Effects of Sales Promotional Tools on Product Quality, Brand Image, and Customer Satisfaction: The Application of Inverted U-Shaped Theory

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Abstract

This research examines the effect of the sales promotion tools on consumer perception in terms of product quality, brand image and customer satisfaction which may lead to purchase intention and actual purchase in the context of the cosmetic female customers in Yangon, Myanmar. This study applied inverted U-shaped theory to explain the negative relationship between price discount, Buy-One-Get-One-Free (BOGOF), and product quality and brand image. Moreover, this study tests the relationship between purchase intention and actual purchase which will expand the knowledge in the consumer behavior field. Total of 200 questionnaires were distributed to the customers who are consuming the Revlon cosmetics and collected by hand at Revlon counters in Yangon, the business city of Myanmar. This study applied the SEM for data analysis. The findings indicate the negative effect to product quality. The results of the positive effect of premium on product quality, brand image and customer satisfaction are consistent with previous studies. Among consumer perception, only product quality is related to purchase intention while brand image and customer satisfaction are not related. This study also confirms the positive relationship between purchase intention and actual purchase. It contributes a lot to the attitude-behavior literatures.

Keywords : Sales promotion tools, Actual behavior, Inverted U-shaped Theory

Introduction

In current competitive markets, marketing has perceived the revolutionary change. In addition, today, both local and international market, they are trying to compete and innovate the creative product to get more consumers. Sales promotion has its own unique way to deal with how purchasers or consumers react to promotional strategies. Regarding the sales

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promotion tools, it is the effective tool for both marketers and researchers can analyze the market meanwhile consumers can know the benefits of sales promotions of particular product or service nowadays. Sales promotion tools are very critical in the sales and marketing field based on the relevant research (Kolter and Keller, 2009).

Previous studies showed that people are less attracted by the sales promotion tools based on the inverted U-shaped theory (Haans et al., 2016). Inverted U-shaped theory represents a portion of the reactions of the drive hypothesis and this transformed 'U' relationship exists in various distinctive conditions, for instance, due to the inverted U-shaped effect of sales promotion tools on consumer perception occurs when consumers have a high relevant information during their decision process, they have a weak preference on their consumer perception. In the case of price discount, when the price discount has a promotion of 10% or 20%, the information is relevant for the customers. However, when the price discount is 50% or 70%, the consumer perception is changing to the negative side which is conformed to the inverted U-shaped theory (Haans et al., 2016). This study has applied inverted U-shaped theory to explain the negative effect relationship between price discounts, Buy-One-Get-One-Free, and product quality and brand image. Based on the inverted U-shaped theory, some studies found that using sales promotion tools have not always positive effect which can also lead to negative effects (Haans et al., 2016).

Previous research was mainly focused on sales promotion towards purchase intention rather than actual purchase. The research determined from the previous literature review was that the most of the previous research showed the effect of attitude towards intention. Many previous researchers found that mostly studied on purchase intention (Ye & Zhang, 2014; Chi, Yeh & Yang, 2009; Bian & Moutinho, 2011). Just a few of previous studies examined the effect of intention to actual purchase (Familmaleki, Aghighi & Hamidi, 2015). Furthermore, sales promotion tools have a relationship with purchasing behavior (Meesuptong, 2018). Moreover, this study tests the relationship of purchase intention towards actual purchase which will expand the knowledge in the consumer behavior field.

The main aims of this research are:

- To study the effect of the sales promotion tools on product quality, brand image and customer satisfaction using the inverted U-shaped theory
- To examine purchase intention towards actual purchase in the context of the Revlon

cosmetic female customers in Yangon, Myanmar.

In the following section, the relationship between sales promotion tools, product quality, brand image, customer satisfaction and intention towards actual purchase will be investigated to develop the hypotheses.

Literature Review

The study of the productiveness of sales promotion tools are concerned by both academics and researchers. This study establishes with literatures which related to sales promotion tools, definitions and accompanied by the theories for each variable.

Sales Promotion Tools

Buy One Get One Free promotions are known as “isolated gains” based on the prospect theory (Diamond, 1992).

Price discount has been expressed as the short-term pricing that sells the products within their limited time (Lowe, 2010). BOGOF is a non-monetary promotion method which an additional product is contained with no additional cost, the consumers could be persuaded to purchase the products if they think that their money is worth it to buy the particular products and get the best deal.A premium is offered with a gift when consumers purchase the particular product or service (d’Astous and Landreville, 2003; Bodur and Grohmann, 2005).

Product Quality, Brand Image and Customer Satisfaction

Product quality can be defined as the consumer's comparison between the expectation of the product and actual performance of the product. Brand image can be indicated that “consumers have a particular brand belief to a product” association of the brand which is stored in a consumer’s memory (Kotler and Keller, 2009; Aaker, 1991). Lovelock and Wirtz (2011) described customer satisfaction as “a person’s feeling of pleasure or disappointment resulting from a consumption experience when comparing a product, perceived performance or outcome in relation to his or her expectation”.

Purchase Intention and Actual Purchase

Intention accounts for the cognitive of an individual’s preparation to function a thing or conduct, and it is the best indicator of conduct is the intention (Ajzen and Fishbein, 1980). Theory of Reasoned Action is the theory that an individual is going to perform the behavior. According to Ajzen (1991), the stronger the intention of the behavior of an individual, the higher the amount of intent to perform of an individual for the particular product or service.

Actual purchase can be described as the sort of the behavior and due to an individual needs and wants who purchase the product or services (Kotler and Keller, 2009).

Hypothesis Development

Figure 1 describes the conceptual framework which is underlying this research. This study addresses whereby the sales promotion tools effect to product quality, brand image and customer satisfaction towards actual purchase. Be in harmony with the literature review, this research also hypothesizes the relationship among each variable.

Figure 1 Conceptual Framework

There are some evidences shown that there are both positive and negative relationships between price discount and product quality (He & Lai, 2014). Based on previous studies, there is a positive relationship between price discount, BOGOF and product quality (Alnazer, 2013). Quite surprisingly, only few studies found that there is a negative relationship between price discounts, BOGOF and product quality except the premium sales promotion tools. According to self-perception theory (Rothschild & Gaidis, 1981), consumers attribute their own perception how the quality looks like. Some evidences shown that there is negative relationship between BOGOF and product quality (Alnazer, 2013; Lichtenstein, Netemeyer & Burton, 1990). Based on the theory of inverted U-shaped (Haans et al., 2016), the relationship between sales promotion tools and product quality will not always positive. Therefore, based on the literature review, the subsequent hypotheses are proposed:

H1a: There is a negative relationship between price discount and product quality.

H1b: There is a negative relationship between Buy One Get One and product quality.

H1c: There is positive relationship between premium and product quality.

Sales promotions are the short term strategies to get a greater purchase within a limited time (Kotler and Keller, 2009). Aaker (1991) describes price discount promotion tool has both

positive and negative relationship on brand image. Previous research found that price discount promotion affects brand image (Kalwani & Yim, 1992; Mayhew & Winer, 1992). Based on the theory of inverted U-shaped (Haans et al., 2016), the relationship between sales promotion tools and brand image will not always positive. Consumers might think that if the product has repeated promotion which affects to the brand image of the product (Sinha & Smith, 2000). Therefore, based on the above discussion, the following hypotheses are proposed:

H2a: There is a negative relationship between price discount and brand image.

H2b: There is a negative relationship between Buy One Get One and brand image.

H2c: There is a positive relationship between premium and brand image.

Price discount, Buy One Get One Free and Premium also has positive and negative customer satisfaction based on the previous studies. Consumers purchase the product with the price discount or Buy One Get One Free and when they meet the expectations and actual performance, they feel satisfied (Kahn and Louie, 1990). Previous researchers mentioned that the premium-based sales promotion tools have a positive relationship and favorable to the customer satisfaction (Bowles, 1998). Therefore, based on the literature review, the following hypotheses are proposed:

H3a: There is a positive relationship between price discount and customer satisfaction.

H3b: There is a positive relationship between Buy One Get One Free and customer satisfaction.

H3c: There is a positive relationship between premium and customer satisfaction.

Some studies found that there is a positive relationship between product quality and purchase intention (Boulding et al., 1993). DeKinder and Kohli (2008) argued that there is an effect between product quality and purchase intention. In addition, quality is the key influential fact of predicting the purchase intention. Most of the consumer makes a purchase decision based on the product quality which influenced to an individual intention to the particular product (Iyer and Kuksov, 2010). Some scholars showed the evidence that there has a positive relationship between product quality and purchase intention (Yang and Peterson, 2004). Hence, it is hypothesized that:

H4: There is a positive relationship between product quality and purchase intention.

Brand image can produce an incentive as far as helping consumer to know and process a data, the brand differentiation and creating purchase intention and giving the positive feeling action (Aaker, 1991). Moreover, Revlon cosmetic brand is medium brand, consumers intend to

purchase the product with a low intention. That might be the reason as there are few cosmetics brand in Myanmar and less competition (De and McWilliam, 1989). Therefore, it is hypothesized that:

H5: There is a positive relationship between brand image and purchase intention.

A positive association between satisfaction and purchase intention is well established in the previous literature (Kassim and Abdullah, 2010; Kuo, Wu & Deng, 2009). For instance, if the consumers are satisfied and pleased with the product, they will probably intend to purchase the product (Bennett & Rundle-Thiele, 2004). Many previous studies found that there is a positive relationship between customer satisfaction and purchase intention (Zeithaml et al., 1996). Therefore, it is hypothesized that:

H6: There is a positive relationship between customer satisfaction and purchase intention.

Purchase intention can be described as "an indication of an individual's readiness to perform a given behavior in the near future" in similar ways as by various authors (Ajzen, 1991; Li, Daugherty, & Biocca, 2002). Many previous research studied on purchase intention (Chi, Yeh & Yang, 2009). Only some of previous studies found and studied intention towards actual purchase (Familmaleki, Aghighi & Hamidi, 2015). Based on the literature review, the hypothesis is proposed that:

H7: Purchase intention positively affects the actual purchase.

Research Methodology

This section covers the research design such as data collection and sample profiles, measurement and construct validity and reliability, preparing and data analysis and statistic method.

Data Collection and Sample Profiles

The populations of interest are female customers who are using Revlon cosmetics in Myanmar. Total of 200 questionnaires were distributed to the customers who are actual consuming the cosmetics and collected by hand at Revlon counters in Yangon, the business city of Myanmar. Only total of 189 questionnaires were used for this research because 11 questionnaires were filled incompletely. Many scholars have studied sample size issues in SEM. Earlier research noted that reasonable results could be obtained in SEM analyses when N is <200 (Gerbing and Anderson, 1985), or at least above 100 (Boomsma, 1985). Bentler and

Chou (1987) subsequently noted that sample size N should instead be considered relative to the number of parameters q, and the ratio of N:q can be as low as 5:1 for normally distributed data, and 10:1 for arbitrary distributions. Based on these previous literatures, sample size of 189 could be acceptable for SEM analysis in this study.

Revlon has been existing as a successful brand in Yangon, Myanmar. Myanmar began to open up its economy, the Revlon brand is now marketed and distributed under the control of the brand owners and consumers in Myanmar likely to purchase the cosmetics products from US. Furthermore, it is very essential to show that buying cosmetics is a major changing trend in Myanmar. The following table 1 shows the respondent profile of age, education, occupation and income and membership of the cosmetics.

Table 1 Respondent Profiles

	Items	Percentage
Age	Less than 20 years old	19.6
	20-25	30.2
	26-30	19.6
	31-35	10.1
	36-40	12.2
	More than 40 years old	8.3
Education	Below Bachelor	24.3
	Bachelor	60.3
	Master degree or higher degree	15.4
Occupation	Private	40.2
	Public	5.3
	Freelancer	12.2
	Student	22.2
	Others	20.1
Income	100,000 kyats and lower	14.3
	100,001-300,000 kyats	15.9
	300,001-500,000 kyats	20.1
	500,001-700,000 kyats	24.3
	700,001-900,000 kyats	10.1
	More than 900,000 kyats	15.3

Table 1 Respondent Profiles (continued)

	Items	Percentage
Membership	Member	31.7
	Non-member	68.3

Measurement Development

The questionnaire in this study included three sections which were Part one, Part two and Part three. To enhance face validity, the back translation was conducting. The English questionnaire was first developed from the extensive literature review (see table 2 for papers adopted to develop measurement). The author who is Myanmar citizen and is fluent in Myanmar first translated from English to Myanmar and a Myanmar speaker who is fluent in English then retranslated the questionnaire into English. These two questionnaires were compared to check the consistency in the meaning, and the result comes out that there was no significant difference between them. Respondents were asked to select the types of scale based on the personal preferences on a six-point scale (where 1- strongly disagree and 6 – strongly agree) for all statements. The reason of using a six-point scale in this study was used due to the previous studies found that respondents likely to score on the middle point of any Likert type scale (Chang, 1994). A six-point scale works best in condition where it eliminates such a pattern, since it forces respondents to choose a point either before or after the mind set middle point that is now non-existent. At the same time, using a six-point scale would also result in higher validity and reliability for the findings (Chang, 1994).

Measurement Accuracy

EFA was used to check the validity and Cronbach's Alpha was utilized to test the reliability. In order to verify that the items tapped into their expected constructs, a varimax rotation was used in EFA because it centers on simplifying the columns of the factor matrix. The logic is that interpretation is easiest when the variable-factor correlations are either closer to 1, thus indicating a clear association between the variable and the factor, or 0 indicating a clear lack of association (Hair et al., 2010). All the indicators showed factor loadings higher than 0.5 (0.791 to 0.902) which are considered very significant (Hair et al., 2010) and no cross loadings which also reflects the construct validity (Ratray & Jones, 2007). The average variance extracted (AVE) and the composite reliability (C.R.) for each construct were utilized to check the reliability. The values of C.R were between the range of 0.79 and 0.89. All constructs

exceeded the suggested 0.70 (Hair et al., 2010), which highlights a high degree of internal consistency. Finally, the value for AVE was between 0.79 to 0.90 which is higher than 0.5, indicating that all constructs had good convergent validity (Bagozzi and Yi, 1988; (Fornell and Larcker, 1981a). (see Table 2)

Table 2 Factor Loadings and Reliability Results

Construct name	Item measurements	Factor Loadings	Cronbach Alpha	CR	AVE	Mean	SD	Adopted paper
Price Discount	PD1. I like price discount offered by this cosmetic.	0.794	0.892	0.88	0.89	4.45	1.31	Alnazer (2013)
	PD2. Price discount with higher percentage off an original price offered by this cosmetic attracts me.	0.884				4.12	1.19	
	PD3. Price discount offered by this cosmetic interests me.	0.905				4.22	1.14	
	PD4. Price discount offered by this cosmetic is interesting.	0.879				4.11	1.08	
BOGOF	BOGOF1.When I take advantage of a buy-one-get-one-free offered by this cosmetic, I feel good.	0.865	0.875	0.81	0.81	4.57	1.28	Lichtenstein, Netemeyer & Burton (1990); Lowe (2010) Chandon, Wansink, & Laurent (2000)
	BOGOF2. I like to take advantage of a buy-one-get-one-free offered by this cosmetic.	0.902				4.53	1.22	
	BOGOF3. I feel that I save money from a	0.821				4.54	1.21	

Construct name	Item measurements	Factor Loadings	Cronbach Alpha	CR	AVE	Mean	SD	Adopted paper
	buy-one-get-one-free offered by this cosmetic.							
	BOGOF4.I wish there were more buy-one-get-one- free offered by this cosmetic.	0.829				3.92	1.39	
Premium	PRE1.The premium offered by this cosmetic pleases me.	0.783	0.902	0.89	0.90	4.32	1.25	Alnazer (2013)
	PRE2. The premium offered by this cosmetic is appropriate.	0.906				3.78	1.20	
	PRE3. The premium offered by this cosmetic is enjoyable.	0.911				3.69	1.16	
	PRE4. The premium offered by this cosmetic is interesting.	0.872				3.73	1.19	
Product Quality	PQ1.This cosmetic has consistent quality.	0.894	0.897	0.87	0.90	4.64	1.09	He & Lai (2014); Salinas & Pérez (2009)
	PQ2. This cosmetic has an acceptable standard of quality.	0.869				4.52	1.13	
	PQ3. This cosmetic has a high quality.	0.885				4.66	1.04	
	PQ4.This cosmetic has better characteristics than other cosmetics.	0.857				4.25	1.21	
Brand Image	BI1.This cosmetic brand is one of the best	0.798	0.870	0.87	0.88	4.12	1.18	Salinas & Pérez (2009);

Construct name	Item measurements	Factor Loadings	Cronbach Alpha	CR	AVE	Mean	SD	Adopted paper
	brands in the cosmetic sector.							Chen (2010)
	BI2. This cosmetic brand is consolidated in the cosmetic market.	0.894				4.74	1.01	
	BI3. This cosmetic brand has a personality that distinguishes itself from competitors.	0.855				4.26	1.10	
	BI4. This cosmetic brand is well-established among other cosmetic.	0.857				4.84	1.04	
Customer Satisfaction	CS1.I am satisfied with these sales promotion tools offered by this cosmetic.	0.858	0.887	0.88	0.87	4.46	0.98	Wang et al. (2004); Makanyeza & Mumiriki (2016)
	CS2. I prefer these sales promotion tools offered by this cosmetic.	0.882				4.35	1.01	
	CS3.These sales promotion tools offered by this cosmetic satisfy my needs.	0.844				3.90	1.07	
	CS4. Overall my feelings toward these sales promotion tools offered by this cosmetic describes as satisfactory.	0.877				4.29	1.01	

Construct name	Item measurements	Factor Loadings	Cronbach Alpha	CR	AVE	Mean	SD	Adopted paper
Purchase intention	PI1.I would purchase this cosmetic within six months.	0.799	0.861	0.86	0.86	3.97	1.36	Grewal, Krishnan, Baker, & Borin (1998); Zeithaml et al. (1996)
	PI2. I will purchase this cosmetic again.	0.890				4.27	1.16	
	PI3.The probability that I would consider purchasing this cosmetic is high.	0.801				4.29	1.05	
	PI4. I will continue to purchase this cosmetic.	0.824				3.94	1.20	
	PI5. I expect purchasing this cosmetic in the near future.	0.716				3.83	1.31	
Actual Purchase	AP1.I often purchase this cosmetic.	0.855	0.791	0.79	0.79	3.61	1.24	Rook & Fisher (1995); Wee, Ariff, Zakuan, Tajudin, Ismail & Ishak (2014)
	AP2. I often purchase this cosmetic on regular basis.	0.797				3.90	1.16	
	AP3. I often purchase this cosmetic without thinking.	0.778				3.25	1.25	
	AP4. I always try to buy this cosmetic when they offer sales promotion.	0.719				3.25	1.45	

The test of discriminant validity was achieved by comparing the square root of the AVE with the correlations between constructs. The figures in bold on the diagonal are the square root of the AVE, and the other figures are the correlations between constructs. As shown, the square root of the AVE of each construct was greater than the correlations between constructs.

This finding indicates that compared with other constructs, each construct shared more variance with its measurement items and that discriminant validity was good (Fornell and Larcker, 1981b). (see Table 3).

Table 3 Results of Discriminant Validity

	BI	PD	BOGOF	Premium	CS	AP	PI	PQ
BI	**0.808**							
PD	0.352***	**0.821**						
BOGOF	0.319***	0.524***	**0.772**					
Premium	0.351***	0.316***	0.403***	**0.840**				
CS	0.588***	0.426***	0.459***	0.607***	**0.799**			
AP	0.293***	0.275**	0.233***	0.263**	0.379***	**0.751**		
PI	0.594***	0.315***	0.358***	0.352***	0.443***	0.615***	**0.823**	
PQ	0.679***	0.328***	0.546***	0.435***	0.465***	0.274**	0.572***	**0.871**

**p<0.05, ***p<0.01

Results

Measurement Model

After testing validity and reliability with EFA and all other methods mentioned, then the authors now performed CFA as part of the requirement in using SEM analysis. CFA was conducted on the seven latent factors, with each indicator specified to load on its hypothesized latent factor. The measurement model yields a chi-square of 537.546 (d.f.=317 p <0.001). However, Hoelter (1983) suggests that the lack of absolute fit can be explained by sample size (n=189). Thus, since the chi-square test is highly sensitive to sample size, other fit measures are given greater prominence in evaluating model fit. The root mean square error of approximation (RMSEA=.061), the comparative fit index (CFI=0.934) and the normed fit index (NFI=.856) suggest that the measurement model fits the data reasonably well (Bagozzi and Yi, 1988) since all the baseline values are in line with the threshold.

Structural Model

To test the hypotheses, this study uses a structural equation model with AMOS version 24. The structural model yields a chi-square of 533.286 (d.f =321, p < 0.001). As it has been mentioned in CFA, chi square value is sensitive to sample size, therefore it showed poor fit. Although the model did not fit well by the chi-square test, the baseline comparisons fit indices are closer to or exceeded 0.9 suggesting that the structural model fits the data reasonably

well (Bagozzi and Yi, 1988) and RMSEA is below 0.08 (Hu & Bentler, 1999). The results of the maximum likelihood estimation are the comparative fit index (CFI=0.931), the incremental fit indices (IFI=0.932), the tucker levis index (TLI=0.918), and the root mean square error of approximation (RMSEA= 0.062).

Table 4 showed the results of structural model which concerns the relationship of all hypotheses. The results of hypothesis testing demonstrate that price discount is not related to product quality, with a standardized path coefficient of -0.07 (p=0.942), thus H1a is not supported. BOGOF is related to product quality, with a standardized path coefficient of 0.491 ($p < 0.001$), partially supporting H1b since it did not show negative effect as hypothesized. Premium is positively related to product quality, with a standardized path coefficient of 0.309 ($p < 0.01$), supporting H1c.

Price discount is related to brand image, with a standardized path coefficient of 0.217 ($p < 0.05$), partially supporting H2a since the sign was opposite. BOGOF is not related to brand image, with a standardized path coefficient of 0.099 (p=0.396), not supporting H2b. Premium is positively related to brand image, with a standardized path coefficient of 0.310 ($p < 0.01$), supporting H2c.

Price discount is related to customer satisfaction, with a standardized path coefficient of 0.184 ($p < 0.05$), thus H3a is supported. BOGOF is related to customer satisfaction, with a standardized path coefficient of 0.080 (p=0.439), not supporting H3b. Premium is positively related to customer satisfaction, with a standardized path coefficient of 0.565 ($p < 0.001$), supporting H3c.

Product quality is positively related to purchase intention, with a standardized path coefficient of 0.383 ($p < 0.01$), supporting H4. Brand image is positively related to purchase intention, with a standardized path coefficient of 0.230 ($p < 0.10$), supporting H5. Customer satisfaction is positively related to purchase intention, with a standardized path coefficient of 0.133 ($p < 0.10$), supporting H6. Most importantly, purchase intention is positively related to actual purchase, with a standardized path coefficient of 0.544 ($p < 0.001$), supporting H7.

Table 4 Structural Model Results

Hypotheses	Relationship	Expected sign	Actual sign	Standardized regression	Results
H1a	Price discount → Product quality	-	+	-0.07	Not support
H1b	BOGOF → Product quality	-	+	0.491****	Partial support
H1c	Premium → Product quality	+	+	0.309***	Support
H2a	Price discount → Brand image	-	+	0.217**	Partial support
H2b	BOGOF → Brand image	-	+	0.099	Not support
H2c	Premium → Brand image	+	+	0.310***	Support
H3a	Price discount → Customer satisfaction	+	+	0.184**	Support
H3b	BOGOF → Customer satisfaction	+	+	0.080	Not support
H3c	Premium → Customer satisfaction	+	+	0.565****	Support
H4	Product quality → Purchase intention	+	+	0.383***	Support
H5	Brand image → Purchase intention	+	+	0.230*	Support
H6	Customer satisfaction → Purchase intention	+	+	0.133*	Support
H7	Purchase intention → Actual purchase	+	+	0.544***	Support
	Fit indices				
	χ^2 = 533.286 (d.f =321, p < 0.05), CFI=0.93, IFI=0.93, RMSEA=0.06				

*p<0.10, **p<0.050, ***p<0.010, ****p<0.001

Discussion

The findings from this study evince that sales promotion tool is the most essential key factor which influences the consumer behavior to perform an actual purchase. The results of this empirical study conducted in Myanmar confirm the previous findings e.g., premium are positively related to product quality, brand image, and customer satisfaction as hypothesized which is consistent with the work of the previous studies (Chandon., et al,2000; Netemeyer et al., 2004). Price discount is also positively related to customer satisfaction as hypothesized which is consistent with the work of Kahn and Louie (1990). Moreover, product quality, brand image, and customer satisfaction are positively related to purchase intention which is in line with prior literatures of (De and McWilliam, 1989). Specifically, purchase intention is positively related to actual purchase which is rarely been studied and the result is in line with (Ajzen, -

1991; Familmaleki, Aghighi & Hamidi, 2015).

The inconsistent results regarding the positive relationship between BOGOF and product quality and price discount with brand image, instead of negative relationship as hypothesized based on the inverted U-shaped Theory may be due to less competition among brand name cosmetic in Myanmar. Revlon brand could be a few cosmetic brand names in Myanmar and leave customers with less choice. In addition, lifestyles of young people in Myanmar have moved toward greater use of skin care that has become more fashionable. This is very obvious in cities like Yangon, where early stage of development is going on. A retail industry growth also contributed to the booming cosmetics because it effectively channels such products. Many options are available to consumers, especially young careerists who considered the most essential target sector according to its high demand. Skin Care business in Myanmar is an up and coming effort (Mai, 2016). According to the data from the Myanmar Marketing Research and Development Company (MMRD), there is a consistent increase in consumer consumption year on year from 2008 to 2012 especially hair care, body care, and skin care products in Myanmar.

Theoretical Contributions and Managerial Implications

This research study is also informative for both theoretical contributions and managerial implications. Moreover, the researcher can also learn the knowledge of inverted U-shaped theory which can cause negative impact for consumers. In addition, scholars can apply the knowledge of consumer perception towards purchasing behavior in the sales promotion marketing field. Furthermore, it helps to understand the further research career regarding the marketing business and get benefits for the business. This can be done through prior identification of the customer behavior which can implement proper marketing segmenting and positioning strategies for different target markets.

Limitation and Future Research

This study only focuses on the Yangon in Myanmar to study the sales promotion tools towards actual purchase which is not considered to the other cities in Myanmar. The researcher suggests that the further research can also study other cities in Myanmar. Thus, it will provide the greater aspects of different view both for monetary and non-monetary promotions in the Myanmar context. Furthermore, the limitation of this study is the size of the sample as the sample size is quite limit. The future research can analysis and consider

several types of sales promotion tools and marketing promotions which will contribute a broader result of or sales promotion for researchers and analyze more for the products in order to get more information from customers.

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