

ABSTRACT

Sales promotion has become a primary part of the promotional strategy rather than a secondary element of promotion that is considered after the advertising is design and paid for. Sales promotion is that something extra that is offered to consumer. It may provide additional incentives to facilitate purchase. As the researcher seen the potential of sales promotion, therefore, this research is conducted to study the relationship of sales promotion on buying behavior of AVON members. The objectives of this research are to justify the use of sales promotion tools to attract AVON member, identify the impact of sales promotion in increasing AVON members, and to study the relationship of sales promotion on buying behavior of AVON members. The statements of problem and hypotheses testing are involved with the independent variables, which are personal factors, psychological factors, and sales promotion to find out the relationship with dependent variable as buying behavior. Primary data have been collected for 384 samples by the use of questionnaire.

Data are analyzed and summarized in a readable and easily interpretable form. The Statistical Package for Social Sciences (SPSS) will be utilized to summarize the data where needed. All statistical manipulations of the data will follow commonly accepted research practices. The form of data presentation from these procedures would also be presented in an easily interpret format. After, tested the raw data in SPSS software, the finding of objectives, the statements of problem, and hypotheses testing in the topic of “The Relationship of sales promotion on buying behavior of AVON members: A Study of AVON beauty Boutique” are achieved, clearly resolved, and strongly accepted.

Ultimately, the researcher suggested some crucial action for ABB in applying to be suit with local AVON members' buying behavior.

