different locations perceive various aspects of a brand's promotional activities. Involving a systematic approach to gather and analyze data, a quantitative research design will be employed to collect numerical data that can be analyzed statistically. This design allows for the measurement of variables and their relationships. The respondents are to select a representative sample of consumers who will participate in the study. A random sampling technique will be used to ensure that each member of the target population has an equal chance of being selected. The sample size will be determined based on statistical calculations to ensure sufficient power and representativeness the sample size is 367. Data will be collected through a structured questionnaire survey. The questionnaire will consist of both closed-ended and Likert scale questions to measure various brand determinants such as brand awareness, brand image, brand loyalty, and perceived quality. The survey will also include questions related to consumer purchase behavior, such as frequency of

purchase, brand preference, and factors influencing purchase decisions. Once the data is collected, it will be analyzed using appropriate statistical techniques. Descriptive statistics, ANOVA and post hoc test will be

used to summarize the demographic characteristics of the sample and key variables.

**Data analysis and interpretation**

**Table 1:** Opinion towards Brand determinants based on location of promotion

Brand determinants	location of promotion	Mean	S.D	ANOVA Result		Post-hoc test
				F-value	P-value	
Brand awareness	On the main street	2.54	1.35	62.598	0.001*	1, 2 vs 3, 4, 5
	Near to residence	2.8	1.1			
	Home based	3.73	0.67			
	Near market	4.07	0.34			
	In the crowded area	4.08	0.22			
Brand positioning	On the main street	2.55	1.2	51.477	0.001*	1, 2 vs 3, 4, 5
	Near to residence	2.84	1.36			
	Home based	3.72	0.79			
	Near market	3.93	0.47			
	In the crowded area	4.18	0.18			
Brand association	On the main street	2.44	1.15	88.116	0.001*	1,2 vs 3,4,5
	Near to residence	2.78	1.23			
	Home based	3.84	0.69			
	Near market	4.19	0.27			
	In the crowded area	4.28	0.2			
Brand image	On the main street	2.33	1.19	90.593	0.001*	1, 2 vs 3, 4, 5
	Near to residence	2.78	1.22			
	Home based	3.94	0.86			
	Near market	4.17	0.37			
	In the crowded area	4.4	0.42			
Brand trust	On the main street	2.4	1.13	77.509	0.001*	1, 2 vs 3, 4, 5
	Near to residence	2.71	1.18			
	Home based	3.66	0.94			
	Near market	3.97	0.5			
	In the crowded area	4.42	0.27			
Brand loyalty	On the main street	2.55	1.53	32.624	0.001*	1, 2 vs 3, 4, 5
	Near to residence	3.16	1.38			
	Home based	3.47	0.79			
	Near market	3.38	1.36			
	In the crowded area	4.52	0.38			
Brand reputation	On the main street	2.74	1.33	45.25	0.001*	1, 2 vs 3, 4, 5
	Near to residence	2.76	1.34			
	Home based	3.43	0.7			
	Near market	3.46	1.11			
	In the crowded area	4.59	0.29			

Source: Primary data computed; \* Significant @ 1% level.

Location of promotion of shops is a very important factor of retail business because these are the unplanned purchases customers make on a shopping trip. Items with high impulse success get great location of promotions in the store. The cash desk area is a prime location of promotion for these products. Some stores designate an area of the floor for merchandise that is on hand for only a short time. This creates an efficient changeover of that area when a new season arrives. In most stores, seasonal stock requires high visibility.

Modern retailing is not a problem to traditional stores as most of the consumers said that they never stop visiting unorganized retail stores because of its nearness from home. Table-4.12 revealed that opinion towards Brand determinants based on location of promotion, the researcher has identified location of promotion such as on the main street, near to residence, home based, near market and in the crowded area. The corresponding mean and standard deviation values are calculated for each group.

H<sub>0</sub>: There is no significant difference of opinion towards brand determinants based on location of promotion.

The above stated hypothesis has been tested by one way ANOVA. The brand determinants of customers such as brand awareness, brand positioning, brand association, brand image, brand trust, brand loyalty and brand reputation are found to be significant because the calculated P-value is significant.

Hence brand awareness, brand positioning, brand association, brand image, brand trust, brand loyalty and brand reputation are significantly varied based on the location of promotion of retail shops. Hence the stated hypothesis is rejected.

In the case of brand awareness, the location of promotion near crowded area customers secured the mean value of 4.08, followed by near market customers secured the mean value of 4.07 home based customers secured 3.73, near the school or govt. office customers secured 2.80 and on the main street customers secured the mean value of 2.54. It is noted that the location of promotions have differences of opinion towards brand awareness of customers. The calculated F-value is 62.598 and the P-value is 0.001, which is significant at one percent level. Hence there is a

significant difference of opinion towards brand awareness of customers based on the location of promotions. It is found that the shop in the crowded area has the higher level of brand awareness than other retail shops but, on the main street retail shop have a low level of brand awareness.

With regard to brand positioning on location of promotion of retail shop, crowded area customers secured the mean score of 4.18, followed by near market customers having the mean score of 3.93, home based customers having the mean score of 3.72, near the school/govt. office customers have a mean score of 2.84 and main street customers scored a mean value of 2.55. It is noted that location of promotions have a difference of opinion towards brand positioning of retail shops.

The calculated F-value is 51.477 and the P-value is 0.001, which is significant at one percent level. Hence there is significant difference of opinion towards brand positioning of customers based on the location of promotion. It is found that customers in the crowded area have a higher level of brand positioning. But, on the main street customers have a low level of brand positioning in their location of promotions.

Regarding brand association, location of promotion in the crowded area customers secured the mean value of 4.28, followed by near market customers secured a mean value of 4.19, home based customers secured a mean value of 3.84, near to residence customers secured a mean score of 2.78 and on the main street customers secured a mean value of 2.44, It is noted that the location of promotions have difference of opinion towards brand association of customers. The calculated F-value is 88.116 and P-value of 0.001 which is significant at one percent level. Hence there is a significant difference of opinion towards brand association based on the location of promotions of shops. It is noted that crowded area customers have a higher level of brand association. However on the main street based customers have low level brand association.

In the case of brand image, crowded area customers have the mean score of 4.40, followed by near market customers secured a score of 4.17, home based customers scored a mean value of 3.94, near to residence customers scored a mean value of 2.78 and on the main street customers secured a score of 2.33. It is noted that the location of promotions have differences of opinion towards brand image of customers.

The calculated F-value is 90.593 and P-value of 0.001 which is significant at one percent level. Hence there is a significant difference of opinion towards brand image based on the location of promotions. It is found that in the crowded area customers have a higher level of brand image and the main street customers have a low level of brand image.

For brand trust, in the crowded area customers secured the mean value of 4.42 followed by near market customers secured a mean value of 3.97, home based customers secured a mean score of 3.66, near to residence customers secured a mean value of 2.71 and on the main street customers secured a mean value of 2.40. It is noted that the location of promotions have differences of opinion towards brand trust of customers. The calculated F-value is 77.509 and P-value of 0.001 which is significant at one percent level. Hence there is a significant difference of opinion towards brand trust based on the location of promotions. It is found that the crowded area customers have a higher level

of brand trust on the other hand the main street customers have a low level of brand trust than other location of promotions of retail shops.

With regard to brand loyalty on customers location of promotion, in the crowded area customers have the mean score of 4.52, followed by home based customers securing a mean value of 3.47, near market customers scored 3.38, near to residence customers scored 3.16 and on the main street customers secured a score of 2.55. It is noted that the shop location of promotions have differences of opinion towards brand loyalty of customers.

The calculated F-value is 32.624 and P-value of 0.001 which is significant at one percent level. Hence there is a significant difference of opinion towards brand loyalty based on the location of promotions. It is found that in the crowded area customers have the higher level of brand loyalty but the main street customers have the low level of brand loyalty in their location of promotion.

For brand reputation of customers, crowded area customers secured the mean value of 4.59, followed by near market customers secured a mean value of 3.46, home based customers a mean score of 3.43, near to residence customers 2.76 and on the main street customers secured a mean value of 2.74. It is noted that the shop location of promotions have differences of opinion towards brand reputation of customers. The calculated F-value is 45.250 and P-value of 0.001 which is significant at one percent level. Hence there is a significant difference of opinion towards brand reputation based on the location of promotions. It is found that crowded area retail shops have a higher level of brand reputation however the main street retail shops have a low level of brand reputation than other location of promotions.

While going through the P-values it is found to be significant at one percent level. Hence there is significant difference of opinion towards Brand determinants based on location of promotion. Further Bonferroni post hoc test is applied to find out the difference between location of promotion of the retail shop and the brand determinants faced by the customers. From the post hoc test it is found that on the main street and near to residence shop location of promotion of customers differed with other groups such as home based, near market and in the crowded area.

## **Suggestion and Recommendations to Build Brand**

### **1. Utilize Social Media Platforms**

In today's digital age, having a strong presence on social media is crucial for building brand awareness and reaching a wider audience. Create engaging content that resonates with your target market and encourages them to share it with their networks.

### **2. Collaborate with Influencers**

Partnering with influencers who align with your brand values can help increase brand visibility and credibility. Their endorsement can have a significant impact on consumer perception, leading to increased brand trust and association.

### **3. Provide Exceptional Customer Service**

A positive customer experience is vital for building a reputable brand image. Invest in training your staff to deliver outstanding service at every touchpoint, from pre-sales inquiries to after-sales support.

#### 4. Offer Value-Added Services or Products

Differentiate yourself from competitors by providing additional benefits or services alongside your core product offerings. This could include extended warranties, loyalty programs, or personalized recommendations based on customer preferences.

#### 5. Engage in Corporate Social Responsibility (CSR) Activities

Demonstrating genuine concern for societal issues through CSR initiatives not only helps build a positive brand reputation but also creates an emotional connection with consumers who value socially responsible businesses.

#### 6. Leverage User-generated Content (UGC)

Encourage customers to share their experiences using your products through reviews, testimonials, or user-generated content campaigns like contests or challenges. UGC adds authenticity and builds trust among potential buyers.

#### 7. Optimize SEO Strategies

Enhance online visibility by implementing effective search engine optimization techniques such as optimizing website content with relevant keywords related to your industry and target audience.

### Conclusion

In wrapping up this discussion on the impact of geographical location on consumer perception of brand determinants in sales promotion, it is evident that various factors play a crucial role in shaping consumer attitudes and behaviors towards a brand. Through our exploration of sales promotion and brand management, we have uncovered the need for effective strategies to enhance brand awareness, positioning, association, image, trust, reputation— all vital components for success in today's competitive marketplace. The two-wheeler sector in India has been used as an example to illustrate how promotional activities can influence consumer perceptions. However, it is important to note that these findings can be applied across industries and geographies. While this study has shed light on the subject matter, further research and analysis are required to fully understand the complexities involved. It is recommended that organizations invest time and resources into understanding their target audience's unique needs and preferences based on geographic location. By tailoring promotional efforts accordingly and consistently delivering high-quality products or services with strong branding elements intact, companies can strengthen their position in the market while building lasting relationships with consumers.

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