

Assessing Marketing Promotional Strategies for Durable Goods in E-Commerce

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Market promotional strategies present a challenging task for marketers of consumer durables, particularly in the current scenario. This research aims to assess the factors influence the marketing promotional strategy for consumer durables in E-Commerce platform. A total of 613 respondents were selected for this research. The results reveal that the most critical factor influencing purchase decisions is the product brand, followed by product quality, price assessment, and product variety. The study also revealed that most customers have a positive attitude toward marketing promotional strategies. Among these, buy-one-get-one offers, free trial offers, and saver pack offers emerged as the most effective promotional schemes for durable goods in e-commerce.

Keywords: e-commerce, durable goods, decision making, promotional strategies

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1. Introduction

Market promotional strategies for durable goods in e-commerce are crucial for driving sales and maintaining a competitive edge in the digital marketplace. Durable goods, such as appliances, electronics, and furniture, have longer lifespans and higher price points, making the promotional approach distinct from that for consumable items. John Jacob (2023) Effective strategies begin with understanding the target audience, including their needs, preferences, and purchasing behavior. Chandoriya (2016) Personalized marketing, leveraging data analytics, allows businesses to create tailored promotions that resonate with specific customer segments. Offering discounts, limited-time offers, and bundling products can incentivize purchases, especially when customers perceive added value. Parimala & Franklin (2019) Utilizing email marketing and social media campaigns helps to keep potential buyers engaged and informed about promotions, fostering a relationship that can lead to repeat sales. Additionally, content marketing, such as blogs, videos, and customer testimonials, builds trust and highlights the product's value proposition. Collaboration with influencers or using affiliate marketing can further expand reach and credibility.

Finally, optimizing the user experience on the e-commerce platform, including ease of navigation, secure payment options, and excellent customer service, ensures a smooth purchase process, which is critical for converting promotions into actual sales, Sathya, & Indirajith (2016). These strategies, when combined, create a robust promotional framework that drives both immediate and long-term success in the e-commerce space for durable goods. With the advent of Digital India concept in the past few years, E-commerce is significantly influencing consumer purchasing behavior. The convenience of online shopping allows consumers to easily compare products, explore a broader range of options, and make informed choices from the comfort of their homes. E-commerce platforms also provide personalized recommendations and targeted marketing strategies, John Jacob (2023) which influence consumer preferences and buying decisions. Additionally, the availability of reviews and ratings helps consumers build trust in products and brands, further impacting their purchasing behavior.

As a result, e-commerce has become a crucial factor in how consumers approach shopping, particularly in the digital age. The concept of marketing has taken a shift from traditional marketing strategies to pattern of marketing and tapping new markets. E-Commerce provides substantial benefits to customers, marketers and society. According to export, The Indian e-commerce market is projected to reach \$111.40 billion by 2025 (Singh, 2022). According to Neilson, rural India now has 20 percent more internet users than urban areas (Jha, 2022). E-commerce has significantly transformed business transactions, playing a key role in enabling the sale of products across different locations, thereby minimizing spatial discrepancies (Khan, 2016). With the advancement of technology and continuous inflow of disposable income the demand for consumer durable goods is increasing. The durable goods market is growing at around 15% on an average in India. Products that survive a long time or cannot be damaged easily are referred to as durable goods. Examples of such products include furniture, appliances for the kitchen, electronics, and recreational equipment. Nowadays, durable things can be easily found with just one click, anywhere, at any time. According to the Cambridge Dictionary, durable goods are large household appliances, furniture, vehicles, and other items that are used at home and last a lifetime. When selling products online, marketing involves creative promotional techniques. To draw customers, e-commerce offers a variety of incentives, such as price breaks, coupon vouchers, free trials, additional brand alternatives, free gifts, festival and seasonal discounts, and reviews. E-commerce is expanding at a never-before-seen rate as well.

2. Objectives of the Study

- To assess the marketing promotional strategies of customers of durable goods via Online.
- To examine the correlation between marketing promotional methods and intention to purchase
- To examine the factor influence the marketing promotional strategies on purchase intention

3. Review of Literature

Bindia Daroch, et al., (2021) identified that buyers experience both positive and negative aspects of online shopping.

Challenges include a fear of bank transactions, a lack of trust in online platforms, perceptions of online shopping being less convenient than traditional methods, insufficient information provided on online portals, distrust in services, and insecurity about products. Lv et al., (2020) discovered that on e-commerce platforms with low reputations, price discounts are the primary motivator for purchases. It is suggesting that discount strategies should align with the platform's reputation. Chandoriya (2016) focused on consumer perception when introducing new products to the market. The durable goods and e-advertising are significantly influenced by customers' perceptions about the product. Kulshrestha, et al., (2017) found that a consumer's product preference, particularly regarding the country of origin, is shaped by factors like distribution channels, service centers, and service costs. The internet plays a crucial role in making consumers aware of available products, prices, brands, and endorsements, leading them to spend more on preferred products.

Ismail et al. (2018) showed that social media marketing has the statistical impact on values of the customers, and increase the brand loyalty, brand consciousness. They also noted that social media is an effective tool for maintaining consumer relationships. Sathya & Indirajith (2016) highlighted the impact of product quality on different consumer segments, such as economic, social, emotional, and educational groups. While brand loyalty is generally weak among consumer durables, consumers prioritize satisfaction across various brands. Mashao & Sukdeo (2018) indicated that consumer buying decisions for durable goods are influenced by both price and product quality/features. Gender plays an equal role in purchasing durable goods, suggesting that product design should not focus primarily on gender. Finally, Parimala & Franklin (2019) stated that consumers are brand-conscious, particularly with durable goods, and prefer higher-value products. Television advertising significantly impacts consumer self-worth and self-appreciation, which in turn influences buying behavior. Ahmad Hosaini & Kuldeep Chand (2020) emphasized that consumer behavior is intimately connected to marketing, with the primary goal of marketing being consumer satisfaction.

Arcelus (2001) discussed retailers' responses to special sales, comparing price discounts and trade credit. They examined the pros and cons of the two most common payment reduction strategies:

lowering the purchase price and delaying payment for merchandise. Blackwell et al. (2001) argued that new products are more likely to succeed when consumers can try them on a limited basis with minimal financial risk. As a result, sales promotions like sampling, couponing, and trial-sized products are effective in encouraging product trials. Anselmi (2000) suggested that a manufacturer's advertising and promotional decisions can impact their relative market share.

4. Research Methodology

Research methodology provides a systematic approach to solving the research problem. This study utilizes descriptive research, focusing on sales promotional schemes such as price discounts, coupon discounts, free trials, free extra quantity offers, buy-one-get-one-free, saver pack, and free gift as independent variables of the study. Purchase intention of the customers is treated as the dependent variable of the study and are considered. A sample of 650 customers was initially approached for this study, with 613 responses deemed suitable for further analysis. Therefore, the final sample size consists of 613 respondents. The researcher utilized various statistical tools, including frequency analysis, mean, standard deviation, correlation, regression, and path modelling. The researcher developed the marketing promotional tools based on a review of the literature. Consumer purchase intention statements were adapted from Bakewell and Mitchell's (2003) study. All statements were assessed using an ordinal scale.

Table-1: Reliability value for the research tool

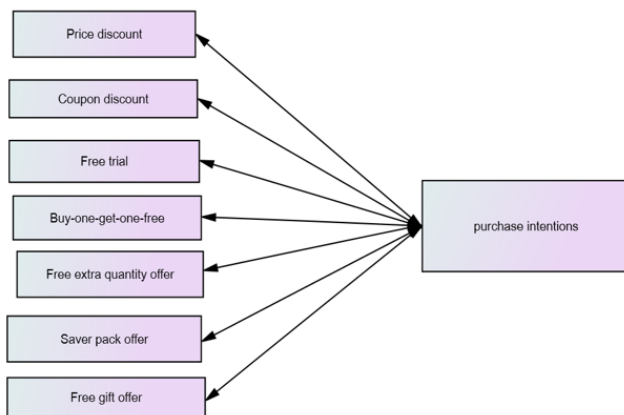
S.NO	Variables	Cronbach's alpha value
1	Price discount	0.906
2	Coupon discount	0.932
3	Free trail	0.947
4	Saver pack offer	0.875
5	Buy-one-get-one-free	0.813
6	Free extra quantity offer	0.872
7	Free gift offer	0.923
8	Purchase intention	0.864

Data: Primary Source

Table 1 presents the reliability value of the research tool, indicating that the instrument is adequately reliable for addressing the research questions. The Cronbach's alpha reliability test yielded values ranging from 0.81 to 0.94.

As the values exceed the 0.70 threshold recommended by Nunnally (1978), the tool's reliability is confirmed.

Figure 1: Framework of the Study



5. Analysis and Discussion

Table 2: Customer opinion towards marketing promotional strategies

Marketing promotional strategies	Opinion	Frequency	Percent
Price discount	Unfavourable	143	23.3
	Favourable	470	76.7
Coupon discount	Unfavourable	134	21.9
	Favourable	479	78.1
Free trial	Unfavourable	116	18.9
	Favourable	497	81.1
Buy-one-get-one-free	Unfavourable	116	17.9
	Favourable	497	82.1
Free extra quantity offer	Unfavourable	161	26.3
	Favourable	452	73.7
Saver pack offer	Unfavourable	116	19.9
	Favourable	497	80.1
Free gift offer	Unfavourable	125	20.4
	Favourable	488	79.6

Source: calculated primary data

In this study, the researcher has considered several marketing promotional strategies, including price discounts, buy-one-get-one-free, coupon discounts, saver pack, free extra quantity offers, free trials, and free gift offers. Each marketing promotion is measured with eight statements in the ordinal scale. In order to examine the consumers attitude towards each scheme, the scale of total attitude towards various offers are categorised into two groups namely, unfavourable and favourable attitude of relating to various schemes.

The respondents, who scored the total mean score of above 24 is considered as the favourable attitude towards sales promotion strategy and less than 24 is considered as the unfavourable attitude of the customers. Based on the score, further frequency analysis is done. The outcome is showed in the table 2. Customer attitudes towards the marketing promotional strategies are classified in to two categories namely, favourable and unfavourable. 76.7 percent of the customers are having favourable with price discount and 23.3 percent of the customers are having unfavourable with price discount. In the case of coupon discount, 78.1 percent of the customers are favourable with coupon discount and 21.9 percent of the customers are unfavourable with coupon discount. With regard to free trial, 81.1 percent are favourable with free trial and 18.9 percent of the customers are unfavourable with free trial. In the case of buy-one-get-one-free, 82.1 percent of the customers are having favourable with buy-one-get-one-free and 17.9 percent of the customers are unfavourable with buy-one-get-one-free. In the case of free extra quantity offer, 73.7 percent of the customers are having favourable with free extra quantity offer and 26.3 percent of the customers are unfavourable with free extra quantity offer. With regard to saver pack offer, 80.1 percent of the customers are favourable with saver pack offer and 19.9 percent of the customers are unfavourable favourable with saver pack offer. In the case of free gift offer, 79.6 percent of the customers are having favourable with free gift offer and 20.4 percent are of the customers unfavourable with free gift offer. It has been discovered that most consumers have a positive view regarding marketing and promotional tactics. However, buy-one-get-one-free, trial free and offer for saver pack are the marketing promotional strategies are found to be the best promotional schemes in the durable goods in E-commerce. Nelson Oly Ndubisia (2005) found that promotions focusing on in-store displays, free samples, price discounts, and bonus packs tend to be more effective than those relying on coupons. Similarly, Sarah White (2004) explored sales promotions, noting that they can range from gimmicky tactics to robust marketing strategies, capable of attracting new customers or retaining loyal ones by preventing them from being drawn to competitors.

Table 3: Customers attitude towards purchase intention

Purchase intention	SA	A	N	DA	SDA
buy regularly	101 (16.5%)	332 (54.2%)	80 (13.1%)	68 (11.1%)	32 (5.2%)
get the best quality	140 (22.8%)	264 (43.1%)	85 (13.9%)	88 (14.4%)	36 (5.9%)
usually buy well-known brands	156 (25.4%)	289 (47.1%)	52 (8.5%)	84 (13.7%)	32 (5.2%)
buy something new and exciting	157 (25.6%)	294 (48%)	50 (8.2%)	92 (15%)	20 (3.3%)
find the best value for money	128 (20.9%)	190 (31%)	157 (25.6%)	110 (17.9%)	28 (4.6%)
buy as much as possible at sale prices	149 (24.3%)	264 (43.1%)	56 (9.1%)	80 (13.1%)	64 (10.4%)
buy the lower price products	179 (29.2%)	202 (33%)	114 (18.6%)	90 (14.7%)	28 (4.6%)
spend more time deciding on the products	223 (36.4%)	200 (32.6%)	82 (13.4%)	96 (15.7%)	12 (2%)
learn about products and choose the best	148 (24.1%)	330 (53.8%)	39 (6.4%)	68 (11.1%)	28 (4.6%)

Source: calculated primary data

There are 13 statements were used to assess respondents' opinions on their purchase intentions in the table 3. Customers were asked to rate their responses on a likert scale. The calculated value of Buying Regularly: A significant majority of respondents (54.2%) agreed that they buy regularly, with an additional 16.5% strongly agreeing. This suggests that consistent purchasing is a common behavior among the surveyed customers. Only 16.3% of respondents disagreed or strongly disagreed, indicating a generally favourable attitude towards regular purchasing.

The computed value of Getting the Best Quality: Quality is a key consideration, with 43.1% of respondents agreeing and 22.8% strongly agreeing that they prioritize getting the best quality. However, 14.4% disagreed and 5.9% strongly disagreed, which implies that while quality is important to most, there is still a portion of the population that may be influenced by other factors.

The find out value of Usually Buying Well-Known Brands: A notable 47.1% of respondents agreed that buy well-known brands, and 25.4% strongly agreed. This indicates strong brand loyalty among a majority of customers. However, 13.7% disagreed, and 5.2% strongly disagreed, suggesting that a small segment of customers may prefer lesser-known or alternative brands.

The analysed value of Buying Something New and Exciting: A large percentage of customers (48%) agreed that they are inclined to buy something new and exciting, with 25.6% strongly agreeing. Nonetheless, 15% disagreed, and 3.3% strongly disagreed, reflecting that while innovation and novelty are appealing to many, not all customers prioritize these factors.

The calculated value of Finding the Best Value for Money: The responses indicate a diverse approach to value, with 31% agreeing and 20.9% strongly agreeing that finding the best value for money is important. However, 25.6% of respondents were neutral, and 22.5% either disagreed or strongly disagreed, showing that opinions on value are more varied.

The estimated value of Buying as Much as Possible at Sale Prices: The majority of respondents (43.1%) agreed, and 24.3% strongly agreed that they try to buy as much as possible during sales. Yet, 13.1% disagreed, and 10.4% strongly disagreed, indicating that while sales are a significant motivator for many, others may not prioritize them as highly.

The calculated value of Buying Lower-Priced Products: Lower prices are attractive to a substantial portion of respondents, with 33% agreeing and 29.2% strongly agreeing that they tend to buy lower-priced products. Meanwhile, 18.6% were neutral, and 19.3% disagreed or strongly disagreed, suggesting a balance between cost-consciousness and other purchasing considerations.

The find out value of Spending More Time Deciding on Products: A significant 36.4% of respondents strongly agreed that they spend more time deciding on products, with 32.6% agreeing. This indicates that many customers engage in thoughtful decision-making. Only a small percentage strongly disagreed (2%) or disagreed (15.7%), showing that most customers invest time in their purchasing decisions.

The analysed value of Learning About Products and Choosing the Best: The majority of customers (53.8%) agreed, and 24.1% strongly agreed that they take the time to learn about products before making a purchase. However, a small segment remained neutral (6.4%) or disagreed (11.1%), reflecting that while most customers are informed buyers, some may rely on other decision-making factors.

Overall, it is found that that while a majority of customers exhibit consistent purchasing habits, prioritize quality, and prefer well-known brands, there is also a significant portion of the customer base that places a strong emphasis on finding value for money, exploring new and exciting products, and taking time to decide on purchases. Price sensitivity is evident, with a notable number of customers focusing on sales and lower-priced products. However, the diversity in responses across various statements indicates that different segments of customers prioritize different aspects of the purchasing process, from brand loyalty to pricing strategies and decision-making time. Ravinder Zutshi (2003) suggests that consumer promotions will only motivate a customer to make a purchase if they are already considering buying the product.

Table 4: Marketing promotional strategies and purchase intention

Marketing promotional strategies'	Purchase Intention	
	r-value	p-value
Price discount	0.856	0.001*
Coupon discount	0.658	0.001*
Free gift offer	0.592	0.001*
Free trial	0.221	0.001*
Buy-one-get-one-free	0.219	0.001*
Free extra quantity offer	0.219	0.001*
Saver pack offer	0.193	0.001*

Source: calculated primary data: * significant one percent level

Table 4 shows the correlation between various marketing promotional strategies and customers purchase intentions.

Ho: Marketing promotional strategies are not relation with purchase intention of durable goods.

To examined the hypothesis, a Pearson correlation test was conducted. The results indicate that price discounts, buy-one-get-one-free, coupon discounts, saver pack offers, free extra quantity offers, free trials, and free gift offers are all positively correlated with purchase intention. As a result, the hypothesis is rejected, revealing a significant relationship between marketing promotional strategies and respondents' purchase intentions. The calculated correlation values range from 0.856 to 0.193, indicating a strong connection between marketing promotional strategies and purchase intention.

The analysis reveals that coupon discounts exhibit the strongest correlation with purchase intention, with a correlation coefficient of 0.658. Buy one, get one free are low level relation with purchase intention is found 0.219. Free gift offers and free extra quantity also demonstrate significant associations with purchase intention, with correlation coefficients of 0.592 and 0.219, respectively. Price discounts, while still influential, have a slightly high correlation of 0.856. These findings indicate that coupon discounts, buy-one-get-one-free offers, free gifts, and extra quantity offers are particularly effective in driving customers' purchase intentions when they shop for durable goods through e-commerce platforms. According to Shimp, & Terence (2000), sales promotions tend to have a short-term focus and are effective in influencing consumer behavior. Arindam Banerjee & Suresh Divakar (2000) suggest that price benchmarks or thresholds can lead to increased consumption and future purchases, but if prices rise beyond a certain point, they may result in no purchases at all.

Table 5: Effect of marketing promotional strategies on purchase intention

R	R Square	Adjusted R Square	F-value	P-value
0.799	0.638	0.634	152.153	0.001*

Predictors	B	Std. Error	Beta	t-value	p-value
(Constant)	0.421	0.048	-	8.928	0.011*
Free gift offer	0.391	0.054	0.071	1.671	0.002*
Coupon discount offer	0.354	0.074	0.255	4.507	0.007*
Buy-one-get-one-free offer	0.190	0.051	0.202	3.822	0.001*
Saver pack offer	0.103	0.060	0.124	2.881	0.034*
Free extra quantity	0.090	0.056	0.364	8.963	0.015*
Free trial offer	-0.293	0.059	-0.311	-4.924	0.001*
Price discount offer	-0.029	0.011	0.222	-0.724	0.468 (NS)

Source: calculated primary data: * Significant level, NS-non significant level

Ho: Marketing promotional strategies do not influence the buyer's purchase intention.

Table 5 illustrates the impact of marketing promotional strategies on customers' purchase intentions. In this analysis, sales promotional schemes such as price discounts, coupon discounts, free trials, buy-one-get-one-free offers, free extra quantity offers, saver pack offers, and free gift offers are treated as independent variables, while purchase intention is the dependent variable.

To determine the effect of the independent variables on the dependent variable, regression analysis was performed. The adjusted R-square value is 0.634, indicating that these independent variables account for 63.4 percent of the influence on the purchase of durable goods in e-commerce. As a result, the stated hypothesis is rejected.

The regression equation is shows the marketing promotional strategy's influence the purchase intention among the customers for durable goods in the E-commerce platform

Purchase intention = 0.421 + 0.391 (free gift offer strategy) + 0.354 (coupon discount strategy) + 0.190 (buy-one-get-one-free strategy) + 0.103 (saver pack offer strategy) + 0.090 (free extra quantity offer strategy) - 0.293 (free trial strategy)

The regression equation provided offers insight into how various marketing promotional strategies influence purchase intention. The equation shows that free gift offers have the most significant positive impact on purchase intention, with a coefficient of 0.391, followed by coupon discounts at 0.354. Buy-one-get-one-free offers and saver pack offers also contribute positively, with coefficients of 0.190 and 0.103, respectively. Free extra quantity offers have a smaller, yet positive effect, with a coefficient of 0.090. Interestingly, free trials have a negative impact on purchase intention, with a coefficient of -0.293. The constant value of 0.421 indicates the baseline level of purchase intention in the absence of these promotional strategies. Overall, the model suggests that while most promotional strategies positively influence purchase intention, free trials might deter customers from making a purchase, potentially due to concerns or unmet expectations during the trial period.

The analysis reveals that free gift offers, coupon discounts, buy-one-get-one-free offers, free extra quantity offers, and saver pack offers positively influence customers when purchasing durable goods in e-commerce. However, free trials have a negative influence, potentially discouraging buyers from making a purchase in this context.

Syuhaily et al. (2011) found significant relationships between attitudes toward price discounts, coupons, free samples, and buy-one-get-one-free offers, with purchase intentions and buying behavior.

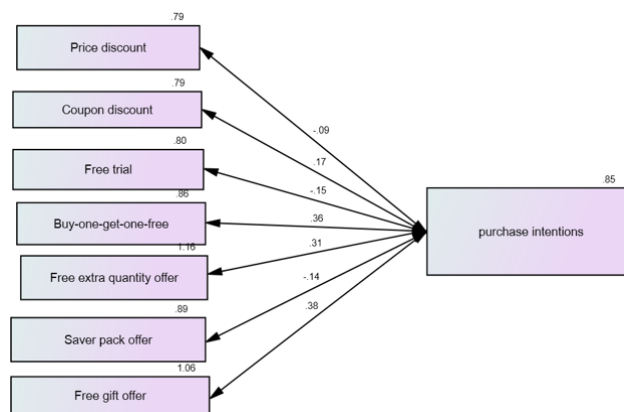


Figure 2: Effect of marketing promotional strategies on purchase intention

Table 6: Show the Measurement of Goodness Fit

Chi-square	2379.521
X2/df	113.311
RMSEA	0.049
NFI	0.929
CFI	0.987
GFI	0.914
AGFI	0.912

The table 6 displays various goodness-of-fit indices for a model. The Chi-square value is 2379.521, which is typical for high sample sizes even though it is significant. Although ratios less than five are normally regarded as acceptable, the Chi-square to degrees of freedom ratio (X^2/df) of 113.311 in this case suggests a fairly excellent fit. A satisfactory match is shown by the Root Mean Square Error of Approximation (RMSEA) of 0.049, which is less than the generally recognized threshold of 0.05. Excellent model fit is shown by both the Comparative Fit Index (CFI) of 0.987 and the Normed Fit Index (NFI) of 0.929, which both above the suggested criterion of 0.9. Furthermore, with 0.914 and 0.912, respectively, the Goodness of Fit Index (GFI) and the Adjusted Goodness of Fit Index (AGFI) are both above 0.9, further supporting the conclusion that the model fits the data well. Overall, these indices suggest that the model provides a good fit for the observed data.

Table 7: Covariances Estimation of marketing promotional strategies on purchase intention

			Estimate	S.E.	C.R.	P
Purchase intention	<-->	Price discount	-0.090	0.032	-2.853	0.004
Purchase intention	<-->	Coupon discount	0.165	0.033	4.928	***
Purchase intention	<-->	Free trial	-0.154	0.033	-4.612	***
Purchase intention	<-->	Buy-one-get-one-free	0.358	0.043	8.386	***
Purchase intention	<-->	Free extra quantity offer	0.312	0.045	6.987	***
Purchase intention	<-->	Saver pack offer	-0.144	0.035	-4.149	***
Purchase intention	<-->	Free gift offer	0.382	0.047	8.183	***

The table presents the relationship between purchase intention and various promotional strategies. Price discount has a negative and significant impact on purchase intention (Estimate = -0.090, C.R. = -2.853, P = 0.004), suggesting that discounts may reduce the perceived value, thereby lowering purchase intention. Coupon discount positively influences purchase intention (Estimate = 0.165, C.R. = 4.928, P < 0.001), indicating that consumers are more likely to buy when offered a coupon. Similarly, Buy-one-get-one-free (Estimate = 0.358, C.R. = 8.386, P < 0.001) and Free extra quantity offer (Estimate = 0.312, C.R. = 6.987, P < 0.001) strongly and positively impact purchase intention, showing that these promotions are highly effective in encouraging purchases. On the other hand, Free trial (Estimate = -0.154, C.R. = -4.612, P < 0.001) and Saver pack offer (Estimate = -0.144, C.R. = -4.149, P < 0.001) negatively affect purchase intention, suggesting that consumers might perceive these offers as less valuable. Finally, Free gift offer (Estimate = 0.382, C.R. = 8.183, P < 0.001) has the strongest positive effect on purchase intention, indicating that adding a free gift is a highly effective strategy to increase consumer willingness to purchase. Overall, promotions like free gifts and buy-one-get-one-free offers are most effective, while price discounts and saver packs may reduce purchase intention.

6. Discussion & Management Implication

One of the most popular marketing strategies for ecommerce retailers to create user-generated content is to run a contest.

7. Suggestions of the Study

- The first step in using price reductions to draw customers is to make sure that the offer is made apparent through all available marketing platforms, including social media, email newsletters, and in-store signage. To boost perceived value and drive larger sales, think about grouping products together with discounts. Establish loyalty programs that provide recurring clients with exclusive discounts in order to cultivate enduring relationships.
- To attract customers through a buy-one-get-one offer, emphasize the value and savings they gain from the promotion. Use eye-catching visuals and clear messaging in your marketing materials to highlight the limited-time nature of the offer, creating a sense of urgency.
- Promote these coupons through multiple channels, such as social media, email newsletters, and in-store displays, to reach a broader audience.
- A free extra quantity offer is an effective strategy for marketers to attract customers and boost sales. By providing additional product units at no extra cost, brands can enhance perceived value and encourage trial among new customers.
- Follow up with trial users to gather feedback and offer tailored incentives to convert them into paying customers. This approach not only increases customer engagement but also fosters brand loyalty as users become familiar with your offerings.
- To effectively promote saver pack offers, focus on communicating the value customers receive through significant savings and added convenience. Use attractive packaging and clear labeling to highlight the benefits, such as the cost per unit savings compared to individual purchases.

- To maximize the impact of free gift offers, ensure that the gifts are relevant and appealing to your target audience. Clearly communicate the terms of the offer, such as minimum purchase requirements or limited-time availability, to encourage immediate action. Use eye-catching visuals in your marketing materials to showcase the free gifts and highlight their value. Additionally, follow up with customers after they receive their gifts to gather feedback and encourage future purchases, reinforcing positive brand associations.

8. Conclusion

E-commerce is rapidly expanding in India's durable goods sector, particularly within rural markets. Whether consumers purchase directly from physical stores or online, the leading and value-for-money brands significantly influence their attitudes toward buying durable goods online. Marketing strategies prioritize promotional factors like free gift offers, coupon discounts, buy-one-get-one-free deals, extra quantity offers, and saver packs. These promotions, including free trials and saver packs, effectively sway customers' purchasing decisions. Additionally, businesses operating in high-reputation environments tend to achieve greater profitability, highlighting the importance of maintaining a strong brand reputation in e-commerce. To achieve long-term success, e-commerce companies should collaborate, implement fair pricing strategies, and enhance the quality of their offerings. By doing so, they can foster a green and healthy shopping environment that drives both customer satisfaction and sustainable growth.

9. Limitation and Future Scope of the Study

The results of this study may vary depending on different stages of the customer life cycle. Therefore, future researchers are encouraged to increase the sample size to enhance the generalizability of the findings to a broader population. This study focused solely on durable goods in the e-commerce sector, so future research is advised to explore various products and contexts to determine if the observed effects apply across different product categories. Moreover, there remains a need to investigate the impact of promotional tools on consumer purchase decisions, as existing research in this area is still inconclusive.

While this study examined seven specific types of promotions, future research could consider exploring other forms of sales promotions, such as contests and refunds, to further assess their influence on purchasing behavior.

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