Impact of Sales Promotional Tools on Online Shopping Behaviour: A Case Study of Shekhawati Region

Poonam Choudhary[1], Chitra Rathore[2]
[1]Research Scholar, Department of E.A.F.M., University of Rajasthan, Jaipur, E-mail: choudharypoonam443@gmail.com
[2]Associate Professor, Department of E.A.F.M., S.S. Jain Subodh (Autonomous) college Jaipur, E-mail: rathorechitra3@gmail.com

Abstract

Rapidly growing e-commerce has Impacted consumer purchasing behaviour, particularly through the increasing use of digital sales promotional strategies, as indicated by previous studies. This study analyzes the impact of digital sales promotional instruments on online buying pattern in the Shekhawati area of Rajasthan, encompassing the districts of Sikar, Churu, and Jhunjhunu. The study's primary purpose is to assess the efficacy of significant promotional instruments, including discount, coupon, BOGO and other offers, while analyzing the effect of demographic Factors on customer responses to various promotional methods. The study mostly relies on primary data collected from 396 respondents through a structured questionnaire. The reliability was looked at with Cronbach's alpha and the data were examined using SPSS software. A range of statistical methods, such as descriptive analysis, correlation analysis, and over seventy chi-square tests, were utilized to investigate the links among promotional tools, demographic characteristics, and online shopping behaviour. The findings reveal that digital sales promotional tools have a significant positive influence on consumers' online purchasing behaviour. Discounts and combo offer were identified as the most effective in attracting customers and stimulating purchase decisions. The findings show that demographic factors such as age, income, and education also play a significant role in shaping consumers' responses to different promotional tools. Additionally, the study has certain limitations like a limited geographical scope, non-probability sampling, a short time frame, and a small sample size. This study offers an empirical and contextual understanding of the Shekhawati region that has not been examined in earlier research, which makes it a significant contribution to the field despite its limits.

Key words: promotional tools, online shopping behaviour, shekhawati region, price discounts.

Corresponding Author: Poonam Choudhary, Research Scholar, Department of E.A.F.M., University of Rajasthan, Jaipur, E-mail: choudharypoonam443@gmail.com
How to cite this article: Choudhary P., Rathore C., (2025). Impact of Sales Promotional Tools on Online Shopping Behaviour: A Case Study of Shekhawati Region, Commerce Research Review 3(1) 88-104
DOI: https://doi.org/10.21844/crr.v3i01.1143
Source of support: Nil
Conflict of Interest: None
Received: 27.10.2025 **Accepted:** 30.11.2025 **Published:** 20.12.2025

Introduction

India is ranked as the second-largest online shopping market according to the number of consumers. The variety of products available, ranging from grocery items to electronics and clothing, along with a surge in discretionary spending is leading to a healthy growth rate especially in Tier-1 and Tier-3 cities. According to **IBEF 2024**, the growing use of the internet and smartphones in India, along with the acceptance of digital payments, especially in Tier 2 and 3 cities has led to the explosive growth of the e-commerce industry with the Indian e-commerce industry valued at $125 billion. Major e-commerce sites like Amazon, Meesho, and Flipkart are growing rapidly. A combination of big and renowned brands, specific e-commerce sites like Myntra and Nykaa Fashion for the fashion segment and the growing number of online vendors in smaller

cities is the e-commerce business model of India (Arpan Sheth, 2025)**.** In *Shekhawati Region* mostly cities are Tier- 3 and Tier- 4 type. There exists a considerable increase in the large acceptance of online shopping in tier 3 and tier 4 cities, which are now crucial growth drivers for e-commerce. In addition, recent sales data shows that these areas have experienced an increase in e-commerce order volumes, occasionally surpassing those of metropolitan areas. This growth is driven by factors like Gen Z's digital-first purchasing, higher disposable incomes, and enhanced access to brands.

Shekhawati region's demographic profile

The Shekhawati region- comprising Sikar, Churu, and Jhunjhunu districts, has literacy rates of *71.4%, 66.75%,* and *74.13%* consequently, which are greater than the Rajasthan state average literacy rate *(66.11%).* Therefore, they can easily compare online products, prices and effectively understand promotional tools. The total population of this region is approx. *6.86 million* and population of *18 years old and above is approximately 3.9 Million.* This population resides in both rural and urban areas, and also exhibit considerable cultural diversity. *(Census 2011)*

Sales promotional Tools

Online shopping employs sales promotional tools like discounts, coupons, flash sales, and loyalty programs to attract customers and enhance sales, as noted by (Australia, 2025) Additional effective strategies encompass bundle deals, complimentary shipping, referral programs, email marketing, social media promotions, and free trials to enhance engagement and promote repeat purchases. Some types of sales promotion tools are defined below:

Price and Offer-Based Promotions

Discounts and coupons: This tool offer a temporary price reduction to encourage quick purchases, usually through coupon or voucher codes.

Flash Sales: This promotional tool gets people excited and interested by offering products at very low prices for a short time.

Bundle Deals: This tool puts together a collection of related items and sells them at a cheaper price, which raises the average order value.

Free Shipping: This is a popular way to promote a product that lowers the number of individuals who leave their carts by not charging shipping fees on all orders or orders over a certain amount.

Free Samples and Trials: These tools enable the customer to try the product prior to purchasing it, which increases the customer base.

Loyalty and Relationship-Oriented Promotions

Loyalty programs: This tool encourages customers to buy more through the provision of specific discounts,

gifts, or prior access to new products.

Referral programs: This tool provides existing customers with specific discounts in return for their referrals.

Contests and sweepstakes: These are excellent tools to attract the attention of customers and encourage their involvement through the provision of prizes.

Discounts to early birds/first-time buyers: This tool is aimed at enticing customers to buy the products earlier and attract new customers.

Digital Marketing and Engagement Tools

Email marketing: This involves the implementation of a marketing campaign to educate the customers about the existing offers, new products, and special offers.

Social media marketing: This involves the implementation of marketing ads, influencer marketing, and exclusive discounts through social media.

Abandoned cart emails: This involves the implementation of automated marketing emails targeting the clients who have departed their shopping carts, offering them a discount to create the purchase.

Literature Review

Khanfar et al. (2025) analysed the impact of promoting tools on customers' decision making to buy a product. The results indicate that sales promoting tools have a favourable impact on consumers and social media found to be the most effective platform. But, this study does not consider the specific behaviour of consumers in a particular region; it focuses solely on consumers in the telecommunication industry in Jordan and overlooks how local socioeconomic conditions influence online purchasing decisions. Furthermore, this study treats all promotional tools as equal, which limits the insights gained regarding the relative effectiveness of different digital advertising tools.

Antczak, B. (2024) discovered that digital marketing and consumer purchasing behaviour significantly influence by social media . The consumer finds information, considers reviews and compares price on these platforms. Consequently, marketing through social media and online platform has proven highly effective. Although, this study emphasizes the importance of online platforms however, it is largely descriptive and does not offer an empirical analysis of the behavioural mechanisms through which digital promotional tools influence purchasing decisions. Furthermore, the study lacks a geographical focus too.

Mishra Manish et al. (2024) examined how sales promotion tools, such as discounts and flash sales, attract consumers' in the apparel industry. Primary data was divided into different attributes using regression, correlation, t-tests, and ANOVA. The study concluded that sales' promotional strategies have a significant effect on consumers' buying pattern. Although this study's methodology was rigorous, this study is industry-specific and lacks regional context.

Phuong, G. N. T. (2024) examined the effects of promotional initiatives and other elements on students' shopping decisions on south Vietnamese e-commerce platforms. The findings demonstrate that price, emotional value, utility, risk, and convenience of use, along with promotional programs (free samples, buy one-get one free, and discount vouchers), have a major impact on students' buying decisions. While this study offers useful information, its focus on students limits the applicability of its findings to larger consumer groups, particularly those operating in regional Indian markets and targeting family-oriented consumers.

Karim, N.U. et al. (2021) examined how promotional tools influence shopping behaviour and how they motivate purchases based on gender. Based on previous research, it was found that promoting instruments have a substantial effect on shopping behaviour, making them a good indicator for online marketers looking to increase sales. Furthermore, gender also has a significant impact, since prior studies have demonstrated that promotional offers have influenced women more than men. But, this research did not include regional or cultural contexts, nor did it examine how digital promotional tools function in emerging regional online markets.

Saad, H. M., & Manzoor, M. A. S. (2021) investigated the effects of eight independent variables: free delivery, word-of-mouth promotion, online coupons, TV advertising, Ads on social media, internet deals, and buy one get one free. The results showed that TV ads did not affect online shopping but all other promotional tools did. Although this study provides comparable data, it does not look at consumer behaviour in region-specific online ecosystems, where infrastructure, digital literacy, and cultural preferences may vary.

Ramchandran, K. (2019) found that factors like different kinds of products, free delivery to your home, brand, website popularity, independent product offerings, online reviews, back payment customization, favourable return policy, etc. have been the major factors to promote business through the internet, However, dynamic online promotional strategies and incentives such as cashback, trial offers, complimentary delivery, promotional coupons, and free beginning memberships, etc. also play a significant part in motivating the buyers to create a deal despite the above factors. This study recognizes the significance of digital promotion but does not look into its collective and comparative effects within a particular regional context.

Yahya, S. F. H. et al. (2019) identified the impact of promotions on online fashion shopping behaviour among employees of Sahawan Sdn. Bhd. It concluded that sales promoting offers—discounts, coupons, and free delivery—have a positive impact on consumers' online fashion shopping behaviour. The study used Cronbach's alpha coefficient was employed to evaluate the reliability of the measurement scales, with numbers between 0 to 1, and results shows the alpha value of 30 variables more than or Equal to 0.7. The limited sample and organizational context constrain the external validity of the results across various regional populations.

Research Gap

A review of the recent literature reveals that, while several research validate the efficacy of digital sales promotional tools in shaping online shopping behaviour, three significant gaps still persist. **Firstly**, the most

of previous researches are undertaken in general, urban, or international contexts, with minimal emphasis on region-specific marketplaces like Shekhawati region of Rajasthan, where technology usage, cultural values, and consumer behaviour is different. Secondly, mostly existing researches treat all sales promotional tools as a single category, resulting in a lack of comparative studies on these tools (discounts, coupons, combo offers, etc.). While the overall impact of these tools, which often influence consumer shopping behaviour, has been studied, their separate impacts have not been adequately examined. Thirdly, distinct socio-cultural and economic traits of consumers in the area of Shekhawati have not been studied concerning digital sales marketing in previous researches. This study examines the influence of sales promotional tools on online shopping behaviour in the Shekhawati region, thereby providing region-specific empirical evidence to the current literature.

Research Methodology

For this study, a descriptive research design was employed. A primary source of data was quantitative, data gathered through a structured questionnaire. Additionally, the researchers gathered secondary data from various sources such as articles, reports and relevant websites, utilizing it as needed. The sample comprised 396 respondents, determined using the Krejcie and Morgan formula (1970). The research instrument's validity was confirmed through a comprehensive literature analysis and expert consultation. A pilot research was done to enhance the clarity and suitability of the questionnaire. Chi-square tests were utilized to investigate relationships between variables, and correlation analysis was used for hypothesis testing.

Table 1: Reliability testing

Scale Segment	No. of items (k)	Sample size (n)	Cronbach's Alpha (α)	interpretation
Online shopping behaviour (promotional tools)	9	396	0.8251	Good Reliability

Interpretation:

Reliability was evaluated by Cronbach's alpha in classical test theory, revealing good internal consistency of the measurement scale with a value of 0.8251. According to Nunnally (1978), a coefficient value of 0.70 or higher denotes acceptable internal consistency reliability. However, reliability coefficients below 0.70 indicate inadequate internal consistency, suggesting that the measurement scale may not be enough reliable for further study (Sekaran, 2003).

Non probability sampling

The study employed a non-probability convenience sampling technique primarily because of the lack of a complete available sampling frame of online shoppers within the Shekhawati region. In a population of approximately 6.86 million, it is impractical to identify and assign a known probability of selection to every individual. Under such conditions, convenience sampling acts as a pragmatic and efficient approach for exploratory research. This technique ensured that data collection was completed within a in a timely manner

$S = X^2NP(1-P) / [e^2(N-1) + X^2P(1-P)]$

S= sample sizerequired, x^2= chi-squre, N= size of population, p = proportion of population, e = margin of error

while still obtaining a wide range of demographic profiles, including various age groups and educational backgrounds. Although the sampling method was non-random, the precision of the study was maintained by ensuring the sample size (n = 396) was statistically significant as per the Krejcie and Morgan (1970) formula for a large population. A large sample size reduces some of the inherent biases associated with non-probability sampling. In studies involving online shopping behaviour, non-probability sampling is frequently used because the population is self-selected-individuals already possess digital literacy and access to online sites. Therefore, targeting available and willing respondents who meet the criteria of being active online shoppers is a valid methodological choice for achieving the research objectives.

Objectives

- To analyse which online promotional tools (like price discount, coupons, cash back offers, free delivery etc.) are provided by online retailers.
- To Identify which promotional tool most motivate consumer to purchase online.
- To examine how demographic factors (like gender, age, literacy level, profession etc.) affect consumer response to various promotional tools.
- To study which online shopping platform provides the most attractive promotional offers to consumers.

Hypothesis

$H0_1$: The promotional tools of the sale have no significant impact on consumers' online shopping behaviour.
Ha_1: The promotional tools of the sale have a significant impact on consumers' online shopping behaviour.
$H0_2$: Demographic factors have no significant impact on consumers' response towards promotional tools.
Ha_2: Demographic factors have a significant impact on consumers' response towards promotional tools.

Result and discussion:

Table 2: Age distribution of respondents

Respondents' Age Group	Total no. of Respondents	Percentage of age group	Cumulative (%)
18-24	113	28.54%	28.54%
25-34	239	60.35%	88.89%
35-44	34	8.59%	97.47%
45 & Above	10	2.53%	100.00%
Total	396	100%	

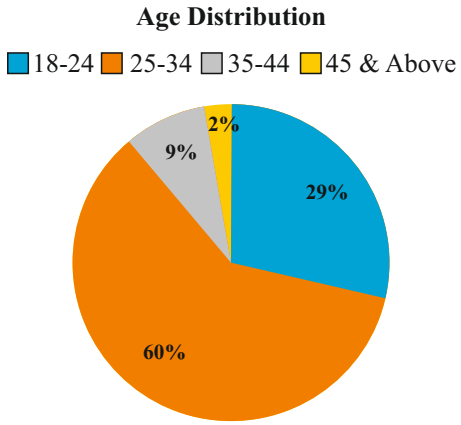

Figure 1: Age distribution of respondents

Source: Primary data

Interpretation:

Major part of respondents (60.35%) belong to the age group of 25–34, showing that young adults form the largest segment of participants, highlighting their dominant role in shopping through online platforms. This result is consistent with previous research showing that younger consumers are more predisposed to online purchasing due to enhanced digital literacy, more exposure to smartphones, and familiarity with e-commerce platforms (Kotler & Keller, (2016) and Venkatesh et al., (2012). Karim, N.U. et al. (2021) demonstrated that 80% of the participants were aged 20-29, whereas merely 19% were aged 30-39. A lesser percentage (28.54%) belonged to the 18-24 age bracket, whereas a minimal number of responders were aged 35 or older.

Table 2: Gender distribution of respondents

Gender	Total no. of respondents	Percentage of gender distribution	Cumulative (%)
Male	206	52.02%	52.02%
Female	190	47.98%	100.00%
Total	396	100%	

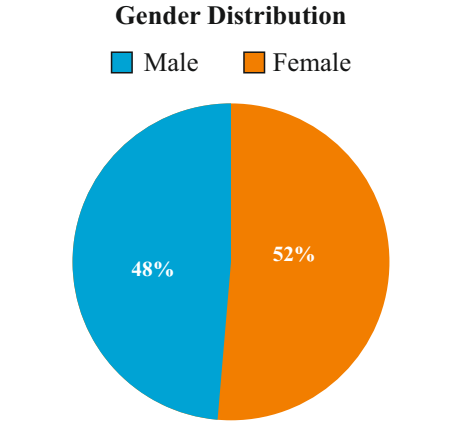

Figure 2: Respondents Gender distribution

Source: Primary data

Interpretation:

The distribution of gender shows a nearly balanced figure with males including 52.02% and females 47.98% of the respondents suggesting a fairly even participation from both genders. This finding is also in line with earlier studies of Karim, N.U. et al. (2021), which also found almost equal proportion of gender such as 47% of male and 52.17 female respondents.

Table 3: Respondents Education level distribution

Respondents education level	Total no. of respondents	Percentage of education distribution	Cumulative (%)
Below Graduate 26	6.57%	6.57%	
Graduate 95	23.99%	30.56%	
Post Graduate 168	42.42%	72.98%	
Professional/Ph.D.	107	27.02%	100.00%
Total 396	100%		

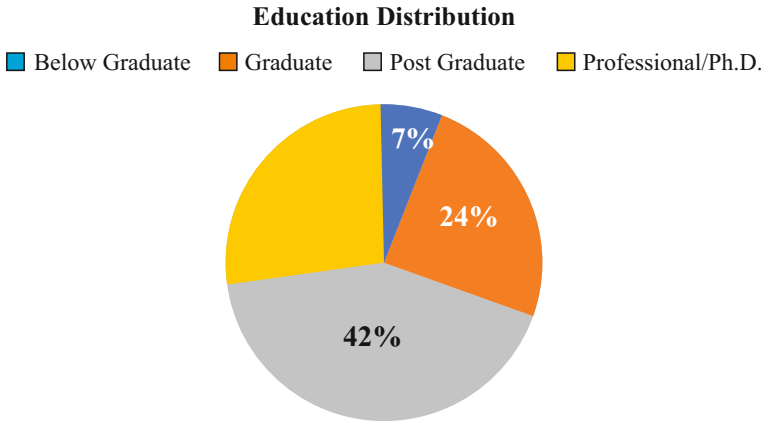

Figure 3: Education level distribution of the respondents

Source: Primary data

Interpretation:

Most respondents are postgraduates (42.42%), followed by professionals or Ph.D. holders (27.02%), indicating a well-educated sample. Graduates make up about 23.99%, while only a small portion (6.57%) are below the graduate level. These results are consistent with the observations reported by Mishra, Manish et al. (2024), who also noted similar response patterns in terms of educational attainment.

Table 4: Respondents Occupation distribution

Occupation	Total no. of respondents	Percentage of occupation distribution	Cumulative (%)
Students	231	58.33%	58.33%
Business	04	1.01%	59.34%
Service	152	38.38%	97.73%
Homemaker	09	2.27%	100.00%
Total	396	100%	

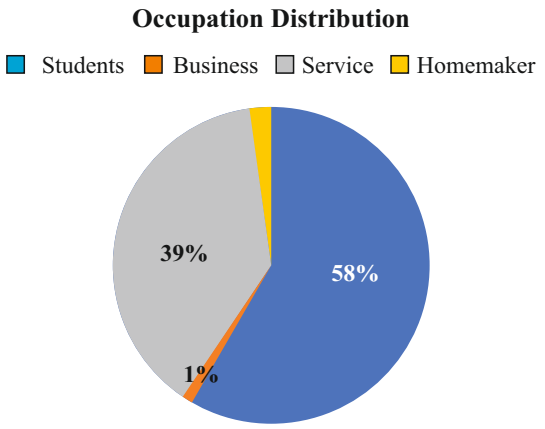

Figure 4: Occupation distribution of the respondents

Source: Primary data

Interpretation:

Most of the respondents (58.33%) are students, reflecting strong participation from the younger academic group. Service employees constitute 38.38%, whereas businesspersons and homemakers represent only a small fraction of the sample. The results of this study are consistent with previous research conducted by Karim et al. (2021), which identified students as the dominant respondent group, comprising 34 individuals and accounting for 73.91% of the sample.

Table 5: Respondents distribution district wise

District	Total no. of respondents	Percentage of district wise respondents	Cumulative (%)
Sikar	185	46.72%	46.72%
Churu	112	28.28%	75.00%
Jhunjhunu	99	25.00%	100.00%
Total	396	100%	

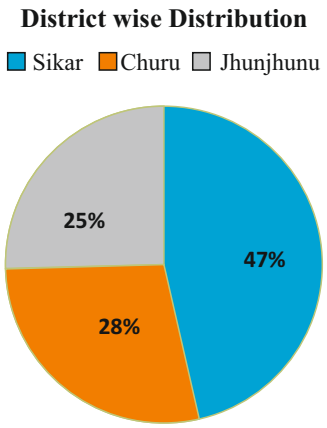

Figure 5: District wise distribution of the respondents

Source: Primary data

Interpretation:

The majority of respondents (46.72%) belong to Sikar district, followed by 28.28% from Churu and 25% from Jhunjhunu, indicating that Sikar has the highest participation in the study, indicating that it is an educational hub so have the highest number of students.

Table 6: Respondents Resident Area distribution

Resident Area	Total no. of respondents	Percentage of respondents	Cumulative (%)
Rural	151	38.13%	38.13%
Semi Urban	46	11.62%	49.75%
Urban	199	50.25%	100.00%
Total	396	100%	

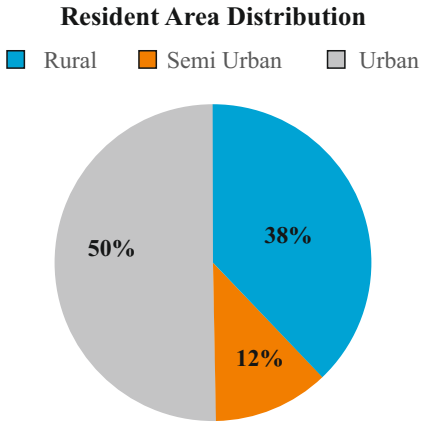

Figure 6: Resident Area distribution of the respondents

Source: Primary data

Interpretation:

38.13% of respondents live in rural areas, whilst the majority 50.25% are from urban areas and only 11.62% in semi-urban areas, showing higher urban representation in the survey.

Table 7: Respondents monthly family income distribution

Family Income per month	Total no. of respondents	Percentage of respondents	Cumulative(%)
Below 20,000	52	13.13%	13.13%
20,000-50,000	123	31.06%	44.19%
50,000-1,00,000	76	19.19%	63.38%
Above 1,00,000	145	36.62%	100.00%
Total	396	100%	

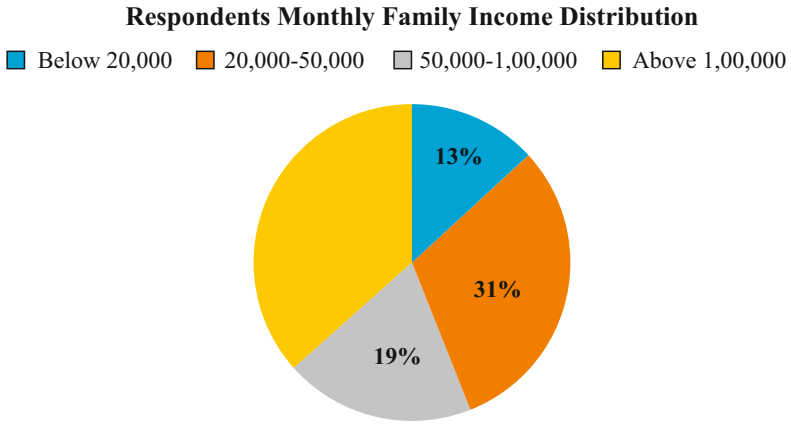

Figure 7: Respondents Monthly Family Income distribution

Source: Primary data

Interpretation:

A significant portion of respondents (36.62%) have a monthly family income above ₹1,00,000, followed by 31.06% earning between ₹20,000–₹50,000, reflecting a diverse income distribution among participants. The results of family income distribution conform to previous research conducted by Karim et al. (2021).

$H0_{1:}$ The promotional tools of the sale have no significant impact on consumers' online shopping behaviour.

Table8: Perceived Attractiveness v/s (Shopping frequency, Monthly spend, Wait for promotions, Continue shopping without promotions, Prefer online shopping)

Variables	d.f.	$\chi 2$	p- value	significant
Shopping frequency	4	123.73	0.001	Highly significant
Monthly spend	4	64.014	0.001	Highly significant
Wait for promotions	4	169.581	0.001	Extremely significant
Continue shopping without promotions	4	47.887	0.001	Highly significant
Prefer online shopping	2	34.107	0.001	Highly significant

*d.f. = degree of freedom
* $\chi 2$ = chi- squre

Interpretation:

In the above table the independent variable—perceived attractiveness v/s the dependent variables. A chi-square test was conducted for every dependent variable. All variables have a p value below 0.05. Therefore, these dependent variables have a highly considerable association and perceived attractiveness.

Table 9: Most Motivating Tool v/s (Shopping frequency, Monthly spend, Wait for promotions, Continue shopping without promotions, Prefer online shopping)

Variables	d.f.	$\chi 2$	p- value	significant
Shopping frequency	4	48.423	0.001	Highly significant
Monthly spend	4	8.585	0.072	No significant Association
Wait for promotions	4	16.638	0.002	significant
Continue shopping without promotions	4	29.563	0.001	Highly significant
Prefer online shopping	2	14.518	0.007	Highly significant

Interpretation:

The above table shows the independent variable (most motivational tools) versus the dependent variables. A chi-square test was performed and all variables have p value less than 0.05 shows by results, but the monthly expenditure variable have a p value of 0.072. Therefore, it was not associated with the independent variable. Saad, M. (2021) also found almost same association between these variables.

Table 10: Discount Increase my purchase v/s (Shopping frequency, Monthly spend, Wait for promotions, Continue shopping without promotions, Prefer online shopping)

Variables	d.f.	$\chi 2$	p- value	significant
Shopping frequency	4	85.847	0.001	Highly significant
Monthly spend	4	17.430	0.002	significant
Wait for promotions	4	74.015	0.001	Highly significant
Continue shopping without promotions	4	91.139	0.001	Extremely significant
Prefer online shopping	2	64.350	0.001	Highly significant

Interpretation:

The independent variable (discounts increase my purchases) versus the dependent variables shows by the above table. A chi-square test was conducted for every dependent variables and all variables have p value less than 0.05 shows by the results, which show that every variable has a strong correlation with the independent variable. Malik G. and Sachdeva H. (2015) also showed similar findings, where the majority of 96 respondents agreed that discounts affect consumers' loyalty to online retailers.

Table11: Effect of free shipping v/s (Shopping frequency, Monthly spend, Wait for promotions, Continue shopping without promotions, Prefer online shopping)

Variables	d.f.	$\chi 2$	p- value	significant
Shopping frequency	4	97.554	0.001	Highly significant
Monthly spend	4	66.300	0.001	Highly significant
Wait for promotions	4	63.535	0.001	Highly significant
Continue shopping without promotions	4	107.037	0.001	Extremely significant
Prefer online shopping	2	14.841	0.006	significant

Interpretation:

Independent variable (free sipping) versus the dependent variables shows by the above table. Each dependent variable was tested separately using a chi-square test, and the findings shows that all variables have a p value less than 0.05, highlighting that all variables were significantly associated with the independent variable.

Result: H01 (null hypothesis) was rejected.

Reason: The data analysis strongly and widely rejects the null hypothesis. Approximately 76% of more than 70 Chi-Square tests found significant associations ($p < 0.05$) between sales promotional tool variables (availability, type, usage, perceived attractiveness, effects) and consumer online shopping behaviour variables (frequency, preference, spending, waiting for deals, promo dependence, platform choice, reasons for online shopping).

H02: Demographic factors have no significant impact on consumers' response towards promotional tools.

Table12: Demographic factors (age, gender, education, area) v/s Most motivating tool

variables	d.f.	$\chi 2$	P - value	significant
Age	9	20.002	0.0176	significant
Gender	6	15.79	0.0157	significant
Education	9	23.19	0.0063	significant
area	6	20.31	0.0026	significant

Interpretation:

The above table shows association relationship between independent variables i.e. demographic characteristics and the dependent variable i.e. most motivating tool. Separate chi-square test was conducted for every dependent variable and all variables have p value less than 0.05 shows by the result, which show that every variable has a strong correlation with the independent variable.

Table 13: Gender v/s Prefer Online Shopping

Variable	Gender
d.f.	2
$\chi 2$	6.0488
P - value	0.0486
significant	significant

Interpretation:

The above table shows a significant relationship between independent(Gender)and dependent variables. Women are more likely to prefer online shopping than males and Malik G. and Sachdeva H. (2015) also reported similar results. In this study all variables have p value of 0.0486 shows by the results i.e. less than 0.05, which highlight that mens are more likely to prefer traditional shopping.

Table 14: Occupation and area v/s Wait for Promotions

variable	Occupation	Area
d.f.	9	6
$\chi 2$	21.511	13.240
P - value	0.0105	0.0404
significant	significant	significant

Interpretation:

Table no. 14 shows the significant relationship between the independent variables(occupation, area) and dependent variable (wait for promotions). And result shows p value less than 0.05 of dependent variable. Urban population waits for promotional tools most likely than rural population and working respondents wait more likely for promotional tools.

Table 15: Area v/s Perceived Attractiveness

Variable	Area
d.f.	6
$\chi 2$	15.890
P - value	0.0143
significant	Significant

Interpretation:

The above table shows a significant relationship between area and perceived attractiveness, with a p value of 0.0143, which is less than 0.05.these tools attracts urban respondents more.

Result: $H0_2$ was rejected.

Reason: The data analysis has strongly rejected the null hypothesis. More than 20 chi-square tests were conducted, which have identified the significant relationship between the demographic factors of the consumers and their responses to the tools.

Conclusion

Online shopping trend is increasing day by day and the promotional tools are accelerating it even more. The previous researchers have explained through various theories that the impact of the sales promoting tools on the consumers' behaviour to shop online is positive. Empirical & descriptive data analysis based on the region has provided by this research, which was done on the Shekhawati region of Rajasthan and it was concluded that the sales advertising tools have a remarkable effect on the online shopping behaviour. The researchers have identified the importance of gender, age, literacy level, and occupation of the consumer in online shopping. Most of the prior research has found that the women are more engaged in online shopping compared to the men, and this study also came to the same conclusion. However, men use promotional tools more frequently than women (Malik G. & Sachdeva H. (2015)). In this Research, the researchers empirically tested two null hypotheses: first, the promotional tools of the sale have no significant impact on consumers' online buying behaviour and the second, demographic factors have no significant impact on consumers' response towards promotional tools. The researchers have critically analyzed the results through SPSS software and rejected the null hypotheses as well as confirmed that the promotional tools of digital sale have a remarkable impact on the consumers' online shopping habits and the demographic variables of the consumers behave differently. The study's findings offer a significant insight to internet marketers and e-commerce platforms, which can utilize the digital tool of internet sales promotion strategically depending on the demographic characteristics to enhance consumer engagement and regional profitability.

Limitations & Future scope

Despite its contribution, the study also has some limitations. This study covers a particular area, Shekhawati. This might limit the generalizability of this research to other areas. Moreover, this study concentrated on a few promotional strategies. The study has not considered emerging promotional strategies such as personal promotional strategies of AI-driven promotions or influencer marketing. The study can be enhanced by utilizing a comparative regional approach or including more promotional strategies.

References:

Antczak, B. (2024). The influence of digital marketing and social media marketing on consumer buying behavior. *Journal of Modern Science, 56*(2), 310–335.

Karim, N. U., & Imam, S. S. (2021). Investigating the factors that impact online shopping and sales promotion on consumers' impulse buying behavior: A gender-based comparative study in the UAE. *International Journal of Business & Administrative Studies, 7*(3).

Khanfar, I. A., & Albatal, M. B. (2025). The impact of online sales promotion tools on customer purchasing decisions: A field study on a telecom company. In *Intelligence-driven circular economy: Regeneration towards sustainability and social responsibility* (Vol. 2, pp. 373–386). Springer Nature Switzerland.

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.

Malik, G., & Sachdeva, H. (2015). Impact of sales promotion techniques used by online dealers on consumers. *International Journal of Applied Sciences and Management, 1*(1), 63–78.

Mishra, M., Kushwaha, R., & Gupta, N. (2024). Impact of sales promotion on consumer buying behavior in the apparel industry. *Cogent Business & Management, 11*(1), Article 2310552.

Nunnally, J. C. (1978). *Psychometric theory* (2nd ed.). McGraw-Hill.

Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric theory* (3rd ed.). McGraw-Hill.

Phuong, G. N. T., Thu, T. N. T., Thuy, A. N. T., Ngoc, D. T. T., Ngoc, H. H. B., & Thai, T. H. A. (2024). The influence of promotional programs and key factors on e-commerce purchasing behaviour among students in Southern Vietnam. *Journal of Applied Economic Sciences, 2*(84), 209–227.

Ramchandran, K. (2019). Impact of online promotional offers on e-buying: From a youth perspective. *Advance and Innovative Research: An International Journal, 6*(2), 2394–7780.

Rathore, D. C. h. i. t. r. a. (2020). social media platforms and online purchase: vivid perspectives and the extent of their influence. tjprc. 7199-7208, 2249-6890.

Rathore, C. (2020). Social media addiction and its psychological & socio-economic impact on the college going youth. TEST Engineering & Management, 83, 9596-9603.

Saad, H. M., & Manzoor, M. A. S. (2021). Impact of promotional tools on consumer buying decisions in online purchasing. *Pakistan Social Sciences Review, 5*(1), 231–249.

Sekaran, U. (2003). *Research methods for business: A skill-building approach* (4th ed.). John Wiley & Sons.

Venkatesh, V., Thong, J. Y. L., & Xu, X. (2012). Consumer acceptance and use of information technology: Extending the unified theory of acceptance and use of technology. *MIS Quarterly, 36*(1), 157–178.

Yahya, S. F. H., Hashim, N. A., Bahsri, N., & Dahari, N. A. (2019). The effect of sales promotion strategy on online fashion shopping behavior among employees of Sahawan Sdn Bhd. *Global Business and Management Research: An International Journal, 11*(2), 1–13.

Bain & Company. (2025). How India shops online 2025. https://www.bain.com/insights/how-india-shops-online-2025/

FedEx. (n.d.). E-commerce trends and opportunities. https://www.fedex.com/content/dam/fedex/meisa-middle-east/downloads/fedex-ecommerceebookenin.pdf

Anchanto. (n.d.). Effective e-commerce promotion ideas to boost online sales. https://anchanto.com/effective-ecommerce-promotion-ideas-boost-online-sales/

Shopify. (n.d.). E-commerce marketing strategies. https://www.shopify.com/blog/ecommerce-marketing

Zendesk. (n.d.). Sales promotion: Definition, types, and examples. https://www.zendesk.com/au/blog/sales-promotion/

Indeed Editorial Team. (n.d.). Promotion tools: Definition and examples. https://www.indeed.com/career-advice/career-development/promotions-tools

ConvertCart. (n.d.). Online sales promotion ideas for e-commerce. https://www.convertcart.com/blog/online-sales-promotion-ideas-ecommerce

Kenpro. (n.d.). Sample size determination using Krejcie and Morgan table. https://www.kenpro.org/sample-size-determination-using-krejcie-and-morgan-table/

Census of India. (2011). Sikar district census data. https://www.census2011.co.in/census/district/436-sikar.html

99acres. (n.d.). List of cities in India. https://www.99acres.com/articles/list-of-cities-in-india.html
https://share.google/xof8foyL5P7JOsWUx

https://share.google/7hnBBI1am7vKZ9rr4

https://share.google/Krw56ysjydznptWrp

India Brand Equity Foundation. (n.d.). E-commerce industry in India. https://www.ibef.org/industry/ecommerce