



The Influence of Promotional Mix Strategies on Consumers' Buying Behavior: Evidence from Systematic Review of Literature

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ABSTRACT

Promotional mix strategies are an important tool for marketers to influence consumers' behavior. The study's primary purpose was to review studies on the influence of promotional strategies on consumers' behavior. As a result, the promotional mix is crucial in providing information about the products and services available on the market, allowing consumers to learn more about them and aiding in their behavior. To improve the study, a thorough review of the literature was conducted, and screening criteria were used. Data extraction was carried out based on the inclusion and exclusion standards for the articles. 50 published articles were analyzed, and important information was extracted. The review's findings show that results from the review of studies indicate that all promotional mix strategies, including direct marketing, advertising, personal selling, sales promotion, and public relations strategies, favor customer purchase decisions. According to a survey of the pertinent literature, numerous prior researchers have attempted to analyze promotional strategy and customer purchase decisions using pre-existing ideas and literature. So, this concept overview offers direction for more researchers to see and develop the many theories and models associated with the topic.

Keywords: Promotional mix, consumers, purchase decision, systematic review

1. INTRODUCTION

Every business's main goal is to grow sales of the products or services it offers (Kotler, 1998). According to Kotler (2016), promotion has the essential factors related to the required business result in an aggressive marketplace and is an essential factor required to produce sustainability in a competitive marketplace. All companies derive sales by promoting the benefits of their company's goods or services to pools of potential buyers. The way companies promote their product will largely determine whether they successfully select the right way of promotion to their target audience or not. Even a superior product doesn't sell itself. Our customers need information about our product or service before they buy it. The ways we communicate features and benefits to our potential customers is called a promotional mix (Kotler, 2000).

In today's complex and undependable business environment, marketers are frequently encouraged by the persistent change in what customers want. Aggressive market competition, recent entrants in the market, and the convenience of alternative products present a challenge to

liaising their marketing goals. The power has lifted from vendors to consumers, forcing marketers to guarantee they put out products with unique features and high quality, to encourage customers to shop with them and to stay devoted to them (Rambitan, 2013). Awareness of offerings in the market by customers has increased as what they expect from the products being offered. Access to information has been heightened by internet technology and has led to the increase of customer bargaining power on any purchase decision. As a consequence, present-day marketers have been faced with the great challenge of meeting the ever-growing expectation of customers (James, 2017). In the context of increasingly fierce commercial competition, the corporation must implement pertinent policies and strategies in order to improve sales volume. Increasing promotion and cultivating a favorable brand image in the eyes of consumers is one approach the business can use to influence their decision to purchase the goods. Behavior is several stages made by consumers before deciding on the purchase of a product (Kotler, P. and Keller, 2010).

Consumer purchase decision helps markets to identify how consumers complete the journey from knowing about a product to making the purchase decision. It all comes down to finding the ideal clientele, encouraging them to make more frequent and substantial purchases, and having them refer additional clients to you (Anderson, 2017). Many purchasing scenarios involve so little consumer cognitive activity because they are so routine and habitual. It is exceedingly difficult to persuade customers to switch brands or buy more products in such circumstances. One advantage of promotions is that they encourage customers to compare various brands and assess their purchasing options in such situations (Wathieu, 2007).

The process of evaluating, finding, buying, using, or disposing of a product in consumer's decision perceptions. Companies should completely understand the factors taken into account by customers in purchase decisions and the factors that could facilitate the management in evaluating the effectiveness of its marketing (Ishak, 2016). One of those decisions can be subjective by the pusher who provides information about the product or service to influence the process of consumer assessment (Farah, 2014).

Reviewing the literature can help businesses avoid making common mistakes in their promotional mix strategies. By learning from the experiences of others, businesses can avoid strategies that have been shown to be ineffective or even counterproductive. By staying current with the latest research, businesses can adopt new strategies and tactics that are more effective in reaching their target audience. Literature reviews can provide valuable insights that can inform policy and decision-making.

Literature reviews allow researchers to identify what is currently known about a topic and what gaps exist in the literature. This can help guide future research and identify areas where additional research is needed. Businesses can use the findings of literature reviews to develop evidence-based policies and strategies that are more likely to be effective in achieving their marketing objectives.

Overall, reviewing literature on the influence of promotional mix strategies on consumers is essential for businesses to create effective promotional mix strategies that influence consumer

behavior positively. By staying up-to-date with the latest research and best practices, businesses can create more effective promotional mix strategies that achieve their marketing objectives.

2. LITERATURE REVIEW

Promotion can be defined as a marketing activity that involves the persuasion contracting process through which the sender defines a commodity, service, idea, place, person, or pattern of behavior to influence the members of a particular audience's concentrations, to request to their answer behavioral about what promotes (Mualla, 2006). Promotion is a process of influencing and persuading prospective target customers to make them want to buy or divert purchases on products produced by the company. The right way of promotion would influence the customer's decision to purchase the product offered by the company. (Soegoto et al.,2015).

Promotional mix strategies: The term promotional mix is a variety of dimensions that are combined to accomplish the promotional objectives of the organization in the field of mainstream marketing philosophy (Ktler, 2006). Moreover, Belch (2012) says that the promotional mix is made up of a number of components, including personal selling, interactive marketing, direct marketing, advertising, and sales promotion. In the current study, four of the six elements put out by Belch and Belch will be examined, i.e. sales promotion, advertising, direct marketing, and personal selling since they are mass communication tools available to marketers. These elements are displayed in the following sections (Adeleh & Eleyan, 2021).

Advertisement: Berkowitz, K. et al.(2000) Any sort of non-personal, paid communication by an identified sponsor regarding a company, product, service, or idea is known as advertising. The majority of people grow up in a society that is saturated with mass media, including television, advertising, movies, television shows, billboards, magazines, movies, music, newspapers, and the internet (Latif, 2011). Advertisements are a powerful means of communication media to convey information to the target group of customers (Prasanna K et al., 2012) Lodhi (2015) revealed that advertisement allows the business to raise client awareness, and the ingredients of the advertisements influence how customers see the company—either favorably or unfavorably.

Sales promotion: Belch (2019) ales promotions are described as overt encouragements that act as a further stimulant to speed up the sale or distribution of the products. Sales promotion has evolved into a crucial component of consumer marketing over time. Today's marketers, however, are beginning to place more emphasis on sales promotion and progressively moving away from the conventional form of advertising (Cummins, 2008).

Personal selling: According to Kotler (2007) personal selling is a spoken presentation in a discussion with one or several potential buyers to make a sale. The purpose of personal selling is to build preferences, beliefs, and actions of buyers to decide to buy a product or service from the company. Sales has several stages namely finding potential customers, approaches, preseasons and demonstrations, overcoming complaints, closures, follow-up, and maintenance (Kotler, 2003)

Public relations or publicity: The public relation is a powerful tool in consumer behavior. Journalists and reporters claim that public relations increase goodwill between organizations and the public (Clarissa, 2014). Public relations can help an organization maintain and grow a

successful customer relationship. Utilizing well-managed publicity will result in less expensive product promotion than using commercials (Rivero, 2014).

Direct marketing: Direct marketing refers to all activities done by the marketer to attract potential clients, which are aimed to increase the process of buying products of the organization or specific seller (Stone B., and Jacobs, 2007). Direct marketing types involve utilizing some tools such as e-mail, post, fax, phone, Internet, and others for making direct communication with specific clients as well as potential clients and inducing them to direct response (Kotler, 2006). The purposes of direct marketing are intended to measure customer response to promotional offers provided by the sellers and also aimed to build long-term relationships with customers (Al-Bakii, 2006).

Purchase decision: Behavior are individual activities that are directly involved in the decision-making process to make purchases of products offered by the seller. (Hertati.L. et al. 2020). The purchase decision is involved when a customer decides whether he/she would buy a particular product or service (Alam, S.S. et al. 2011). Purchase decision becomes important as customers' considerations will influence a company's marketing. Before consumers make a purchase, they usually go through various stages in the buying process (Azam, 2015). I argue that purchase decision involves the act of choosing one from two or more alternative purchase choices. (Ishakof hal, 2016).

Purchase decision process: It implies that behind the outward way of making a buying decision, a fundamental process that a consumer goes through when determining which goods and facilities to purchase or consume is concealed. However, Berkowitz and Harley proposed that whenever a buyer wishes to make a purchasing decision, there are five stages involved (Berkowitz, K. et al.,1994).These are as follows in figure below.

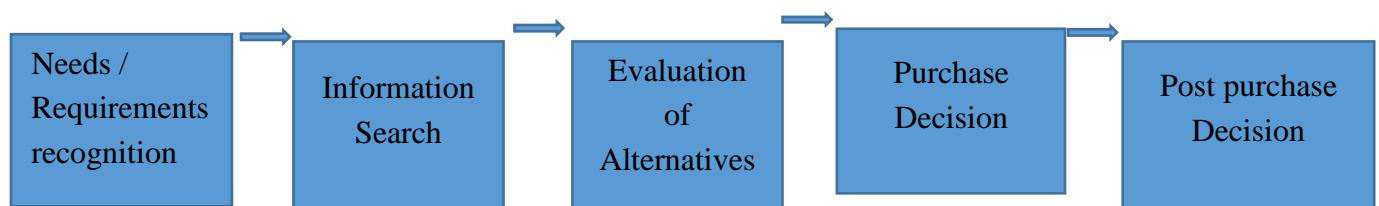


Figure 1: steps of a purchasing decision

Source: Berkowitz and Harley (1994).

Customer relationship management theory: Customer relationship theory was developed by Westch (2005) as per the theory, management of client relationship is a mix of relationship promotion and client driven where equity theory had applied in customer relationship theory. As stated by Mylonakis (2009) Customer relationship management is described as "the procedure utilized by associations to build long-lasting relationships with its clientele in order to earn their confidence and increase their purchasing choice.

Social learning theory: Albert Bandura explained IMC using Social Learning Theory. Social learning theory says perception and attitude shape consumer behavior. The client must be aware of the product. In the conative, customers buy or reject a product (Fill, 2015).

3. METHODOLOGY AND PROCEDURE OF REVIEW

This systematic article review's objective was to gain understanding about how promotional mix strategies affect consumers' buying decisions by combining evidence from theoretical and empirical reviews of the literature. Overall, a systematic methodology is a rigorous and structured approach to identifying and characterizing multiple causes and effects and their interdependencies. By following a systematic methodology, researchers can ensure that all relevant factors are considered and that the analysis is comprehensive and accurate.

Review methods: A systematic review takes data from previously published studies on the subject, analyses and interprets it, and then discusses, summarizes, and draws a detailed conclusion. This study follows a systematic literature review method to analyze, summarize, and draw inferences from the accessible literature on online promotional strategy and consumer purchase decision. Defining an answerable research question and agreeing on an objective methodology is essential for designing a useful systematic review. Publishing the protocol of the review before initiating it is recommended to reduce the risk of unplanned research duplication and to enable transparency and consistency between methodology and protocol. Systematic reviews are thorough, clear, replicable, and methodical in nature. For this systematic review, a methodical search technique was utilized to locate all pertinent published material addressing one or more research topics. The characteristics and outcomes of the search's findings were then presented and synthesized in a systematic manner. The systematic review's comparison of the existing empirical evidence on promotional methods was its main goal.

Steps for Reviewing: Identify research question and objectives. Formulate a clear, well-defined research question and objective of appropriate scope. Find existing reviews on topic to inform the development of research question and confirm that they are not duplicating the efforts of previous reviews and considering to use a framework and define question scope. These objectives were developed base on the existing literatures.

Define inclusion and exclusion criteria. Creating a review method is another name for this process. Indicate in detail the standards used to decide whether or not to include a study in search. The following factors were taken into consideration: language, year, substance, and relevancy. The articles that were written in English, published between 2011 and 2022, had a promotional strategy and consumer purchase decision-related topic, and were timely and conceptually related were included. Therefore, reports covering approximately 12 years of a structured literature review. On the other hand, publications that were not written in English, whose publication dates before 2011, were unrelated to the subject matter, duplicates, were not available in full texts, and were not relevant to the theme were disregarded. The researcher can easily and clearly accomplish the systematic review objectives with the use of these inclusion and exclusion criteria.

Search for studies: To conduct searches inside the databases the researcher has determined are pertinent to the article's topic. Design thorough search tactics across several databases with the assistance of a librarian. Searches were conducted on Elsevier, Emerald Insight, Research Gate, Wiley, and the Science Direct data base for the papers. According to our University's subscription, they were chosen due to their availability.

Present results and assess the quality of evidence: Present findings in an organized manner and include specific methodology information, such as the search techniques used, the selection standards, and others, so that future additions of fresh research findings can be simply incorporated into the review.

Selection of Databases: In order to find relevant and up-to-date literature on online promotional strategy and customer behavior, this review explored a number of online databases. The investigations used online databases from Emerald Insight, Google Scholar, Wiley, Springer, Taylor & Francis, PubMed and Science Direct, and they were conducted in English. Although every effort was made to include as many articles as possible.

Data extraction and Article Selection: Based on the exclusion and inclusion criteria for the articles, data extraction was done. The inclusion principles for the articles included in this systematic review included relevance to the articles' promotional strategy and consumer behavior, publication years between 2011 and 2022 G.C., and English-language articles. 50 published articles were examined in this systematic review. For the review's purposes, only 50 publications relating to promotional strategy and customer behavior were included. A preliminary search of scholarly databases using particular keyword combinations revealed up to 200 publications. The duplication criteria led to the exclusion of the 40 articles. 160 articles were found after duplicate records were eliminated. In addition to eliminating duplicate content, the researcher also evaluated the abstracts and titles of the papers. As a result, 98 items are approved for the next step and 62 articles were excluded. During the assessment of eligibility for full-text articles, a further thorough screening was carried out. Based on this, 9 articles lacked entire texts that provided the requested information, and 18 articles were irrelevant. The 15 articles weren't included. Their publication year was earlier than the 2011 G.C. Six papers were ultimately disqualified from the systematic review because they were not written in English. At least 50 papers are now included in the systematic literature review on promotional strategy and consumer purchase decisions after completing all these phases.

As indicated below, Figure 3 was utilized to depict each of these processes.

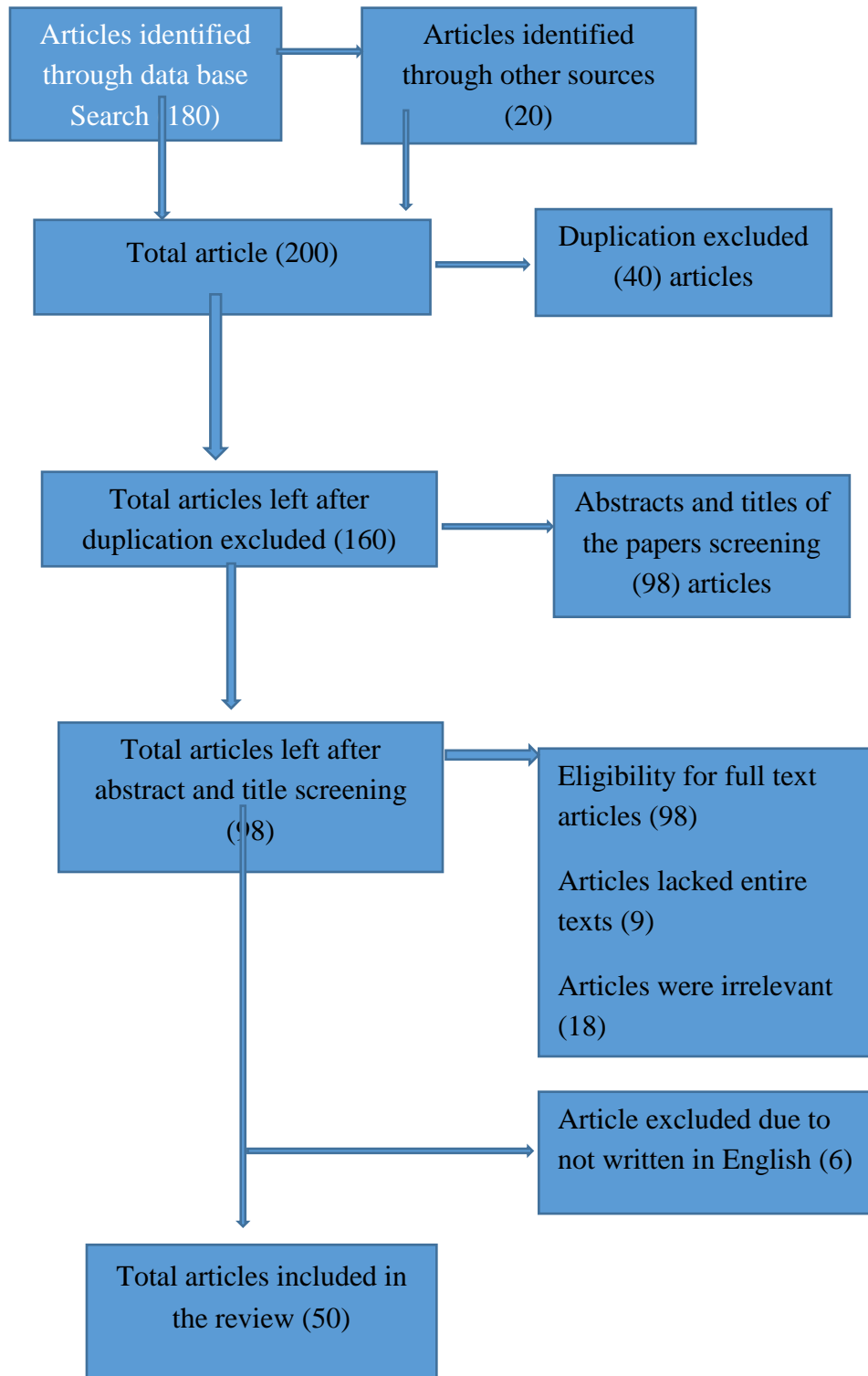


Figure 3 Data extraction and article selection PLMS model (2009)

Data Analysis: A content analysis methodology was applied to the analysis of the data acquired for this study. Content analysis is a well-liked qualitative research technique or instrument for analyzing content and its components. Combining data and contrasting different informational components, is a technique for measuring qualitative information in order to distill it into useful knowledge.

Regional distribution of papers under review: Figure 4 below shows that the reviewed articles on the influence of promotional strategies on consumers' purchase decisions with their original country, Indonesia 20 (40%), Pakistan 6(12%), India 5 (10%), Nigeria 4(8%), Jordan 3(6%) Malaysia and Iraq with 2(4%) and the remaining Algeria, Vietnam, Korea, Romania, Asia, Ethiopia, Taiwan, and Sir Lanka were represented with 1(2%) articles each of them from the reviewed articles. The majority of articles for promotional strategies on consumers' purchase decision for this review were collected from Indonesia, These advanced research facilities may be one of the major reasons for his dominance.

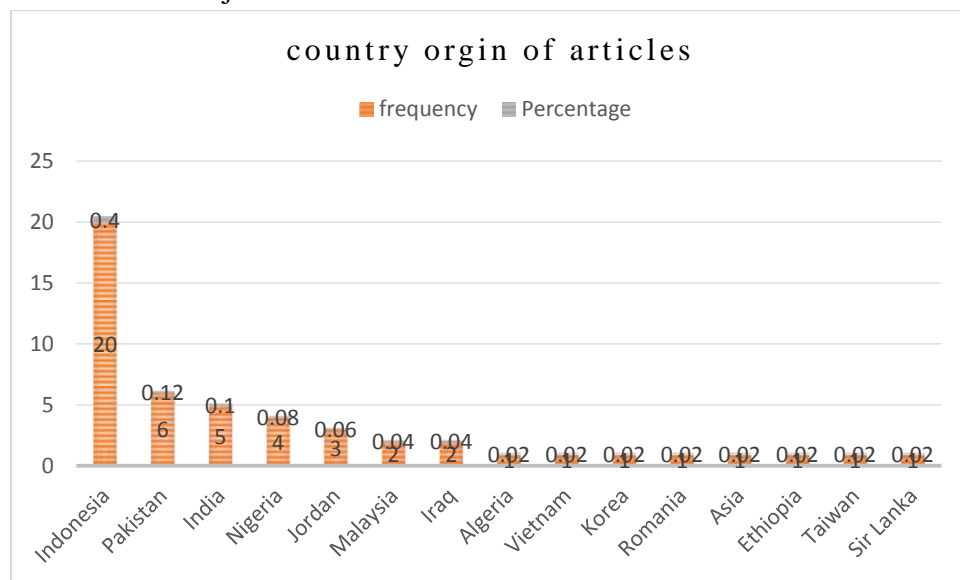


Figure 4: Regional distribution of papers under review

Source: Own survey (2023)

Year of publication for articles included in the review: The year of publication of the articles considered in the review is displayed in Figure 4 below. The analysis shows that between 2011 and 2015, there were less publications released addressing the influence of the promotional mix on customer behavior than between 2016 and 2022

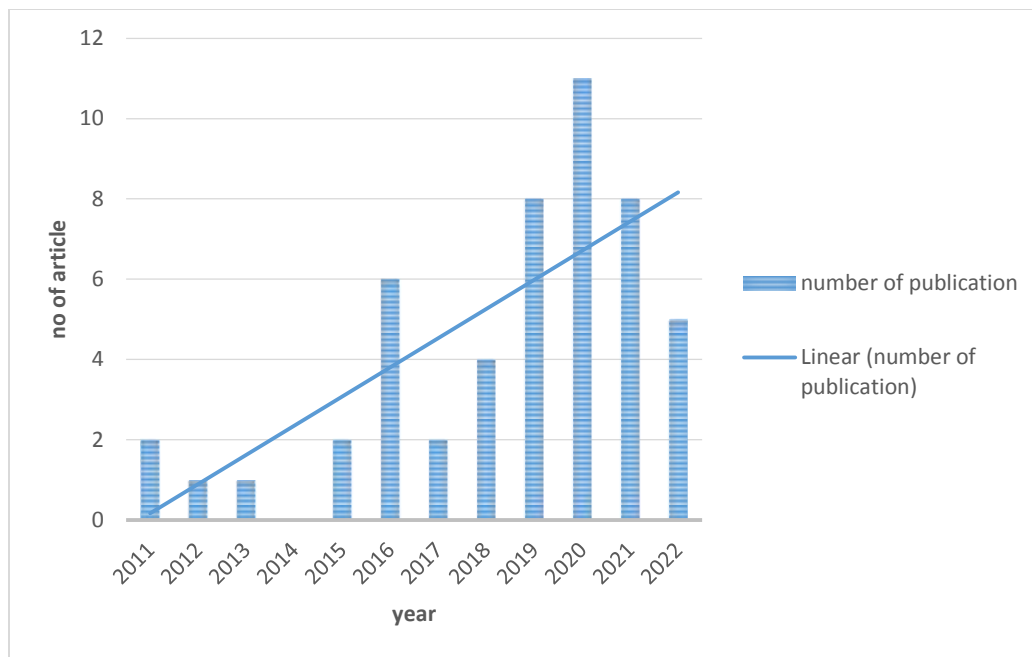


Figure 5: years and number of publications

Source: Own survey (2023)

Distribution of research approach across the publications under review: Each investigation was used a combination of qualitative, quantitative, and mixed methods. As a result, 2 (4%), 46 (92%), and 2 (4%), respectively, of the examined publications utilized a quantitative research strategy, 46 (92%), a qualitative research approach, 2(4%) and 2(4%) a mixed research approach. This led us to the decision that majority of the papers used a quantitative research approach, which was caused by the subject's inherent characteristics.

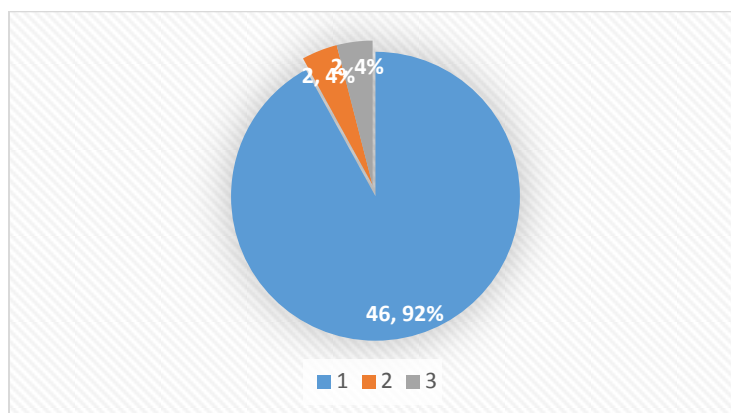


Figure 6: Research approach

Source: Own survey (2023)

3. RESULT AND DISCUSSION OF FINDINGS

This section of the study was devoted to discussing the results of pertinent studies that were only done to examine the influence of promotional mix strategies on customer purchase decisions. 50

papers, including both empirical and conceptual studies, were taken into consideration to address the research purpose.

Outcomes and discussion of promotional strategy: Promotion is included in the foremost important elements of the marketing mix designed to stimulate consumers to react immediately i.e. to make an incentive that encourages consumers to get a product as fast as possible, more routinely, and/or in large amounts than when the promotion is absent (Hawkes, 2019). The analysis result of Astarly & Kodrat (2021) has carried out, there is a positive and significant influence between the promotion mix on behavior. Findings of other research conducted on Soda brands in Nigeria, the outcome demonstrates that tactics for products, prices, and places and promotions all have good relationships with and effects on consumer purchase decisions. Teminiola Inaolaji & Pro Muhammed Talha Narci (2022) conducted a study on promotional strategy and purchase decisions the multiple regression analysis confirms a significant positive relationship between marketing mix variables and consumers' actual purchase decisions. Another study by Monoarfa et al. (2023) shows Promotion does not have a negative or significant effect on purchase decisions because consumers do not pay much attention to the store's promotional activities as information, pictures, discounts, and slogans. The finding of Eganael Putra et al. (2020) shows that Promotion has a positive and significant effect on Behavior of Hotel Customers in Surabaya.

Sudrajad & Sutanto (2020) results of this study show that simultaneously, products, prices, places, and promotion has an important effect on the purchase decision. Research by Abidin & Triono (2020) indicates Promotion, product quality, and price can directly influence purchasing interest, behavior, consumer trust, and consumer satisfaction. The study result by Jasmani & Sunarsi (2020) demonstrates that the promotion mix has a major impact on consumer spending decisions with an influence contribution. Another study by Pradini et al. (2022) approves that Promotions have a positive and significant influence on the variables of customer behavior.

Outcomes and discussion of advertisement strategy: UI Zia (2016) found that advertisement has a great effect on consumer purchase behavior. Most customers like to see a moderate length of ads that appeal to their interests. Ahmed (2018) effective and ideal advertising is that which tries to produce loyal customers, through the building of a powerful brand image, strong persuasiveness, and the right celebrity endorsement in the advertisement. All these factors are the real contributors to the effect of marketing on consumers' purchasing habits. The major findings of the study Zain-Ul-Abideen (2011) demonstrate an overall normal association between the variables but the in-depth analysis found that the emotional response of consumer purchase behavior is the variable that results in a strong association with the consumer buying behavior. The findings of Khymel et al. (2022) showed that partial advertising has no significant effect on consumer purchase decisions in online shopping during the coronavirus disease. Ur Rehman et al. (2022) this study evaluated the impact of social advertising on Malaysian consumers' behavior as well as the moderating effects of gender and educational attainment on consumer preferences for fashion clothing companies.

[Srivastava \(2017\)](#) the survey was conducted, and statistical tools were used to develop the relationship between the influence of advertising and customer purchasing decisions. The result of the test discovered that advertising influences consumer purchase decision significantly. Consequently, when creating advertisements for the desired outcome, marketers need to be aware of consumer purchasing habits. [Wahyudi & Melinda \(2018\)](#) emphasize advertising gives a partially significant effect on Purchase Decisions. The study's findings, according to [Ghafoor Awasss \(2018\)](#), are solid because the evidence suggests that commercials significantly affect customers' behavior and behaviors. According to [Puspanathan & Yee's findings from \(2022\)](#), advertising has the most influence on customer behavior. Consumer behavior is also easily influenced by other people's opinions and outside factors.

Outcomes and discussion of sales promotion: [Suryani & Syafarudin \(2021\)](#) found that sales promotion is very important in affecting consumers. This reinforces the concept that "promotion is one of the determining factors of the success of a sales program. The outcomes of this research confirmed that there is an effect of promotion on behavior. [Shahzad \(2020\)](#) concluded that sales promotion plays a big role in buying behavior. Some of the variables used in the study, namely discounts, coupons, and buy one get one free was found to be having a significant effect with each other. Similarly, a study conducted by [Ali Khan Scholar & SohaibZubair \(2019\)](#) the outcomes of the paper shows that by choosing the appropriate blend of promotional techniques, retailers can increase the sales of the company. As a result of this research, [Saxena et al. \(2018\)](#) suggested that sales promotion be used to boost sales cost-effectively and to outperform rivals.

[Worku \(2020\)](#) among the independent variables, sales promotion possessed the highest effect on consumers buying decisions. [A.Khanfar \(2016\)](#) found that among the independent variables, sales promotion possesses the highest effect on consumers buying decisions. [Agbi et al. \(2019\)](#) The study found a substantial association between sale advertising methods (price discount, coupon discount, buy one, get one free, and free sample) and customer behavior. [Kumari, \(2020\)](#) sales promotion creates a better incentive for consumers to make a purchase.

Outcomes and discussion of personal selling: [Khymel et al. \(2022\)](#) examined the relationship between personal selling and purchase decision. The research results show that personal selling's have a noteworthy and positive effect on behavior. [Yousif \(2016\)](#) Personal sale has an impact on youth buying behavior towards clothes because of the value calculated. [Kurnia & Rifani \(2020\)](#) concluded that personal sales have a positive and significant influence on the policy purchase decision. Similarly a study by [Prayogi et al. \(2020\)](#) the results of this analysis, of personal selling and product quality has a significant positive influence on behavior. The findings of [Jasmani & Sunarsi \(2020\)](#) demonstrate how personal selling has a substantial impact on consumers' purchasing choices. [A.Khanfar \(2016\)](#) The study investigated how the promotion mix dimensions (advertising, personal selling, sales promotion, and public relations) on consumers buying decisions at Zarqa city, after collecting and analyzing the data using regression analysis show that all dimension affect consumers buying decision. [Wahyudi & Melinda's \(2018\)](#) outcome indicates personal selling give a partial effect on purchase decisions.

Outcomes and discussion of public relations or Publicity: Public Relation is the process of communication, where activities are always directed at efforts to influence public opinion to be able to behave, argue and behave according to the wishes of the communicator. [Mulia \(2019\)](#) influential public relations are positive and significant for customer buying decisions. [Martha et al. \(2019\)](#) concluded that publicity has not a significant and positive influence on consumer behavior. This outcome demonstrates the need for strengthening the connection between the business and the client. [Min et al. \(2019\)](#) the results showed that there was a significant difference in the influence of buying intention. However, the publicity had little immediate impact on consumers' intentions to purchase. Significant discrepancies were across groups on attitudes towards celebrities, brands, and purchases. [Cahyanti et al. \(2021\)](#) Publicity has partially significant results on buying decisions. [Segun Ogunmuyiwa \(2022\)](#) based on the findings from this study, it is evident that sales promotion and publicity are panaceas for enhancing, stimulating as well as arousing customers' demand for the firm's product. [Wahyudi & Melinda \(2018\)](#) said that public relations partially does not affect the Purchase Decision

Outcomes and Discussion of Direct Marketing: [Amri \(2021\)](#) Direct marketing is making personal connections with narrowly targeted individuals in order to get an immediate response and build long-term client relationships. The current study investigates the methods used in direct marketing by marketing agents to affect consumer purchase decision-making. Based on these results, several conclusions can be drawn and some suggestions can be made, as follows: – there is a statistically significant effect of direct marketing on consumer behavior during the buying behavior.

Another study by [Rawung, N.; Mekel, P. & Worang \(2015\)](#) that direct marketing have significant impact toward customer purchase intention. The characteristic of direct marketing does have a substantial positive influence the customer purchase intention. [Martha et al. \(2019\)](#) concluded that direct selling has the highest score in the sig column. It means that direct selling give the biggest impact on the company in marketing.

5. Conclusion, and Suggestions for future research

Conclusions: Because of the fierce competition in today's world, a company cannot survive by offering only high-quality goods at attractive pricing. Consumers must be informed of the advantages of items to generate sales and profits. One approach to connecting with customers is through communication. Also, it is a tool for achieving organizational goals. The retailer should have the ability to influence consumer behavior to convince customers to buy their products.

The concept of the influence of promotional strategy on consumers' purchase decisions served as the foundation for the article review. Based on the consumer's decision to purchase, this concept looked at a variety of parts of the promotional mix, including advertising, public relations, sales promotion, personal selling, and direct marketing. According to the research of various scholars on which this article is focused to review the existing literature on the concept of the influence of promotional strategy on consumers' purchase decisions

The first part of the review addressed the introduction, research questions, and objectives of the article review. There were several viewpoints from academics around the world featured in the

chapter. It included a review to guide academics on promotional strategies and consumer behavior. To direct the path of the article evaluation, three objectives were selected.

The second part of the review provided the theoretical parts of the study issue. As a result, several theoretical components on the conception of promotion, and promotional strategies including direct marketing, personal selling, sales promotion, and advertising, as well as consumer purchase decision and customer relationship management theory, social learning theory, and other issue-related models, were offered.

The third part of this article review provided the methodology and procedure of review. Which included the review methods, steps for reviewing, selection of databases, data extraction and article selection, data analysis, regional distribution of papers under review, and distribution of research approach across the publications under review. This aids in providing a transparent and thorough summary of the available data on a certain issue.

The explanation of the findings made up the fourth section of this article review. This section offered the empirical findings and justifications of numerous researchers. Following the conversation, it became clear that promotional strategies and consumer behavior are related. The first part of the result and discussion was about promotional strategy. The findings indicated that promotion influence on a business's sales volume, client perceptions, and buy intention. Customers were compelled to purchase the goods as a result, which increased the company's sales volume. The organization's increased sales volume directly influences customers' behavior. One trick, from the viewpoint of a review, is the ability of promotion to increase demand for a product. With the promotion, it is anticipated that customers will want to try these products and persuade current customers to purchase products more frequently, resulting in repeat purchases and a rise in the volume of a company's product sales.

The second part of the result and discussion was about the advertisement strategy. Therefore, the findings of different authors depicted that has a significant and positive effect on the consumer's purchase decisions. The intention of consumers to make a purchase is significantly influenced by advertisements. Customers are more likely to remember the offered goods when they see advertisements that include endorsements. Customers frequently tend to link a brand with a celebrity, making it simple for them to remember it. As a result, research from many authors showed that has a large and favorable impact on consumers' purchase decisions.

The third section of the result and discussion was about the sales promotion strategy. Sales promotion has a great influence on consumer buying behavior which reinforces them to make an impulse purchase resulting in greater sales of the product; this can lead to brand-switching consumer behavior. Also, most of the findings concluded that sales promotion possesses the highest effect on consumers buying decisions.

The fourth part of the result and discussion was about the personal selling strategy. A personal selling strategy entails having a face-to-face conversation with the consumer to educate and persuade them to buy. The salesman confirms the benefits of the product by personally meeting with the consumer and focusing on factors like price, features, or current market demand. The

majority of results show personal selling's have a substantial effect on consumer purchasing decision.

The fifth part of the result and discussion was about public relations or publicity. The idea of public relations is a highly essential promotion strategy for corporate organizations since good relationships with the public can have an impact on such organizations' operations both directly and indirectly. According to a systematic review, public relations affect consumers' purchase decisions.

The last part of the result and discussion was about direct marketing. Direct marketing identifies the target market and selects the convenient media in which it reaches more consumers. Direct marketers provide the offer in a highly compelling way to capture the customer's attention and utilize an effective execution to persuade them. A statistically significant effect on consumer behavior during purchases is caused by the bulk of these inferences and direct marketing.

Suggestions for future research and policy recommendation

The purpose of this section provides scholars who are interested in studying consumer behavior and promotional strategy with a future research agenda. The following future study directions are suggested after a thorough evaluation of the literature based on the review's findings.

A review of relevant literature shows that a large number of previous studies have tried to discuss promotional strategy and consumer purchase decisions through simple discussion. Consequently, this summary of concepts provides guidance for further researchers on the topic to see and develop the various theories and models related to the subject.

Methodologically, to study the influence of promotional mix on consumers' purchase decisions almost all studies were conducted by using a quantitative approach and cross-sectional design. Thus, future research is recommended to be carried out with more of a qualitative approach or mixed approach with a longitudinal design because of qualitative research allows researchers to ask questions that cannot be easily put into numbers to understand human experience and getting at the everyday understanding the realities of various social phenomena and researching crucial issues as they arise contributes to knowledge expansion.

The study looked at how customers' behavior was affected by the elements of the promotion mix strategies. Nevertheless, because each variable in the study was not thoroughly examined, the results could not be used to determine which component of the promotional mix had the most influence on customer purchase decisions. Future academics and researchers are therefore urged to focus on pinpointing which components of the promotional mix influence consumer behavior.

The final area for future research is the comprehensive literature review of published studies. The promotion strategy and consumer behavior in limited nations. This suggests that there aren't many papers published in most countries about promotional mix strategies and what way they influence consumers' behavior. As a result, these findings guide additional researchers on the topic so that it can be determined how they influence the consumer purchase decisions of that countries.

Organizations should conduct market research to identify customers' needs, wants, and behaviors to tailor their promotional mix accordingly. Consumers are attacked with promotional messages

every day to stand out, businesses should be creative and innovative in their promotional mix strategies.

Business organizations should create an effective promotional mix strategy that influences consumers' behavior positively and drives sales.

Data Availability

The dataset of this study is accessible from the corresponding author.

Conflicts of Interest

The authors announce no conflicts of interest.

Authors' Contributions

The authors carefully read and approved the article review to be submitted for publication.

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