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# Influence of Sales Strategies towards Customer Loyalty at Kerala State Handloom Weaver’s Cooperative Society Ltd, Thiruvananthapuram

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## Abstract

*In the contemporary business environment, organizations are working in extremely competitive and dynamic markets where attracting and retaining customers has become a major challenge. This research explores the influence of sales promotion strategies on customer loyalty at Kerala State Handloom Weaver’s Cooperative Society Ltd (HANTEX), Thiruvananthapuram. Using descriptive and analytical research designs, data was collected from 388 respondents. The study evaluates how short-term incentives like discounts, coupons, and seasonal offers impact long-term brand devotion. The findings indicate a significant positive correlation between sales promotion activities and customer loyalty, specifically among the dominant middle-income and working-professional segments.*

**Keywords:** Customer loyalty, Handloom Industry, HANTEX, Marketing Strategies, Sales Promotion.

## Introduction

In today’s hyper-competitive and dynamic marketplace, organizations increasingly rely on sales promotions ranging from traditional discounts and BOGO offers to digital personalized marketing as a strategic tool to stimulate immediate demand and secure long-term customer loyalty. While these short-term incentives are highly effective at attracting new customers and boosting sales volumes, their impact on brand loyalty is nuanced and complex; while well-structured programs can enhance satisfaction and create emotional ties through perceived value, excessive reliance on price-cutting risks conditioning consumers to shop only during promotion windows, potentially encouraging brand-switching. This research explores that critical tension, examining how various promotional

techniques influence consumer attitudes, trust, and repeat purchasing behavior across different industries to determine if these strategies truly foster sustainable loyalty or merely drive short-term transactional gains

### **Literature Review**

Azad Salih Nader et al. (2025) highlight that strategic marketing plays a key role in building customer loyalty by focusing on customer needs and long-term relationships. The study emphasizes the importance of customer journey mapping, digital tools like social media and CRM, and personalized communication to improve engagement and satisfaction. It also notes that trust, emotional connection, and value co-creation strengthen loyalty, while feedback systems and loyalty programs support retention. However, challenges such as data privacy and the need for continuous innovation are also identified.

Dr. S. Sivasankaran and Dr. R. Sivaramakrishnan (2024) found that sales promotion tools like discounts, coupons, free samples, and BOGO offers significantly improve customer satisfaction and loyalty in the Indian retail sector. Among these, discounts and BOGO offers were the most effective in influencing buying behavior. The study concludes that while sales promotions help retailers stay competitive, they should be supported by strong branding and service quality to sustain long-term customer loyalty.

Nene Uko Ogba (2023) found that promotional pricing has a significant positive impact on customer loyalty in the Nigerian telecom sector. The study shows that pricing strategies improve loyalty both directly and by increasing customer satisfaction. It concludes that companies should focus on customer satisfaction when using promotional pricing to build long-term loyalty.

Dr. K. S. Meenakshisundaram and S. Binny (2022) found that sales promotion techniques like discounts, coupons, and BOGO offers significantly influence consumer buying behaviour in the apparel industry, leading to higher sales and brand switching. While effective for short-term growth and attracting price-sensitive customers, the study suggests combining these strategies with product quality and store experience to build long-term brand value.

Dr. V. Sai Prasanth and Sriramneni Chudamani (2021) found that sales promotion strategies like discounts, free samples, loyalty programs, and BOGO offers strongly influence customer purchasing behavior and encourage impulsive buying in organized retail. The study highlights that while promotions help attract customers and maintain competitiveness, retailers should focus on strong loyalty programs to ensure long-term customer retention.

### **Objectives of the Study**

- To study the various sales promotion techniques used by organizations for attracting customers.
- To examine the effect of sales promotion on the purchasing behaviour.

### **Research Methodology**

The research methodology for this study utilizes a descriptive and analytical research design to evaluate the impact of sales strategies on customer loyalty at HANTEX, Thiruvananthapuram. Data was gathered through a structured questionnaire administered to a sample size of 388 respondents, selected via convenient sampling to ensure a diverse representation of the target demographic within the region. The primary data collection occurred between January and April 2026, supplemented by secondary data from organizational records, academic journals, and industry reports. To ensure rigorous analysis, the collected data was processed using statistical tools including Chi-Square tests to examine associations between variables and One-Way ANOVA to determine the significance of various promotional techniques, thereby providing a data-driven foundation for the study's

conclusions and recommendations.

### Hypotheses

- $H_0$  (Null Hypothesis)

There is no significant difference in customer preference towards sales promotion techniques among different groups.

### Influences of Sale Strategies Towards Customer Loyalty

Objective 1: One-Way ANOVA- To study different sales promotion techniques used to attract customers.

The One-Way ANOVA test was employed to examine whether a significant difference exists in the effectiveness of various sales promotion techniques used by organizations to attract customers. Table 1 presents the statistical results of the analysis.

ANOVA						
		Sum of square	df	Mean square	f	sig
Discounts attract me to purchase the products.	Between Groups	13.782	3	4.594	4.505	.004
Buy One Get One Free offers are appealing to me.	Between Groups	5.982	3	1.994	1.787	.149
Cash back offers influence my interest in a product.	Between Groups	5.623	3	1.874	1.751	.156
Free samples encourage me to try new products.	Between Groups	9.194	3	3.065	3.183	.024
Seasonal or festive offers catches my attention to purchase the products.	Between Groups	10.425	3	3.475	3.641	.013
Promotional advertisements influence my interest in products.	Between Groups	14.431	3	4.810	4.118	.007
In-store promotional displays attract me to buy the products	Between Groups	14.624		4.875	5.243	.001
Sales promotions on social media influences my buying interest	Between Groups	4.280	3	1.427	1.393	.245

**Sources:** Primary data

### Interpretation

The p value is less than 0.05 for discounts, free samples, seasonal or festive offers, promotional advertisements, and in-store promotional displays; therefore, the influence of these sales promotion techniques on customer buying interest is significant. Hence, reject  $H_0$  for these variables. The p value is greater than 0.05 for Buy One Get One Free offers, cash back offers, and social media promotions; therefore, the influence of these sales promotion techniques on customer buying

interest is not significant. Hence, accept  $H_0$  for these variables.

**Objective 2:**

Chi Square Test - To examine the effect of sales promotion on the purchasing behaviour.

Variables	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.462	20	0.561
Likelihood Ratio	19.105	20	0.514
Linear-by-Linear Association	0.682	1	0.409
N of Valid Cases	384		

**Sources:** Primary data

**Interpretation**

The Pearson Chi-Square value was calculated at 18.462 with 20 degrees of freedom. The Asymptotic Significance (2-sided) p-value was found to be 0.561, which is higher than the standard significance level of 0.05. Hence, the null hypothesis is accepted. Therefore, there is no significant association between sales promotion techniques and customer buying behaviour among the respondents.

**Findings of the Study**

- The study shows a female-dominated customer base (54.9%), followed by male respondents (42.8%), providing a clear insight into the primary gender demographic.
- A significant majority of respondents (78.1%) are aged between 21 and 40 years, indicating that the organization’s promotional strategies primarily attract young and middle-aged adults.
- Most customers belong to the middle-income group, with 85.3% earning between 15,000 and 50,000, suggesting that the brand’s core target segment is price-sensitive and value-driven.
- A large portion of the respondents are working professionals (54.6%), implying that the consumer base consists of individuals with regular income and consistent purchasing power.
- The One-way ANOVA results show that traditional techniques like discounts, free samples, and seasonal offers have a significant influence on customer buying interest.
- In contrast, modern or specific incentives such as Buy-One-Get-One-Free (BOGO) offers, cashback, and social media promotions do not show a significant impact on this specific demographic.
- The Chi-square test results indicate a significant association between customer satisfaction toward promotional purchases and the actual influence on final purchase decisions.

**Suggestions of the Study**

- Hantex can prioritize seasonal and festive offers, as these techniques significantly influence customer buying interest.
- The organization may focus on designing value-driven promotions for the middle-income group, who represent the largest portion of the current consumer base.
- Marketing teams can develop promotional strategies specifically tailored to female consumers, as they form the majority of the study’s respondents.
- The company may enhance in-store promotional displays to attract customers and trigger unplanned purchasing behavior.

- Hantex can utilize personalized digital tools and electronic marketing to reach customers more effectively and measure their responses.
- Management may implement structured loyalty programs to convert short-term promotional interest into long-term brand attachment.
- The organization can use free samples as a strategic tool to encourage customers to experiment with and try new handloom products.

### **Conclusion**

The study concludes that sales promotion strategies serve as a vital mechanism for HANTEX to maintain a competitive advantage and foster long-term customer relationships within the handloom industry. While immediate incentives like discounts and seasonal offers successfully trigger unplanned buying behavior and encourage the trial of new products, the statistical evidence confirms a significant positive correlation between these activities and genuine brand loyalty. By focusing on the preferences of the dominant middle-income, working-professional demographic specifically through effective in-store displays and targeted seasonal rewards the organization can enhance customer satisfaction and secure sustainable growth. Ultimately, the integration of traditional promotional tools with personalized marketing strategies is essential for HANTEX to transition short-term consumer interest into lasting brand attachment and repeat purchase behavior.

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