

Major: MKT

S.no.: 35

“Understanding Consumer Response towards Sales Promotion in the Food Industry”



Submitted By:

Name: Rameela

Enrolment Number: 01-221152-056

Supervisor:

Mr. Umar Chaudhry

Bahria University Islamabad Campus

Acknowledgment

I would like to thank Allah Almighty for giving me the strength and resolve to complete this Task.

I would also like to thank my Project Advisor Mr. Umar Chaudhry, his help and support was instrumental in completion of this project.

Finally, I would like to thank my Teachers and Parents, without their help and guidance I wouldn't be at this place.

Abstract

Sales promotion is the most common tool used by marketers in order to increase the sales of their product. Sales promotion is carried out for a variety of unique objectives. The Consumer behavior of customers has changed significantly in recent times because of the impact of social media and internet. Food industry is one of the most competitive industries in the world and it has been impacted significantly because of the IT revolution. This report aims to identify the change in impact of sales promotion techniques on consumer response in the food industry.

Table of Contents

Acknowledgment.....	2
Abstract.....	3
Chapter 1: Introduction	6
1.1. Project rationale:	6
1.2. Thesis purpose:.....	7
1.3. Thesis objectives:	7
1.4. Thesis Scope:	8
1.5. Estimated Time Frame:.....	8
1.6. Estimated Budget:.....	8
1.7. Thesis Constraints:	9
1.8. Problem Definition:	9
Chapter 2: Literature review	11
2.1. Food industry	11
2.1.1. Agriculture sector	12
2.1.2. Packaged Food industry	12
2.1.3. Restaurant Industry.....	13
2.1.4. Pakistan Food industry.....	15
2.2 Sales Promotion in Food Industry.....	17
2.2.1. Factors Affecting Sales Promotion:.....	18
2.2.2. Techniques Used in Sales Promotion:	23
2.2.3. Effects of Sales Promotion.....	29
2.3. Consumer Behaviour in the food industry	33
2.3.1. Consumer Behaviour in Packaged Food Industry.....	33
2.3.2. Consumer Behaviour in Restaurant Industry.....	34
Chapter 3: Research Methodology.....	35
3.1. Conceptual Model:.....	35
3.1. Variables	35
3.2. In – Dependent Variable:	35
3.3. Dependent Variables:	36
3.4. Hypothesis.....	36
3.5. Primary Data Collection.....	37
3.6. Data Processing	38

Chapter 4: Results and Analysis	39
4.1. Data Analysis	39
4.2. Correlations	51
4.3. Cross Dimensional relationships	55
Impulse Buying & demographic segmentation	55
5. Conclusion:	57
6. Recommendations and Future works:	59
7. References	60
8. Exhibits	62
Questions:	62
Questionnaire Document:	64