

A project completed as part of the requirements for the

BA (Hons) Marketing

entitled Impact of Sales Promotions in Influencing Kuala Lumpur Consumers'

Purchase Intention on Low- involvement Products: Toothpaste.

by

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ABSTRACT

With the widespread use of sales promotion and allocate certain budget and resources in promotional activities by marketers and practitioners, the research is important to investigate the impact and effectiveness of different sales promotion tools in influencing consumers purchase intention towards toothpaste. Besides of that, understanding how males and females consumers respond to different sales promotion tools is also important because gender differences may have different responses to different sales promotion tools on toothpaste. The purpose of this study was to investigate the consumer's response to the four different sales promotion tools which are price discounts, coupons, bonus packs, and free samples towards toothpaste.

A total of 100 respondents were recruited using quota sampling which was 50 percents males and females for investigation of their purchase intention to different sales promotion tools towards toothpaste. The data was collected using self-administered questionnaires. The study indicated that consumers were positively responded in each of the sales promotion tools towards toothpaste. On the other hand, this study found that price discounts is the most influential among other sales promotion tools. There were also found out that no significance differences between gender and consumer purchase intention. Therefore, the findings would help marketers and practitioners to allocate their resources efficiently and maximize their profit.