

The Promotional Tool and Consumer Purchasing Behavior in Calapan City

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ABSTRACT: *The study focused on the pasalubong retail shops to know the preferred promotional tools of every consumer. Based on the following theories; Operant Conditioning, Attribution Theory, and Self-perception Theory, researchers subsequently arrived and proved that there is a significant relationship between the promotional tools and consumer purchasing behavior. This study aims to investigate the influence of various sales promotional tools on consumer purchasing behavior. The quantitative research was applied to test the relationship between two variables. Analysis and validation of the data is used as a statistical tool to avoid biases. Subsequently, there is a significant relationship between promotional tools and consumer purchasing behavior. With that, it is recommended that pasalubong shops in Calapan City should pay proper attention to promotional tools to increase sales.*

KEYWORDS –buy one get one free, consumer purchasing behaviour, free sample, price discount, promotional tools

I. INTRODUCTION

Promotional tools are strategies or actions that companies devise and use to encourage customers into acquiring goods or services [2]. Such sales promotion activities can be regarded as one of the most promising techniques and methods used in marketing to which it helps a variety of businesses to uptick their product purchases and revenue [1]. The term 'tools' in this study refers to the tactics, strategies, and materials used by business owners, particularly in the pasalubong retail industry, to promote and advertise their products and services to the locals and tourists of Oriental Mindoro.

Many marketing initiatives that are seen and observed worldwide are associated with sales promotion. Some of these operations mainly include the use of promotional tools like discounts, coupons, free products, and vouchers. Discounted items are one of the most popular strategies used by a company to attract customers, merchants, and distributors. While shoppers are usually on the lookout for the greatest deals and options, coupons can be most effective in generating customers' interest in products and services being offered [1].

According to the findings of the researcher's survey as to which retail industry effectuates promotional tools and activities, pasalubong retail shops in Calapan City, Oriental Mindoro, were among the retail businesses that struggled to find appropriate promotional materials that can be used in their respective products or in certain occasions. It was clear that such industry in Oriental Mindoro is under challenge, and the competition is extremely competitive. Price discounts, free sample and buy one get one free were examples of promotional tools that have been gathered from the survey that most business owners find difficult to utilize. These business owners claimed that these promotional tactics were not as effective as they were supposed to be because they lack the necessary experience and understanding as to when and how to implement them into their operations.

Consumers as an individual person, vary in differences when it comes to the decision-making process. Age and gender were both socioeconomic factors affecting consumer purchasing behaviour. According to the researcher's survey, age was a vital promotional factor since it could influence the guiding principle behind individuals' consumption decision. Ages 18-73 has become the large group number who normally purchase in this business industry. They have better motivations to buy more frequently since they have the ability to analyse and make a better decision. Pasalubong business owners also believed that people born in this age bracket were more likely to be interested and be reached by their business. On the other hand, surveys proved that gender differences could influence consumer purchasing decisions and its complexity on the decision-making process. They have diverse responses to promotional tools since they adopted various paths in processing and interpretation of data. Both genders were the respondents in this research since they equally make purchases in this business industry.

The goal of this study was to examine customer preferences for various promotional tools. In line with this, entrepreneurs could efficiently manage the most appropriate and effective tool in order to encourage customer loyalty while avoiding consumers from a possible brand switching. Brand switching occurs when a consumer is prompted to consider alternative products in the market [3]. Thus, brand switching can be defined as the act of being loyal to one particular product or service before switching as a result of dissatisfaction or another issues [4]. Customer loyalty, on other hand, is a set of behaviours that favour one enterprise over rival enterprises in a consistent manner [5].

The findings provided huge contribution in identifying gaps and solutions in promotional tools and consumer purchasing behaviour. It also helped pasalubong retail shops to know the preferred promotional tools of every consumer. The respondents to this study had a narrow scope which were the customers of pasalubong retail shops aging from 18-73 of both genders in Calapan City, Oriental Mindoro. Since the respondents of this study were not limited to any age group, the researchers accumulated the population size in the projected population of PSA Census in Calapan City. In order to get the necessary information, questionnaires were distributed to the selected respondents. The study was limited in knowing the consumer purchasing behaviour towards different promotional tools.

This is quantitative research that tested the relationship between two variables. Only three promotional tools (buy one get one free, free sample and price discount) were included. These three promotional tools were examined to know if they have a significant impact on consumer purchasing behaviour such as brand switching and customer loyalty, which were two of the few indicators of consumer purchasing behaviours.

The main purpose of this study was to investigate the influence of various sales promotional tools on consumer purchasing behaviour. Results in this study would be beneficial for pasalubong retail shops in Calapan City since it analysed the most influential promotional tool to stay competitive in the market.

1.1. Review of Related Literature

1.1.1 Promotional Tools Influencing Consumer Purchasing Behaviour

The decision-making process and actions of people who buy and use things are referred to as purchasing behaviour. The study of how people, groups, and organizations pick, acquire, use, and dispose of goods, services, ideas, or experiences to meet their needs and wants is known as consumer behaviour [6].

Strong sales and customer invitation are the end results of numerous promotional strategies used by businesses. Those firms are also investing effort into marketing, which pertains to customer acquisition, resulting in improved performance and profit, as well as a competitive advantage over their competitors. However, promotional tools can help customers consider and assess brand identification and awareness before making a purchase. Similarly, several forms of promotional tools provide marketer analysis, allowing them to enhance sales and learn about the consumer's initial options before making a purchase [6]. Price discounts, buy one get one free, promotional campaign, coupons, free delivery, and free sample are examples of these strategies. The vendor employs a variety of promotion strategies in order to increase sales and maintain brand loyalty [11].

It has recently been discovered that developing consumer behaviour leads to one of two outcomes: brand loyalty or brand switching. Customers who are loyal spend less time searching through the options. Loyalty-based purchasing decisions may become a habit over time, converting regular customers into loyal customers [6].

Brand loyalty eventually leads to brand equity. It is the end result of consumer response to that brand's marketing based on brand recognition [6].

While brand switching refers to a consumer's decision to switch from one brand to another that is not their usual purchase. According to Lau, Chang, Moon, and Liu, brand switchers are primarily influenced by sales promotions, which explains the importance of sales promotions in consumer purchasing behaviour [6].

1.1.2 Buy one get one free

Buy one get one free is a type of promotional deal in which customers are given an additional product for the price of one. Consumers are drawn to the products since there is no additional cost, and this promotional offer has a major impact on repurchase [6].

Because people got two similar goods for one price, the buy-one-get-one-free offer was the most attractive marketing offer in most food, clothes, and technology categories. This special offer enticed customers, which not only improved sales but also served as a kind of welfare. In the present COVID-19 scenario, where individuals are distraught emotionally and financially, it was the ideal time to offer this online purchase bargain. According to the report, 66% of Americans prefer BOGO over all other discount deals, and they use it at least once a year. This was a successful marketing method that assisted consumers in making purchasing decisions, persuaded them to buy, and boosted the business world. Most buyers choose high-quality items at a low price,

however if the product's price is lower, move to that product. Many studies have demonstrated that using a free offer strategy to create a favourable consumer view is beneficial because using a gift option, such as in a BOGO, preserves the quality perception and increases the deal value. As a result, unlike with BOGO, the buyer is not concerned about the quality of free gifts. It preserves the brand value by providing a similar product free of charge to customers who purchase the product. The marketer was implying that it creates value and happiness for customers, resulting in increased repurchase value [11].

1.1.3 Free sample

This free sample strategy is also used to raise awareness about a new product on the market and acquaint clients with your brand [6]. It demonstrates a beneficial influence on a commodity's sales. In the market for introducing sales commodities and encouraging purchases on current products, the free trial commodity is a running activity that is quite costly to manage. People are frequently scared to test new things by risking money, therefore free samples are successful in regions where the product provides greater benefits [6].

Customers are also enticed to sample newly announced items using the free sample technique. It is dependent on the type of the product and the time constraints. The free sample tool is extremely efficient in motivating customers to make purchase decisions by engaging them in their brand preferences. It aids in the growth of a marketed product's sales [6].

1.1.4 Price Discount

Consumers and their purchasing habits are influenced by price. Price is a crucial consideration for consumers when deciding whether or not to purchase a product or service. Discounts are a promotional tactic that marketers employ to boost client interest in and demand for a product or service [7]. Discount and price off schemes enticed clients to visit the business and affected their purchasing decisions [10]. Price discounts influence more than half of customer purchasing decisions [6]. This technique provides several benefits to merchants, as price reductions improve store revenues as customers purchase more things than normal [6]. Consumer purchasing behaviour is favourably connected with price decreases, according to their prior research, meaning that price reductions during sale campaigns in supermarkets and other shops have a beneficial influence on customer shopping behaviour [6].

1.1.5 Brand Switching and Brand Loyalty

Brand loyalty and brand switching are two metrics that will be used to assess customer behaviour. The purpose of the promotional offerings is to persuade customers to buy regularly or in large quantities. From the perspective of retailers, promotional deals assist introduce new products, boost off-season sales, and gain a competitive edge [6].

Brand loyalty affects the customer's behaviour both positively and negatively because it also influences the customer's behaviour both directly and indirectly. Consumers who are loyal to a brand continue to buy it regardless of the services or prices offered by competitors [6].

It has recently been discovered that changing consumer behaviour results in either brand loyalty or brand switching. In terms of behaviour, there are three stages of brand loyalty. When a customer continues to make purchases or using the product, that is the first step. The second step is secondary level, which is indicated to influence other people's behaviours like word-of-mouth, and the third step is rebuy intention, which shows to the consumer their intention to buy the same good or service again in the future. Since brand loyalty is seen as the foundation of brand equity, loyalty is an important idea in marketing strategy. Customers spend less time looking through the options as a result of their loyalty. Regular consumers may develop a habit of making purchases based on loyalty over time, turning them from regulars to loyal. Those customers would benefit a company in cutting expenses and carrying out its projects [6].

1.2 Theoretical Framework

1.2.1 Operant Conditioning (B.F. Skinner, 1937)

Operant conditioning, otherwise called instrumental conditioning, is a learning technique that utilizes rewards and punishments to influence behaviour. Operant conditioning forms a link between an action and the outcome of that action (whether negative or positive) [12].

Advertisers use operant conditioning to try to influence their customers' behaviour by rewarding or punishing them. For example, giving customers money back after they purchase a product.

1.2.2 Attribution Theory (B. Weiner, 1974)

Attribution theory is concerned with how individuals interpret events and how this relates to their thinking and behaviour. People try to figure out why they do what they do by describing how they ascribe causes to behaviour [12].

An attribution is based on a three-stage process: (1) the person must perceive or observe the behaviour, (2) the person must believe that the behaviour was intentionally performed, and (3) the person must decide whether the other person was forced to perform the behaviour (in which case the cause is attributed to the situation) or not (in which case the cause is attributed to the other person) [12].

1.2.3 Self-perception Theory (Bem, 1972)

Self-perception theory is part of a larger collection of ideas known as attribution theory. It tries to explain and anticipate how people learn to comprehend and predict the reasons of their own behaviour, as well as the implications of that consequent assignment. The system and situations under which a person utilizes his or her own actions as evidence to make conclusions about themselves are suggested by the self- perception theory [12].

1.3. Conceptual Framework

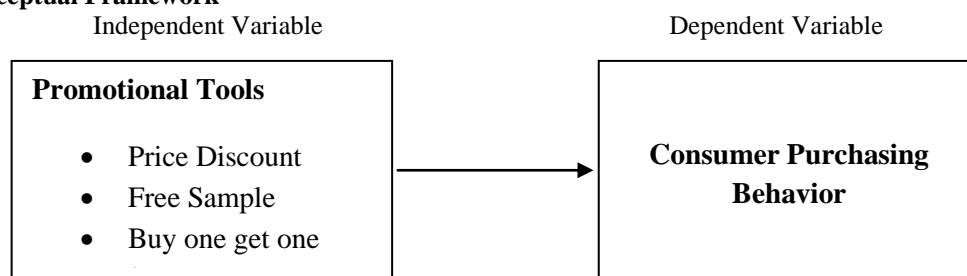


Fig. 1

Figure 1 illustrates the conceptual framework of the study. The independent variables of the study are composed of promotional tools with factors including buy one get one free, free sample, and price discount. Meanwhile, the dependent variable is represented by the consumer purchasing behaviour. The researchers aim to know the relationship of each promotional tool in consumer purchasing behaviour.

1.4 Statement of the Problem

This study aimed to determine the influence of promotional tools in consumer purchasing behaviour of residents of Calapan City, Oriental Mindoro.

Specifically, this study aimed to answer the following question:

1. What is the perception of the consumer among the different promotional tools?
2. What is the purchasing behaviour of pasalubong consumers in Calapan City?
3. Is there a significant relationship between promotional tools and consumer purchasing behaviour?

1.5 Hypothesis

Ho: There is no significant relationship between promotional tools and consumer purchasing behaviour

1.6 Research Gap

Prior studies' respondents who participated in their research were limited, with a sample that was broadly similar in age classes because they were aged 18-25 years old, and young people represented only a small proportion of the total [13]. Since it also focuses on a specific area, perceptions from other areas are excluded; other people who live in urban or rural areas where the quality of life is vastly different [13]. As a result, there is no age limit for respondents, so we collect data first by distributing questionnaires, and then based on the survey results, age groups ranging from 18 to 73 participated, bridging the population gap. Furthermore, Calapan City is divided into 62 barangay political divisions, 22 of which are urban and 40 of which are rural. This broad perspective is considered when conducting the research.

II. METHODOLOGY

2.1 Research Design

This study is quantitative research that tests the relationship between two variables. The researchers used a correlational design. The goal of a correlational research design was to identify the most effective promotional tools that influence consumer purchasing behaviour. Only three promotional tools (buy one get one free, free sample, and price discount) are included in this study. A questionnaire was designed in accordance with the dependent and independent variables from the research model. A four-point scale with a rating of "strongly disagree", "disagree", "agree" and "strongly agree" was used to facilitate data interpretation. A coin toss was also used to get the probability of the targeted respondent for the research.

2.2 Subject and Sampling

Since the respondents of this study were not limited to any age group, the researchers accumulated the population size in the projected population of PSA Census in Calapan City. For the year 2022, there will be roughly about a total of 151, 111 male and female of all age group in Calapan City.

The researchers then applied a coin toss method to determine the following genders from the sample size that need to respond in the survey.

Slovin’s formula, $n = N / (1+Ne^2)$, was also used to compute for the sample size wherein a total of 380 respondents were therefore computed as the sample size of this study. In calculating this, the researchers used 0.05 as the margin of error so the confidence level must be 95%.

**Formula 1.
Slovin’s formula**

$$n = N / (1 + Ne^2)$$

n = number of samples N = total population
e = margin of error
= 151,111 / (1 + 151,111 * 0.05²)
= 151,111 / (1 + 151,111 * 0.05²)
n = 380

The chosen sample gave a significant contribution in identifying gaps and solutions in consumer buying behaviours towards promotional tools as the selected population is composed of various individuals in the same gender and age group.

2.3 Data Gathering Procedures and Instrumentation

The survey begun with a discussion of respondents' informed permission. Primary data were obtained through surveys, secondary data were obtained from related literature and articles. Afterwards, analysis and validation of the data were used as a statistical tool to avoid biases.

The research was conducted using survey questionnaires, and the respondents were the customer of pasalubong shop of Calapan City, Oriental Mindoro. The questionnaire is focused on the promotional tools that significantly influence the consumer purchasing behavior. The questionnaire used Likert scale to determine whether the respondents agree or disagree. Then, the respondents were given ample time to answer the questionnaires.

2.4 Reliability

Researchers used the test-retest method to evaluate the reliability of a self-made questionnaire. Brand switching and brand loyalty indicators are used by the researchers to measure consumer purchasing behavior. Over the course of a week, twenty respondents had the chance to complete the survey questions twice. Researchers tested the reliability and effectivity coefficients using Pearson's r.

**Formula 2.
Pearson correlation coefficient**

$$r = \frac{N \sum XY - (\sum X) (\sum Y)}{\sqrt{[N \sum X^2 - (\sum X)^2][N \sum Y^2 - (\sum Y)^2]}}$$

The researchers used a self-made questionnaire to collect the necessary data. A four-point Likert scale (where 4= strongly agree, 3= agree, 2= disagree, and 1= strongly disagree) was used to evaluate three promotional tools including price discount, free sample, buy one get one free as well as the consumer buying behavior. The questionnaire made by the researchers reflects how indicators brand switching and brand loyalty measures the consumer purchasing behavior.

**Table 1
Survey Questionnaire**

INSTRUCTION: Please check (√) and rate your preference honestly based on what you actually do given the statement using the scale. All the questions below are only pertaining to the consumers of every Pasalubong Retail Shop in Calapan City since the researchers only focused on this business industry.					
		1 - Strongly Disagree	2 - Disagree		
		3 - Agree	4 - Strongly Agree		
	PRICEDISCOUNT	1	2	3	4
1	If a brand has price discount, it motivates me to purchase a product.				
2	I am attracted to businesses that offers price discount.				
3	I will continue to purchase brands in the future that offers price discount.				
4	I prefer to purchase a product in the same brand even if other businesses also offer a price discount.				
5	Price discount gives me a reason to encourage my friends and relatives to purchase in the same business.				
	FREE SAMPLE	1	2	3	4
1	I will purchase a product in the same brand even if other businesses also offer free sample.				
2	Free sample gives me a reason to encourage my friends and relatives to purchase in the same business.				
3	I am easily persuaded by the brands that offers free sample.				
4	Free sample motivates me to purchase a product.				
5	I will continue to purchase brands in the future that offers free sample.				
	BUYONE,GETONEFREE	1	2	3	4
1	I am attracted to businesses that offers buy one, get one free.				
2	Buy one, get one free motivates me to purchase a product.				
3	I will purchase a product in the same brand even if other businesses also offer buy one, get one free.				
4	I will continue to purchase brands in the future that offers buy one, get one free.				
5	Buy one, get one free gives me a reason to encourage my friends and relatives to purchase in the same business.				
	CONSUMER PURCHASING BEHAVIOR	1	2	3	4
1	I am fully aware of the brands that I purchase.				
2	I am more interested in purchasing discounted items.				
3	I am willing to spend any amount of money when purchasing a product.				
4	I often purchase products from the same brand at a discounted price.				
5	I am likely to recommend products that usually offer a discounted price.				

2.5 Data Analysis

Two statistical methods were used to analyze the collected data. To measure data and determine its accuracy, the researchers used descriptive statistics, which summarizes and organizes data sets including the mean and standard deviation. Finally, inferential statistics were used to test the hypothesis via regression analysis. Researchers used correlation analysis to determine how the dependent variable influences the corresponding independent variable of this study.

2.6 Ethical Consideration

The researchers conducting the study are aware of the important responsibilities and obligations.

Keeping the ethical aspect in mind, the respondents included in this study are adequately informed about the purpose of the research, and their willingness and consent are obtained prior to the distribution of the survey questionnaire. Furthermore, the researchers did not make any misleading or deceptive claims in the questionnaire. The confidentiality and anonymity of respondents, as well as the information obtained, are respected. Finally, the surveys are distributed to those who are willing to participate.

Along with this, the arrangement of credits to the research creators has also taken into account the concern of literary theft within this investigation. To convey subtleties to the individual who reads to consider, in-content references have been given along with the total reference rundown.

III. RESULTS AND DISCUSSION

In order to achieve the study's goal, the proponents distributed a questionnaire to analyze the factors that directly affect the consumer purchasing behavior in terms of promotional tools such as price discounts, free samples, and buy one get one free.

The data gathered from 380 respondents, all of whom are customers of pasalubong retail shops, is presented below.

Table 2
Sex of respondents

Sex	Frequency	Percent
Male	219	57.63%
Female	161	42.37%

According to Table 2, 191 respondents (50.3%) were male, while 189 respondents (49.7%) were female.

Table 3
Age range of respondents

Age Range	Frequency	Percent
18-25	53	13.9%
26-33	88	23.2%
34-41	99	26.1%
42-49	81	21.3%
50-57	38	10%
58-65	18	4.7%
66-73	3	0.8%

According to the Table, 99 respondents or 26.1% are in the 34-41 age bracket, followed by 88 respondents or 23.2% in the 26-33 age bracket, 81 respondents or 21.3% in the 42-49 age bracket, 53 respondents or 13.9% in the 18-25 age bracket, 38 respondents or 10% in the 50-57 age bracket, 18 respondents or 4.7% in the 58-65 age bracket, and 3 respondents or 0.8% in the 66-73 age bracket, respectively.

Table 4
Job of respondents

Job	Frequency	Percent
Housewife	37	9.7%
Teacher	34	8.9%
PNP	33	8.6%
Driver	30	7.9%
Student	30	7.9%
Government employee	28	7.4%
Business owner	26	6.9%
Retired	13	3.4%
Nurse	13	3.4%
Waiter	12	3.1%

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Saleswoman	10	2.9%
Security guard	9	2.4%
Dentist	8	2.1%
Cashier	8	2.2%
Carpenter	7	1.8%
Doctor	6	1.6%
None	5	1.3%
Farmer	4	1.1%
Bank Teller	4	1.1%
Meat dealer	3	0.8%
Construction Worker	3	0.8%
Electrician	3	0.8%
Engineer	3	0.8%
House helper	3	0.8%
Fruit vendor	2	0.5%
Architect	2	0.5%
Paramedic	2	0.5%
Secretary	2	0.5%
OFW	2	0.5%
Religious	2	0.5%
Postman	2	0.5%
Office personnel	2	0.5%
DSWD	1	0.5%
Online Seller	1	0.3%
Rider	1	0.3%
Vegetable Dealer	1	0.3%
Nun	1	0.3%
Librarian	1	0.3%
Vendor	1	0.3%
Supervisor	1	0.3%
Lending	1	0.3%
Provider	1	0.3%
Soldier	1	0.3%
Life guard	1	0.3%
Food Processor operator	1	0.3%
Computer Clerk	1	0.3%
Call center agent	1	0.3%
Musician	1	0.3%
Chef	1	0.3%
Importer	1	0.3%
Clinic Receptionist	1	0.3%
Telecom	1	0.3%
Dressmaker	1	0.3%
Private employee	1	0.3%
Bartender	1	0.3%
Bagger	1	0.3%
Seaman	1	0.3%
Accountant	1	0.3%

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Service Crew	1	0.3%
Private employee	1	0.3%
Jail guard	1	0.3%
Jobless	1	0.3%

The Table shows that 37 respondents (9.7%) are housewives, 34 respondents (8.9%) are teachers, 33 respondents (8.6%) are PNP, 30 respondents (7.9%) are drivers, 30 respondents (7.9%) are students, 28 respondents (7.4%) are government employees, and others.

Table 5
Mean Perception of the Respondents in Terms of Price Discount

Items	Mean	Rank	Description
1. If a brand has price discount, it motivates me to purchase a product.	3.60	2	Strongly Agree
2. I am attracted to businesses that offers price discount.	3.58	3	Strongly Agree
3. I will continue to purchase brands in the future that offers price discount.	3.53	4	Strongly Agree
4. I prefer to purchase a product in the same brand even if other businesses also offer a price discount.	3.20	5	Agree
5. Price discount gives me a reason to encourage my friends and relatives to purchase in the same business.	3.63	1	Strongly Agree
Overall Mean	3.51		Strongly Agree

As shown from the Table, question number 5, “Price discount gives me a reason to encourage my friends and relatives to purchase in the same business.,” rank 1 with the mean of 3.63 and interpreted as strongly agree. On the contrary, question number 4, “I prefer to purchase a product in the same brand even if other businesses also offer a price discount,” got the lowest rank with the mean of 3.20 and was interpreted as agree. Further, the overall mean of 3.51 means that they strongly agree with the indicators of Perception of the Respondents in Terms of Price Discount.

This implies that customers of pasalubong shops strongly agree with the price discount indicators of consumer purchasing behaviour. These customers believe that price discount gives them a reason to encourage their friends and relatives to purchase in the same business. Since they also want to try buying from different shops, they disagree that they prefer to purchase a product in the same brand even if other businesses also offer a price discount.

A free sample of marketing managers goes to the market to suit different traders or clients and gives them the free sample [14]. People can easily obtain free samples and experiment with them. Consumer purchasing behaviour was influenced by free samples. Sales have increased as a result of the free samples [14].

Table 6
Mean Perception of the Respondents in Terms of Free Sample

Items	Mean	Rank	Description
1. I will purchase a product in the same brand even if other businesses also offer free sample.	3.53	1	Strongly Agree
2. Free sample gives me a reason to encourage my friends and relatives to purchase in the same business.	3.46	2	Agree
3. I am easily persuaded by the brands that offers free sample.	3.18	5	Agree
4. Free sample motivates me to purchase a product.	3.42	4	Agree
5. I will continue to purchase brands in the future that offers free sample.	3.42	3	Agree
Overall Mean	3.40		Agree

Table 6 presents the result of the indicators related to Mean Perception of the Respondents in Terms of Free Sample.

As explained from the Table, question number 1, “. I will purchase a product in the same brand even if other businesses also offer free sample,” rank 1 with the mean of 3.53 and is interpreted as strongly agree. Contrarily, question number 3, “I am easily persuaded by the brands that offers free sample,” got the lowest rank

with the mean of 3.18 and was interpreted as agree. The overall mean of 3.40 implies that they are agree in performing the following statements profoundly equated with mean perception of the respondents in terms of Free Sample. It indicates that customers of Pasalubong Shops in Calapan City are agree in performing the following statements profoundly equated with mean perception of the respondents in terms of Free Sample.

It indicates that customers of pasalubong shops agree with consumer purchasing behaviour indicators in terms of free samples. They are adamant about purchasing a product from the same brand, even if other businesses offer free samples. They are, however, not easily persuaded by brands that offer free samples.

Sampling has the greatest influence on consumers. It could be presented to customers in the form of a presentation with small amounts designed to trial or use for free [14].

Table 7
Mean Perception of the Respondents in Terms of Buy One Get One Free

Items	Mean	Rank	Description
1. I am attracted to businesses that offers buy one, get one free.	3.71	1	Strongly Agree
2. Buy one, get one free motivates me to purchase a product.	3.68	3	Strongly Agree
3. I will purchase a product in the same brand even if other businesses also offer buy one, get one free.	3.31	5	Agree
4. I will continue to purchase brands in the future that offers buy one, get one free.	3.56	4	Strongly Agree
5. Buy one, get one free gives me a reason to encourage my friends and relatives to purchase in the same business.	3.70	2	Strongly Agree
Overall Mean	3.59		Strongly Agree

Table 7 represents the result of the Mean Perception of the Respondents in Terms of Buy One Get One Free.

As indicated, question number 1, “I am attracted to businesses that offers buy one, get one free.,” rank 1 with the mean of 3.71 and interpreted as strongly agree. On the other hand, question number 3, “I will purchase a product in the same brand even if other businesses also offer buy one, get one free.,” got the lowest rank with the mean of 3.31 and was interpreted as agree. The overall mean of 3.59 denotes that they strongly agree with the indicators related to the perception of the respondents in terms of buy one get one free.

It implies that pasalubong shop customers strongly agreed with the indicators relating to their purchasing behaviour in terms of buy one get one free. They are drawn to businesses that offer buy one, get one free deal. Nevertheless, even if they agree, it will be difficult for them to purchase a product from the same brand, even if other businesses offer buy one, get one free deal.

Buy-one-get-one-free is significantly linked with consumer purchasing behaviour, so the more product includes at no additional cost, the more likely customers are to purchase products for testing [14]. It was realized that advertising tools such as buy-one-get-one-free can appeal to and persuade customers' favourable attitudes toward purchasing behaviour. As a result, it can be explained that buy-one-get-one-free is an important factor in convincing customers' purchasing behaviour, particularly in the repurchase of new products.

Furthermore, the current study's findings were consistent with the past findings, which discovered that extra product promotions accelerated clearance sales more than price promotions [14].

Table 8
Mean Perception of the Respondents in Terms of Consumer Purchasing Behaviour

Items	Mean	Rank	Description
1. I am fully aware of the brands that I purchase.	3.33	4	Agree
2. I am more interested in purchasing discounted items.	3.53	2	Strongly Agree
3. I am willing to spend any amount of money when purchasing a product.	2.86	5	Agree
4. I often purchase products from the same brand at a discounted price.	3.39	3	Agree
5. I am likely to recommend products that usually offer a discounted price.	3.66	1	Strongly Agree
Overall Mean	3.35		Agree

Table 8 presents the result of the indicators related to the Mean Perception of the Respondents in Terms of Consumer Purchasing Behaviour.

As gleaned from the Table, question number 5, “I am likely to recommend products that usually offer a discounted price.,” rank 1 with the mean of 3.66 and interpreted as Strongly Agree. Otherwise, question number 3, “I am willing to spend any amount of money when purchasing a product.,” got the lowest rank with the mean of 2.86 and was interpreted as agree. In general, the overall mean of 3.35 implies that they agree in executing the following statements related to the Perception of the Respondents in Terms of Consumer Purchasing Behaviour.

It signifies that pasalubong shop customers agreed with the indicators of purchasing behaviour. They are more likely to recommend products that are usually on sale. They are, however, unwilling to spend any amount of money when purchasing a product.

Buying behaviour as "the decision processes and actions of people involved in the purchase and use of products" [14]. To examine the respondents' purchasing behaviour, 5 statements were used. The responses were graded on a four-point scale. Table 4 displayed the descriptive analysis of each buying behaviour question.

Table 9
Summary Table of r and r²
DV: Consumer Purchasing Behaviour

IV:	r	r²	Interpretation
Price Discount	0.39	0.1511	Significant
Free Sample	0.44	0.1920	Significant
Buy One Get One	0.49	0.2397	Significant

The result of the regression showed that price discount has the lowest degree of relationship to consumer purchasing behaviour, which results in 0.39. Free samples, on the other hand, have a moderately high degree of relationship with consumer purchasing behaviour, yielding 0.44. Finally, with a coefficient of 0.49, Buy One Get One has a moderately strong relationship with consumer purchasing behaviour.

This Table shows that the three independent variables are significant for the dependent variable.

3.1 Conclusion

1. After all analysis and discussion, results have been drawn as the conclusion of the study where Buy one get one free had the highest mean of three point fifty-nine which indicates that customers are more likely to shop brands that offer it. In contrast, free sample had the lowest mean of three point forty, indicating that customers are not immediately attracted to this promotional tool while making a purchase.
2. Regression result showed that relationship between price discount and consumer purchasing behaviour got the lowest degree which is interpreted by the result of point thirty-nine. This just mean that consumers are not easily persuaded to purchase a product when a brand uses this promotional tool. However, free samples have a moderately high degree of relationship with consumer purchasing behaviour which attested by the result of point forty-four that shows how consumers are attracted to this promotional tool that leads them to purchase a product. Moreover, relationship between buy one get one free and consumer buying behaviour is moderately strong which is interpreted with a coefficient of point forty-nine.
3. The perception of the consumer among the different promotional tools are as stated. Price Discount gives consumers a reason to encourage their friends and relatives to purchase a product in the same brand. Results shows that free sample motivates consumer to purchase a product and continue to purchase in the same brand even if another brand offers price discount. Finally, buy one get one free attracts consumers to buy in businesses that offers this promotional tool as well as resulted to continue purchase in the same brand in the future.
4. The purchasing behaviour of pasalubong consumers in Calapan City are as stated. Pasalubong consumers are more interested to purchase discounted products and more likely to recommend it. Additionally, having full awareness with the product they are purchasing they are often to purchase products from the same brand that offers price discount. It also shows that pasalubong retail shops consumers are not willing to spend any amount of money when purchasing a product.
5. According to the discussion, the researchers conclude that the hypothesis of price discount, free sample, buy one get one free has no significant effect on the consumer buying behaviour in Pasalubong Retail Shops in Calapan City is rejected.
6. The main objective of this study is to analyse the impact of promotional tools in consumer purchasing in Pasalubong Retail Shops in Calapan City. However, in rapid market competition, businesses or retailers should be aware of which promotional tool has a significant impact on the purchasing decisions of consumers. Research findings shows that price discount, free sample, buy one get one free are effective tools in attracting consumers.

It influences the consumer buying behaviour in Pasalubong retail shops in Calapan City. Out of the three promotional tools, consumers in pasalubong shops are more likely interested in buy one get one free. This emphasizes its essential role in encouraging consumers to purchase any promoted products, which can also increase retailer revenue and market share. This study will be helpful to all of the pasalubong retail stores in Calapan City since it provides additional strategy in choosing appropriate promotional tools that will help their business in increasing their sale.

3.2 Recommendation

1. It is recommended that Calapan City pasalubong shops pay proper attention to promotional tools to boost sales. Buy one, get one free are key for connecting consumers about the product and promoting it. In order to improve business's competitive advantage, buy one get one free must be used. Additionally, it is recommended that pasalubong shops use more than just price discounts, free sample, and buy one get one free to promote a product in order to increase market share over the long - term period. Instead, pasalubong shops should use a variety of promotional tools to build a strong promotional strategy.
2. Future research should look at whether the findings from pasalubong shops are comparable to those from other businesses where consumers have different perceptions of service quality and purchasing patterns.
3. Future research should look at whether the results from pasalubong shops are comparable to those from other locations where customers may have different perceptions of service quality and purchasing patterns.
4. Future research should also look into whether the results from pasalubong shops are comparable to those from other promotional methods, where the customers' views of service quality and purchasing patterns differ.

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