

Consumer Responses Towards Premium Based Sales Promotion In Digital Camera Industry

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ABSTRACT

The dissertation investigated the consumer responses towards premium-based sales in digital camera industry. Specifically, there is an ill understood and lack of research towards consumer responses in sales promotion especially in Malaysia. Thus, the overall objectives and contribution for the present research include: - 1) whether premium would induce trial; 2) consumer responses upon seeing premium-based sales promotional offer and 3) whether sales promotion would elicit repurchase intention. As such, questionnaires have been designed and distributed to walk in customer from digital camera retailers to achieve a significant result which answer the objectives. The hypotheses effects were examined using responses of scaled measures in assessing consumers' reactions towards a promotional offer. Research result indicated that there is strong association between premium and product trial. Promotional offer that include free gifts as a package would be most appreciative by consumers, in addition by mentioning value of the free gift and higher priced of digital camera with same promotional package will more likely to generate less appreciative reactions towards sales promotion. Overall, the result of the present research provides significant contribution to manufactures, retailers, marketers and practitioners in digital camera industry. This party would gain insight knowledge and information on the most preferred premiums and how premiums would elicit different consumers' responses (appreciation towards the offer or perception of manipulation intent by marketers).