

**DETERMINING THE INFLUENCE OF PROMOTIONAL ELEMENTS ON
CONSUMER BUYING BEHAVIOUR TOWARDS PURCHASING A
HATCHBACK AUTOMOBILE**

by

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I declare that the above dissertation is my own work and that all the sources that I have used or quoted have been indicated and acknowledged by means of complete references.

I further declare that I submitted the dissertation to originality checking software and that it falls within the accepted requirements of originality.

I further declare that I have not previously submitted this work, or part of it, for examination at University of South Africa (UNISA) for another qualification or at any other higher education institution.

Signature: Bridget Mapheto Moloi Date: 04 March 2021

DEDICATION

This master's dissertation is dedicated to my mother, Daphne Mpho Moloi, who has encouraged me to stay focused and persevere in everything I aspire to accomplish. To my wonderful sibling, Koketso Moloi, niece, Kamohelo Moloi, and my two wonderful children, Thabang and Refiloe Moloi, thank you all for your support throughout my study.

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ABSTRACT

Automobile demand has increased in customer base in South Africa, particularly in Gauteng. Owing to these increasing demands, this study seeks to determine the influence of promotional elements: advertising, personal selling, sales promotion, public relations, and direct marketing on consumer buying behaviour towards purchasing a hatchback automobile and establishing its significance in today's world, which is full of technological advancement in digital marketing.

This study used a quantitative research approach with Gauteng province residents who have purchased a hatchback automobile. Primary data were collected from 320 hatchback automobile purchasers using structured questionnaires, which comprised closed-ended questions through self-administered online-based questionnaires. This study used a descriptive and standard multiple regression directed on IM Statistical Package for Social Sciences (SPSS) version 26.

The study's results indicated that: advertising, personal selling, public relations, and direct marketing have a positive and significant effect on consumer buying behaviour towards purchasing a hatchback automobile, unlike the notion promoted today that they belong in the past. In contrast, sales promotion has a positive but non-significant effect. The study divulges that even though digital marketing's technological advances exist, traditional promotional marketing mix elements still have a role to play.

The study recommends that hatchback automobile manufacturers combine traditional media and new media podiums in communicating their marketing messages to attain the combined strong influence of these media platforms for their targeted markets. The study also recommends that hatchback automobile industries invest in sales promotion that may encourage consumer purchasing interest and make decisions based on what they perceive about a product. The study further recommends that hatchback automobile industries should pay particular attention to advertising to entice the younger target market.

KEY TERMS

Promotional elements, advertising, sales promotion, personal selling, public relations, direct mail, consumer behaviour, automobile, hatchback automobile, and automobile industries.

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CHAPTER ONE: INTRODUCTION

This chapter will introduce the influence of promotional mix elements on consumer buying behaviour towards purchasing a hatchback automobile. It will then discuss the study's background, followed by Gauteng's history and motivation for selecting this geographic area. Then problem statement, research objectives, the significance of the study, research methodology, limitation of the study, definitions of central words, and chapter outline are then articulated.

1.1 INTRODUCTION

The desire and presence of promotion have been growing due to their effectiveness in generating communication between a company and a possible buyer to influence perspectives and behaviours (Tibebe & Ayenew, 2018).

Promotion is regarded as one of the most forceful elements in the marketing mix; it entails communicating and convincing the target market – by identifying the target segment's necessities – to purchase the entity's products (Al Badi, 2018). Munir (2018) advocates that promotional elements are essentially phrases used to convey the prescription of tools that a business can utilise to impart effective knowledge of its products and services advantageous to its prospective consumers. Manufacturers and automobile industries commonly use promotional elements to interest consumers and increase sales (Makgopa, 2016).

Promotional elements serve as an indication of communication between organisations and consumers and influence customers to buy or use services activities according to their desires and needs (Mualani, 2017). According to Abdullah (2016), promotional elements play an important role in making available knowledge on the products that are obtainable in stores and allowing consumers to improve their awareness of these products, which leads them to their buying decision. Effective promotion is an instrument for each business to possess a competitive advantage in its market. Promotion is the plan of activity that helps spread the notification to increase sales volume (Kumar & Patra, 2017).

Abdullah (2016) notes that marketing is regarded as the essential active force of the elements and significant in its competitive effort. It leads businesses to contest and proceed to stay in the market, as marketing is receptive to new horizons through active forces and technical reasons used to establish consumers' necessities and wants and acquire their support (Abdullah, 2016). Gunasekharan, Basha, and Lakshmanan (2015) stipulate that companies have to make many attempts to sell their commodity and set up their existence for potential customers today.

Promotion is regarded as a starting point and introductory phase; that businesses follow to communicate with their customers in both local and foreign markets alike, where it paves the road to another marketing attempts like presentation of a business product, its attributes, specifications, distributions of the product, and what differentiates it from other businesses competing products in the target markets (Nour, Almahirah, Mohammed-Said & Freihat, 2014). Effective communication can lead a business to its success and satisfy the target market's requirements (Shawon, 2012). This is because effective tools can grant marketers a competitive advantage (Karunanithy & Sivanandamoorthy, 2013). According to Shawon (2012), in the absence of good promotional elements, an organisation will not get the best possible consumers for its goods and services. Customers are perceptive decision-makers who only go after what fulfils their interests (Musasa, 2014).

Owing to the expansion of the automobile industry and fierce competition between automakers worldwide, marketing these products is considered (Rahmani, Najafi & Delshad, 2015). Onyejiaku, Ghasi, and Okwor (2018) opine that a promotional goal is an action that is patterned to help boost the marketing of a product or service. It is a crucial tool as it does not only assist in boosting sales but also assists an entity in acquiring new customers while at the same time keeping older ones (Onyejiaku, Ghasi & Okwor, 2018). Daniel (2018) states that promotions have become an extremely important tool in the product marketing mix. This marketing mix comprises advertising, sales promotion, public relations, personal selling, and direct marketing, which the business uses to follow its marketing and advertising objective (Daniel, 2018). Every promotional element has its peculiar effectiveness to influence the customers' perception about the various goods (Munir, 2018). The organisation that will succeed and gains an advantage in increasing demand will be the one that possesses an

understanding of what customers perceive as important while determining which automobile to purchase (Agarwal & Mehrotra, 2018).

Tushar (2014) contends that various studies examine the effectiveness of promotional elements that can transform consumers' purchasing decisions. However, it is not clear that which elements can convince the customers more efficiently to change their behaviour and perception to make their purchasing decisions based on the promotional elements (Tushar, 2014). The study attempts to determine the relationship among these five promotional elements: advertising, sales promotion, public relations, personal selling, and direct marketing. These elements are crucial to consumer buying behaviour when purchasing a hatchback automobile among Gauteng residents. They are also crucial in determining the main influential promotional element that leads to consumer buying behaviour and how the automobile industry uses its promotional elements and its effect on consumer buying behaviour.

The study aims to determine the influence of promotional elements on consumer buying behaviour towards purchasing a hatchback automobile.

1.2 BACKGROUND OF THE STUDY

Automobiles are one of the most standard ways of human transportation, making them a significant component of our lives and human civilisation (Ilse, 2018).

1.2.1 Perspective on the automobile industry

The automobile industry, manufacturers, and markets are among the earth's most significant economic sectors by revenue (Joshi & Bhatt, 2017). The automobile industry is acknowledged and honoured as an important driver of the economic welfare and growth of any country (Sani & Hussain, 2019). According to Amir and Asad (2018), the increase in the economy can be proven by the success of the automobile industry; the industry provides employment to millions of people, and it may also uphold other industries.

The automobile industry plays a significant role in advancing countries, including South Africa, as it is a prime contributor to the gross domestic product (GDP) of South

Africa and employment. The industry has significantly grown in the past four years (Makgopa, 2016). It has become self-reliant in vehicle manufacturing, servicing, maintenance, and distribution (Makgopa, 2016). In 2015, the automobile industry's contribution to GDP welled up at 2,2 percent, from 1,9 percent in 2006 (Statistics SA, 2018). The automobile industry is an employer of note, considered for about 3,4 percent of total formal employment in 2015, equal to 345 716 jobs (Statistics SA, 2018).

1.2.2 Economic emancipation contribution in South Africa

Post-democracy in South Africa, from 1995 to 2005, the new passenger automobile market accounted for 60 percent of the South African automobile industry's entire market share by asserting its strategic place in the market (Tshiakambila, 2016). The automobile industry in South Africa has seen a process of change over the past few years, driven by diverse factors that have added to changes in the South African economy (Statistics SA, 2018).

From 1994 to 1999, the new government put down a clear premium of change: the idea that the South African nation and society should transform radically if South Africa was to depart from autocracy, racism, poverty, and inequality (South African Human Rights Commission Sahrc, 2006). Post-1994, black people could buy automobiles freely without any restrictions, resulting in high demand for automobiles amongst black South Africans and township dwellers. Moodley (2014) indicates the outcome of a study performed by the Unilever Institute of strategic marketing, which shows that the black African share of automobile ownership has escalated from 29 percent to 42 percent from 1994 to 2005.

“Black Economic Empowerment, seen as one way of addressing economic inequality, was major government importance. Employment equity and affirmative action, that is, legislative initiatives of action focused at rectifying disadvantaged groups, was another key primary importance” (Sahrc, 2006:5). According to de Kadt and Cupido (2016), between 2000 and 2012, the African economy grew 3.5 times. In 1999, unemployment, positioned at 30 percent, fell to 22.8 percent by 2008, while a strong

GDP growth rate was attained while maximising above 40 percent per year in the years 2004-2007 (de Kadt & Cupido, 2016).

The study will focus on Gauteng residents, as consumers' buying behaviour towards purchasing automobiles is rapidly gaining momentum. The automobile industry is one of the greatest and rapidly increasing industries globally (Arokiaraj & Banumathi, 2014).

1.2.3 Hatchback automobile

Hatchback attributes a two-box configuration to either two or four doors. The engine bay is separated from the passenger section and cargo area, which is merged and shared space. The hatchback is usually counted as a door, leading to body style descriptors like three-door or five-door (Lindland, 2020). Examples of contemporary hatchbacks include the Hyundai Elantra GT, Mazda3 hatchbacks, and Volkswagen Golf.

In hatchback automobile, the brand name is one of the most popular factors when choosing any brand automobile (Ravi, Phil, Litt, Priya & Phil, 2017). Kumar and Patra (2017) note that brand equity comprises brand awareness, brand connection, perceived quality, and brand loyalty. The brand background tells us how people have used the brand as a sign of identification (Hasan, 2008). SUVs might be on the increase to sales stardom; however, hatchbacks still form the backbone of South Africa's passenger automobile market, as 2019's sales numbers affirm (Woosey, 2020). Exactly half of the country's top 20 selling automobiles the previous year were hatchbacks (Woosey, 2020).

1.2.4 Hatchback product line up

Ravi et al. (2017) posit that the automobile business sector is getting at the maximum point with its multiple passenger car models. To cater to this increase in demand, various automobile industries invest enormously in different industry sectors (Agarwal & Mehrotra, 2018). The market position transformed from the sharp difference of monopolistic business, which was at its greatest time until the late 1980s (Ravi et.,

2017). Hatchback automobile offers various automobile ranges in all superior product compartments, including small-sized automobiles such as this top 10 selling hatchback automobile in 2019: 1. Volkswagen Polo Vivo, 2. Volkswagen Polo, 3. Renault Kwid, 4. Toyota Etios, 5. Hyundai Grand i10, 6. Ford Figo, 7. Hyundai i20, 8. Kia Picanto, 9. Datsun Go, 10. Suzuki Swift (Woosey, 2020).

Figure 1.1 Hatchback automobile



Source: Adapted from the car connection Google, South Africa.

1.2.5 Automobile marketing and promotional influence

South African automobile industry is one of the most competitive trading environments in the world with 53 passenger automobile brands and 3,236 model derivatives, representing the widest selection to market-size ratio anywhere in the world (Mahomed, 2018). Therefore, the knowledge of consumer purchasing decisions towards promotional elements is important for automobile industries to respond to automobile sales (Ali, Gafar & Akbar, 2013).

Concerning surviving in the motor industry, leaders in the automobile industry have acknowledged the importance of establishing and addressing the demands of a target

market (Graves, 2019). Its important for automobile industries to determine who their customers are and the types of automobiles and experiences they desire (Graves, 2019). As a result, automobile industries are being encouraged to understand consumer decision behaviour as this may assist them in setting and offering suitable marketing elements (UKEssays, 2018). Consequently, it is essential to determine which promotional elements influence consumer buying behaviour towards purchasing an automobile. Promotion is all communicative actions that the automobile industry uses to ensure that the consumer is aware of their offerings, has an approving impression, and eventually makes a transaction. These actions include advertising, public relations, personal selling, sales promotion, and direct marketing (Zolkify, Mohammad, Baharom, 2017).

1.3 GAUTENG HISTORY AND MOTIVATION FOR SELECTING GEOGRAPHIC AREA

1.3.1 Brief background on Gauteng province

Gauteng is known as a gold city and known for its rich history under the apartheid regime before 1994. Gauteng was discovered during the gold rush of the 1880s, giving rise to the name, meaning 'city of gold' in Sesotho (Gauteng - Wikipedia, 2020). Gauteng was formed from part of the old Transvaal Province post-South Africa's first multiracial elections on 27 April 1994. It was named Pretoria-Witwatersrand-Vereeniging and was given a new name, 'Gauteng,' in December 1994 (South African History, 2020). While Gauteng is the smallest province in South Africa, it is the most urbanised and densely populated; the province houses 22 percent of South Africa's population on only 1.4 percent of the countries land area and has three main urban centres (Property24.com, 2020).

- Pretoria: South Africa's administrative capital
- Johannesburg: South Africa's economic hub
- Soweto: South Africa's fastest-growing hub

1.3.1.1 Pretoria

Pretoria (also known as Tshwane) became the Republic of South Africa's administrative capital in 1910 and a city in 1931 (South African History Online, 2019). It extends along both sides of the Apies River and stretches into the Western foothills of the Magaliesberg on the east; it was discovered in 1855 by Marthinus Pretorius, who named it after his father Andries Pretorius (South African History Online, 2019). Pretoria, home to the Union Buildings where the president's office is situated - in one of the three capital cities in South Africa. Post-apartheid, after creating new municipal functions across South Africa in 2000, the new Tshwane was taken for the Metropolitan Municipality that includes Pretoria and surrounding towns (Pretoria History, 2020).

1.3.1.2 Johannesburg

The city of Johannesburg is one of South Africa's six Metropolitan Municipalities. It remains the greatest economic hub of sub-Saharan Africa and the destination of alternative for skilled and unskilled migrant workers from beyond the provincial borders of Gauteng and national frontiers (Ahmad et al., 2010). Johannesburg was found as a small village controlled by a Health Committee in 1886 with the revelation of an outcrop of a gold reef on the farm Langlaagte (Johannesburg, 2020). The population of the city grew quickly, becoming a municipality in 1897. In 1928 Johannesburg became the biggest city in South Africa. In 2002 it merged with ten other municipalities to form the city of Johannesburg Metropolitan Municipality (Johannesburg - Wikipedia, 2020). Today, it is the centre of learning and entertainment for all of South Africa and the capital city of Gauteng (Johannesburg - Wikipedia, 2020).

1.3.1.3 Soweto

Soweto is an urban residence or township in South Africa, South West of Johannesburg, with about 1.3 million people (South African History Online, 2019). The name Soweto originates from the name South Western Township (Ramchander, 2004). The name was selected after a competition initiated by the erstwhile Non-European Affairs Department of the Johannesburg City Council (Ramchander, 2004).

As the name points out, Soweto is positioned South West of Johannesburg, Gauteng province, and it is the biggest black geographical area in South Africa (Ramchander, 2004). Saweb (2019) remarks that Soweto comprises 29 townships, concurrently with Diepmeadow (Diepkloof and Meadowlands) and Dobsonville from what is commonly alluded to as great Soweto.

Soweto is affluent in history and, while it benefits the spoils of current development. The area's population respects its roots, protecting its historical heritage with statues and museums that greatly respect veterans who took part in the struggle for freedom and equality (Schoeman, 2017).

The motivation for selecting Gauteng province as the preferred geographic area for conducting the study was motivated by the need to acquire knowledge in determining how Gauteng consumer buying behaviour is being influenced by promotional elements when purchasing a hatchback automobile.

1.3.2 The emerging township middle class

Post-1994 transformation is based on concentrating on formerly neglected areas and enhancing their economies to uproot inequality and separation (Ntombela, 2016). Mathenjwa (2007) affirms that many African customers have advanced into a middle-income group post-political changes in South Africa. This growth has sparked many African persons to exchange township life for urban living. However, a significant part of the African middle-income group still dwells in townships (Mokgabudi, 2011).

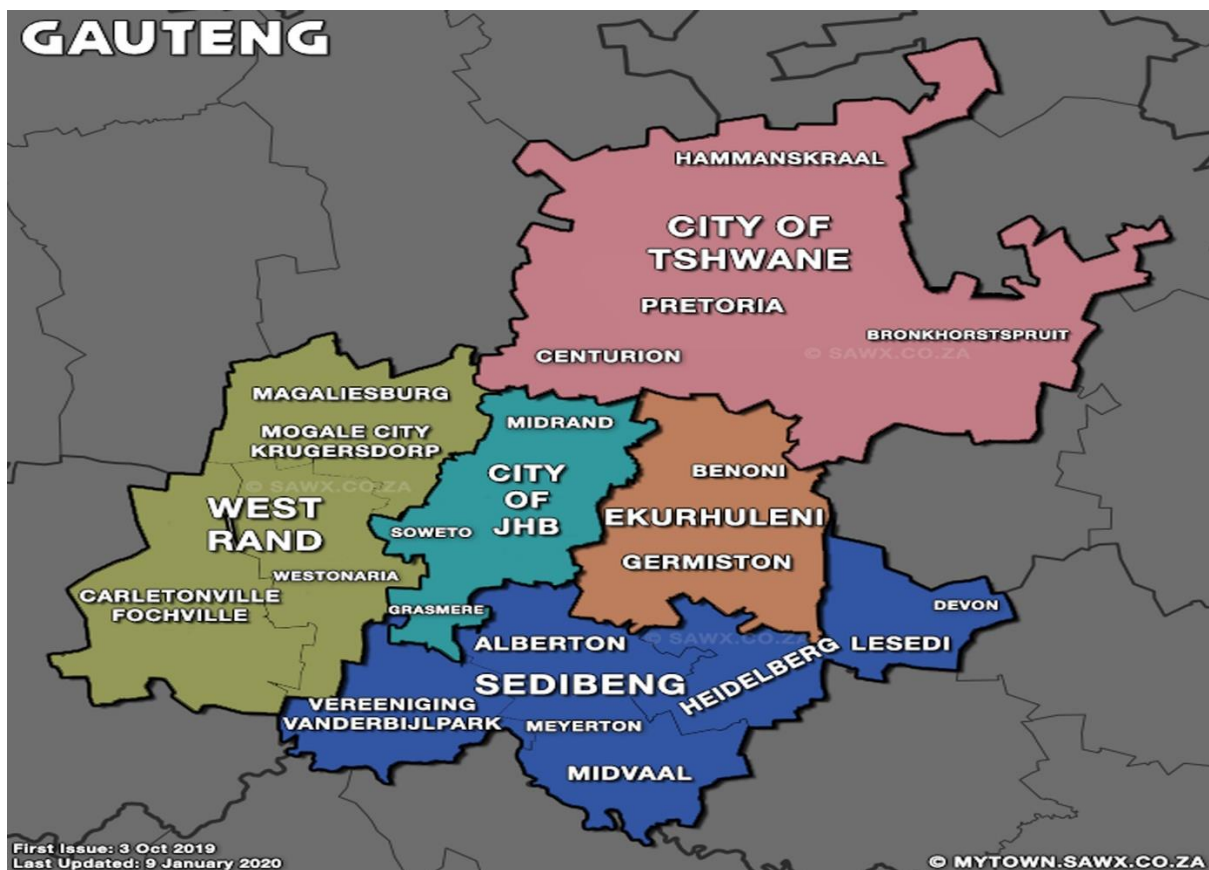
South Africa has made important strides to better the living standards of the formerly disadvantaged communities. Many township consumers have advanced to a middle-income set, resulting in an important growth in the consumer spending of these areas' communities (Ligthelm, 2008). Ndobe (2009) attributes this increase in black household expense to an increasing black middle class in the South African townships like Soweto. Ndobe (2009) further states that consumer spending in South African black families has increased considerably since the dawn of democracy in 1994.

1.3.3 Reasons to conduct the study in Gauteng

One of the reasons for selecting Gauteng province as a geographical area for conducting the study is that it is the economic hub of South Africa. It is the most urbanised and densely populated province with a diverse population. Further, Gauteng was selected due to its convenience and accessibility for the researcher.

Additionally, examining the influence of promotional elements on Gauteng residents' buying behaviour towards purchasing a hatchback automobile will also help the automobile industries increase sales.

Figure 1.2 Gauteng map



Source: Adapted from sawx.co.za, Google South Africa (2020).

1.4 PROBLEM STATEMENT

The study aims to determine the influence of promotional elements on consumer buying behaviour towards purchasing a hatchback automobile. The automobile industry must first possess strong communication skills to ensure that its promotional elements are accepted and well received by consumers. Good communication skills and efficient promotion are instruments for every organisation to succeed in the industry (Ali, Gafar & Akbar, 2013).

Although previous researchers explored the impact of promotional tools on consumer buying behaviour, they failed to expand an individual promotional element (Nour, Almahirah, Mohammed-Said & Freihat, 2014). Various studies have examined the causal relationship between advertising and sales and brand images in different industries other than the automobile industry (Makgopa, 2016). Khan (2016) advocates that few studies provided relationships and significance between marketing and fulfilment but were too restricted.

Agarwal and Mehrotra (2018) state that various studies on passenger vehicles indicate how the significance of the individual variables might differ across different groups of the multiple demographic variables. Rallibi (2014) contends that most studies focus on a single country study on consumer behaviour and automobile purchase, irrespective of the significance of cross-country evaluation, which will inspire creative ideas for understanding the rapid-changing consumer customs. Notably, with existing studies conducted on passenger vehicles across different groups and cross-country, relatively there is few studies conducted on promotional elements' influence on consumer buying behaviour towards automobiles in South Africa. Further, there are few studies conducted on the same purpose on hatchback automobiles within Southern Africa, Gauteng province, which forms part of the reason for this study.

In addition, due to the rapid growth of digital marketing, some scholars and practitioners believe the marketing promotional mix elements pertain to the past and are no longer applicable in today's world because of advances in digital marketing. Ntsike (2016) states that in retrospect, there is still no proof of whether or not traditional methods of advertising will become outdated, but it is crucial to examine other saturated techniques. There seems to be a shortage of knowledge on the effectiveness of the promotional tools on influencing customers to buy a hatchback

automobile. Therefore, the study seeks to determine the extent to which hatchback automobile industries use of promotional elements influence consumer buying behaviour. Further, it is important to determine whether these promotional elements are still essential in influencing consumers' decision-making purchasing a hatchback automobile. This study seeks to address this issue by answering the following research questions.

1.5 RESEARCH QUESTIONS

Following the above discussion, the research questions that this study tries to answer are described as follows:

1. Which of the promotional elements influence consumer buying behaviour towards purchasing a hatchback automobile?
2. Which promotional elements have a positive effect on consumers' purchasing a hatchback automobile?
3. Which promotional elements have a major impact on influencing consumer's purchasing a hatchback automobile?

The answer to these questions would help determine the influence of promotional elements on consumer buying behaviour. The outcome of the findings will help automobile industries better understand which promotional elements stimulate a hatchback's automobile buying behaviour.

1.6 RESEARCH OBJECTIVES

1.6.1 Primary objective

The study's primary objective is to determine the influence of promotional elements on consumer buying behaviour towards purchasing a hatchback automobile.

1.6.2 Secondary objectives

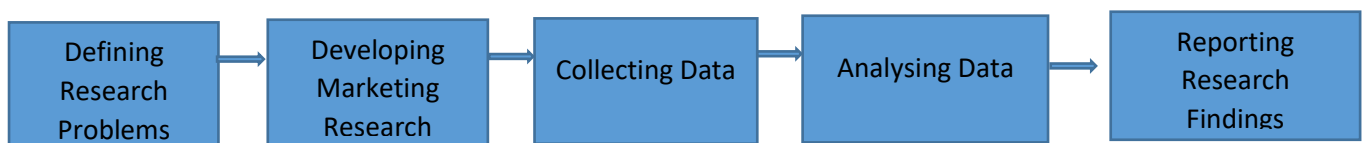
- To establish from the research study which promotional elements influence consumer buying behaviour.
- To determine the influence of promotional elements on consumer buying behaviour towards purchasing a hatchback automobile.
- To determine the major influencing promotional elements' on consumer buying behaviour towards purchasing a hatchback automobile.

The following section discusses the research methodology that will be used for this study.

1.7 RESEARCH METHODOLOGY

The research methodology employed for this study is adopted from the marketing research process. Tomasetti (2019) mentions that marketing research is a helpful device for businesses to identify marketing strategies better and assess organisation decisions using data through a five-step marketing research process. A research process is a structured path that the researcher utilises to undertake an empirical study that will attain a study's objectives (Babin & Zikmund, 2015). For the intention of this study, the research steps utilised are illustrated in Figure 1.3.

Figure 1.3 Five steps in the marketing research process



Source: adapted from Ferrel (2010).

1.7.1 Define the research problem

McCombes (2020) posits that a research problem can be reported as a specific issue, difficulty, contradiction, or gap in knowledge that the researcher aims to address in their research.

1.7.2 Developing market research approach

The research approach has been reported as the plans and processes that guide the steps – from the inceptive broad assumptions to comprehensive data collection methods, analysis, and interpretation (Starkey, 2017). The research approach's selection is established on the research problem's nature (Starkey, 2017). There are three research approaches considered before opting for the most appropriate approach: qualitative, quantitative, and mixed-method approaches.

Qualitative research is an approach for examining and comprehending the meaning individuals or collections attribute to a social or human problem (Creswell, 2014).

Quantitative research involves bigger, more representative respondent samples to set up the association between variables and draw conclusions founded on numerical measurement (Scott & Garner, 2013).

Mixed-method approaches are an approach to investigate, including gathering quantitative and qualitative data, incorporating the two forms of data, and using different designs that may include philosophical assumptions and theoretical frameworks (Creswell, 2014).

For this study's purpose, a quantitative research approach was chosen to determine the influence of promotional elements on consumer buying behaviour towards purchasing a hatchback automobile in Gauteng province, South Africa.

1.7.3 Design sample and collecting data

1.7.3.1 Population method

Wiid and Diggines (2009) define a population as the entire group of persons from whom information is required when a research study is undertaken. The population is the comprehensive number of individuals, units, or items that can become objects for extracting significant research data (Wiid & Diggines, 2009). The population chosen for the study was taken from hatchback automobile purchasers between the ages of 18 and 65 years who reside in Gauteng province.

1.7.3.2 Design sample

Sampling frame

A sampling frame is an inventory of all groups of the target population (Elder, 2009). The current study has no sampling frame or inventory of hatchback automobile purchasers available.

Sampling technique

Taking a subset from a selected sampling frame or whole population is called sampling techniques (Taherdoost, 2016). In general, sampling techniques can be divided into two sections: probability and non-probability sampling.

Probability sampling is also named random sampling or representative sampling. In probability sampling, each group of the population has a known probability of being included in the sample (Alvi, 2016). Non-probability sampling is also named judgement or non-random sampling; each unit of the population does not receive the same opportunity to participate in the sample (Alvi, 2016).

Non-probability sampling was selected for this study because data were only gathered from hatchback automobile purchasers. Non-probability sampling comprises purposive, snowball, and convenience sampling tools (Babbie, 2013).

Purposive sampling was used for the study to gather data. The reason for selecting purposive sampling is that the research study is based on a specific purpose. In purposive sampling, the researcher selects their judgement according to the study's purpose (Showkat & Parveen, 2017). It uses expert's judgement to choose participants or choose participants with a specific purpose (Showkat & Parveen, 2017).

Sample size

Sample size determination is the technique of choosing the number of participants in a sample (Singh & Masuku, 2014). An online-based survey and structured questions in the form of closed-ended questionnaires were employed for the study. Based on the nature of the study, it was deemed appropriate that a sample size of 320 participants be selected.

1.7.3.3 Collecting data

Collecting data is gathering information on targeted variables, allowing one to reply to several relevant questions and assess the outcome (Lim & Ting, 2013:6). Zikmund and Babin (2013) state numerous ways of gathering data: survey research, observational research, and experimental research.

The method used to collect data for the study is survey research. The self-administered online-based survey interviews questionnaire method was used. Clow and James (2014) point out that survey research is usually performed for descriptive purposes to describe a phenomenon.

1.7.4 Analysing data

Wiid and Diggines (2013) mention that analysing data is performed by presenting the descriptive statistic variables: nominal, ordinal, and frequencies, in the study.

The data were analysed based on descriptive and standard multiple regression conducted on IBM SPSS version 26. The study used Pearson's correlation coefficient to convey the outcome from the objectives to determine the effects, motives, and relationships connecting the variables and the statistical importance of these associations. The analysis presents the following results: descriptive analysis, normality assessment, reliability analysis, correlation, and standard linear regression to conclude if there is a negative or positive relationship between the variables.

Cronbach's alpha was employed to test the items' consistency, descriptive statistics, means, standard deviations, and construct correlation. ANOVA was employed to analyse tests for contrasts between two or more independent variables (Bergeron & Rogers, 2015).

- **Descriptive statistics**

Descriptive statistics is utilised to report the behaviour of sample data. It is used to present a quantitative analysis of a given set of data (Sharma, 2019). Descriptive statistics were utilised for describing hatchback automobile purchasers.

- **Correlation analysis**

Correlation analysis is a largely utilised approach that identifies interesting associations in data; these associations help realise the importance of characteristics with respect to the target class to be predicted (Kumar & Chong, 2018).

- **Multiple-linear regression analysis**

Regression analysis intends to create a model explaining a set of experimental x and y data and foretell unknown x values utilising created model (Rawski, Sanecki, Kijowska, Skital & Saletnik, 2016). Uyanik and Guler (2013) mention that regression analysis is a statistical approach for estimating the association among variables with reason and result associate.

1.7.5 Reliability of data

Kumar (2011) states that reliability refers to how a measurement instrument consistently provides the same outcomes. To test the instrument's reliability, the study used an item analysis approach on all the respondents to produce consistent and reliable results. The Cronbach alpha was used to test the reliability of an instrument.

1.7.6 Validity of data

Heale and Twycross (2015) define validity as the degree to which a concept is correctly measured in a quantitative study.

To ensure the study's validity, the researcher conducted a pilot survey on 30 hatchback automobile purchasers before the actual research to allow the researcher to make necessary corrections before conducting the actual research.

The research methodology is detailed in Chapter three of the study.

1.8 ETHICAL CONSIDERATIONS

Ethics refers to the incorruptible principles or values that guide a researcher's actions (Wimmer & Dominick, 2011). In other words, they indicate what is just and unjust (Wimmer & Dominick, 2011).

The researcher obtained ethics clearance approval from the Unisa Department of Marketing and Retail ethics review Committee to execute the research ethically. This study needed the involvement of human participation; it considered consent and confidentiality.

Before the research, participants assured confidentiality and anonymity of all data collected from them and assured them that no personal information would be shared. They were also assured that the research results would not be used as individual data but as part of a group's results. Participants were asked to take part in the research willingly. They were asked to sign an informed consent form, which indicates that they agree to voluntarily take part in the research and understand the information about the research.

1.9 SIGNIFICANCE OF THE STUDY

The automobile industry is a massive industry that affects the country's economy (Pongsamakthai, 2007). The study's significance is contributing to the academic spheres in determining and understanding the influence of the promotional elements on consumer buying behaviour towards purchasing a hatchback automobile in Gauteng province, South Africa.

It is envisaged that the findings of this topic will help the automobile industries to have a better understanding of what triggers consumer buying behaviours in relation to promotional elements. This knowledge will broaden awareness of what influences the consumer buying decision.

Furthermore, the study will guide business management and automobile industries, providing a deeper knowledge on what stimulates consumers' purchasing decisions to strengthen the promotional elements that best influence consumers' needs. The revelation will help businesses plan and implement strategies that effectively enhance

positive buying responses from consumers' to gain a competitive advantage. The study's focus is primarily on hatchback automobile purchasers; the study will further enable hatchback automakers to improve their services.

The automobile industry has a wide variety of automobiles for consumers to choose from. Competition is high in the industry. For hatchback automobile industries to have a sustainable competitive advantage, they will have to better understand their consumers than their competitors to enhance their industry growth by offering what consumers want.

In the current era of a competitive market, organisations have a consumer as the major centre of attention, and meeting their needs is the company's main competitive advantage. Essentially, consumer satisfaction ensures that consumers are satisfied with the services and demands, expectations, and desires they require when buying a product. Discovering the promotional elements affecting the consumer purchasing a product through this study will be significant for theory and the business world.

1.10 LIMITATION OF THE STUDY

The researcher takes the following limitation of this study into consideration. The study was carried out only in the Gauteng province, and data will only be collected on a specific automobile type, hatchback automobile. Thus, it will not be generalised to other automobile types.

Further, based on monetary and time restrictions, the study will be confined only to Gauteng province residents. The research will be conducted on hatchback automobile buyers in Gauteng province, and therefore, the results cannot be generalised to other remaining eight provinces.

1.11 DEFINITIONS OF KEY TERMS

Promotional elements: The promotional elements do not just serve as a communication method between organisations and customers, but also as an instrument to influence customers to buy or to make use of service collections in line with their desires and needs (Mualani, 2017).

Consumer behaviour: Consumer behaviour alludes to the study of how a group of people is chosen, purchasing or making use and disposal of products, services and how diverse experiences or thoughts meet customer requirements and desires (Mohammad, 2019).

Advertising: Advertising is generally a paid form of display or promotion by some sponsor that reaches through different traditional media such as newspaper, television, commercial radio advertisement, magazine, mail, outdoor advertising, or contemporary media such as blogs, text messages, and websites (Haider & Shakib, 2018).

Sales promotion: Sales promotion is a set of short-term rewards referred to as an important mixture in marketing strategies to encourage consumer buying (Walintukan, 2018).

Personal selling: Personal selling is a process of communicating the sale of an organisation's products or services. It is an active process that involves direct contact between the seller of goods and the prospective consumers through spoken or face-to-face interaction, telephone conversation, and/or written email conversation of ideas through opinion (Iwunze, 2018).

Public Relations: Public relations is an attempt to intersect policies and activities of a business to institute a bridge of understanding and goodwill between an organisation and its publics (Gezihagne, 2018).

Direct Marketing: Direct marketing is a comparative process of barter, research, conversion, and maintenance by using diverse means of sale and direct link with the consumers (Karaxha, Tolaj & Abazi, 2016).

Automobile: An automobile is a four-wheeled motor vehicle utilised for transportation (Wikipedia, 2020).

Hatchback automobile: A hatchback is an automobile with a hatch-type rear door that usually opens upwards and usually a shared volume for the passenger and cargo areas (Wikipedia, 2020).

Automobile industry: The automotive industry is the industry associated with manufacturing, design, development, marketing, and sale of automobiles (Tsang, 2020).

1.12 CHAPTER OUTLINE

The following chapter outline comprises six chapters of this study.

Chapter 1: Introduction

This chapter comprises the study's introduction and the study's background, explaining and providing an overview of the topic. The background of the study is followed by a brief overview of Gauteng province and its history, problem statement, research objectives, research methodology, ethical consideration, the significance of the study, limitations of the study, definitions of central words, and lastly, chapter outline summary of this study.

Chapter 2: Consumer buying behaviour

This chapter provides an overview of consumer behaviour. The chapter observes various consumer buying concepts such as consumer decision-making processes, factors affecting consumer buying behaviour, COVID-19 impact on the economy and consumer buying behaviour, and other factors related to consumer buying behaviours.

Chapter 3: Promotional elements

This chapter will provide a detailed promotional mix theory. It observes different concepts and processes of promotional elements and diverse characteristics in association with the promotional mix. These include advertising, sales promotion, personal selling, public relations, and direct marketing.

Chapter 4: Research methodology

The research methodology chapter describes how data was collected and gathered for the study, and it also explains why the quantitative research method is selected for the study. The chapter also gives an overview of how various tools were used to conduct the data.

Chapter 5: Analysis of results and interpretation of the study

This chapter focuses on the statistical analysis and interpretation of the study. It details and analyses findings.

Chapter 6: Conclusions and recommendations

In this final chapter, the conclusions and recommendations are made based on the study's findings in Chapter five. The researcher gives automobile industries recommendations about determining promotional elements' influence that leads to consumer buying behaviour towards purchasing a hatchback automobile. Conclusions are taken from the statistical analysis findings and interpretation of the study. The research's limitations are outlined in the chapter, and suggestions for future research on this specific topic are given.

1.13 SUMMARY

This chapter provided a view of the study's aim in determining the influence of promotional elements on consumer buying behaviour towards purchasing a hatchback automobile.

It introduced the study, presented the study's background, followed by Gauteng history and motivation for selecting a geographic area, problem statement, research objectives, the study's significance, research methodology, limitation of the study, definitions of central words, and lastly, chapter outline.

The following chapter will discuss consumer behaviour in more detail in relation to this study. Chapter 2 will provide an insight into the various key concepts of consumer buying behaviour.

CHAPTER TWO:

CONSUMER BUYING BEHAVIOUR

2.1 INTRODUCTION

Chapter 1 introduced the research study. This second chapter focuses on the literature review of the study. It will begin with an overview of consumer behaviour in determining the influence of promotional elements on consumer buying behaviour towards purchasing a hatchback automobile.

This chapter will provide an overview of the key concepts of consumer buying behaviour. It starts with the discussion on consumer behaviour, its definition, followed by COVID-19 impact on the economy and consumer buying behaviour, then the discussion on pre-purchase stages in consumer's buying decision process, followed by the discussion on the factors affecting consumer behaviour and the last part of the chapter discusses the environmental analysis of automobile industry.

2.2 CONSUMER BEHAVIOUR

The study of consumer behaviour reports the apprehension of the decision-making process of consumers, including the influence of outside factors such as marketing mix interventions of marketers and environmental effects and the influence of their inside factors, resulting in buying of a product or a brand, in unrestricted quantity, at a time and from a sales outlet of their preference (Saha, 2015). Companies study consumer behaviour to learn how consumers judge and select their products (Mashao & Sukdeo, 2018). To understand consumer behaviour, one should understand how consumers choose and what elements influence them to purchase goods and services (Kumar, 2019).

According to Tshabalala (2016), the United Nations' statistics disclosed that Africa has a rapidly increasing population in the world. The population is projected to rate comparatively with 40 percent of the population growth worldwide by 2030. Therefore, the researcher's perspective is that this growth in products provides consumers more choices for purchase. The automobile passenger industry is inundated with several

alternatives, with both national and international brands. The availability of such an enormous number of alternatives creates a sense of confusion in consumer decision-making concerning purchasing. Thus, the idea of consumerism is increasing in such a way that organisations need to determine the clear prerequisite of the consumer to create differentiation from other products (Dangi, 2017). Today's scenario switched from item marketing to unavoidable-based marketing; consumers get many choices to make purchase decisions (Doshi & Parmar, 2016).

Consumer behaviour study is crucial to discover the different factors and influential driving factors that come into action when a consumer makes up their mind or is in the process of finalising a hatchback automobile for purchase (Tariq, 2018). These factors influence the consumer's actual or final choice in relation to purchasing a hatchback automobile (Tariq, 2018).

Consumer decision-making procedure is detailed and should not be seen only as of the act of buying. Consumer buying behaviour depicts several cognitive and bodily activities (Chamboko, 2018). Consumers' buying resolutions or behaviour is commonly a characteristic of human behaviour; this behaviour reflects a group of activities pre-planned to meet the individuals' consumption needs with diverse personalities (Wekeza & Sibanda, 2019).

2.2.1 Consumer definition

Consumer behaviour is defined as an action that customers display when looking for, buying, using, assessing, and eliminating goods they believe will fulfil their necessity (Raithel, 2018). Bhatt (2018) allude that consumer behaviour is a study of the use and disposal of goods and how they are acquired. Shrestha (2016) further defines consumer behaviour as the course of a set of procedures when a group of people makes choices on the usage of products and services to meet their desires and satisfy their needs. Consumer behaviour concentrates on how consumers make choices to spend their available resources (money, time, and effort) on consumption-related products (Samarhan, 2016).

Sama (2018) views that a consumer is an individual who buys, who can buy goods and services offered for sale by marketing businesses to fulfil personal or collective

needs, wants, and desires. Individuals who purchase “marketing devices” to provide to their individual wants, needs, and requirements or have the capability to purchase are called consumers (Koyluoglu, Inan & Acar, 2018). Conversely, consumer behaviour deals with elementary subjects like why individuals select a product, which brand they consider important, what kind of retail stores they do shopping (Koyluoglu, Inan & Acar, 2018). Auf, Meddour, Saoula, and Majid (2018) reports that consumer behaviour implies the study of consumer’s needs, thoughts, and motivation processes used in selecting one brand over the other and the patterns of buying various goods and services.

2.2.2 Importance of consumer behaviour

Diverse researchers have been supervised in recent years in developed and developing countries to examine and investigate automobile consumers’ buying behaviour. One of the automobile industry’s specific aspects is that it makes up the demand for the materials, servicing, and distribution, leading to a great significant rippling effect in the economy (Amir & Asad, 2018). Additionally, assessing the consumers’ buying behaviour is very important as it will help the automobile businesses know about their products’ value and behaviour towards their products. Moreover, the managers and automobile strategy makers will also be advantaged (Amir & Asad, 2018).

An awareness of how and why consumers behave can helps businesses with their marketing strategies and to be more fruitful on the market (Stankevich, 2017). The importance of consumer behaviour helps organisations and companies better their marketing strategies by comprehending how consumers ponder and choose between diverse options (Deshpande & Saxena, 2017).

However, many studies worldwide have tried to comprehend and create stimuli to fulfil consumer’s needs, but this is never easy because consumers have various aspects of the lifestyle, society, culture, psychology, and personality (Phan et al., 2019). This is because multiple stimuli from their surroundings influence consumer buying decisions. This commercial environment comprises the marketing activities of diverse organisations by which they attempt to communicate to consumers (Nyagucha, 2017).

2.2.3 Understanding consumer behaviour

Traditionally, market researchers have been greatly interested in understanding factors that influence consumers' automobile buying behaviour to better foretell the automobile type that strata variation of consumers is drawn to purchase (Heald, 2015). As a result, different patterns of automobile purchase-type options have been developed. Consumers' automobile buying patterns consider or ponder upon the following factors: personality, lifestyle, consumer travel patterns, and mobility. These factors may strongly affect or change automobile buying-type selection, or optionally whether an individual will make an automobile purchase at all (Heald, 2015). Understanding consumer buying behaviour and how consumers select their products and services can be crucial for manufacturers and service providers. This provides them with a competitive advantage over its rival in various aspects (Rajendran & Jayakrishnan, 2018).

With improved consumers' apprehension into automobile buying, this has created forceful competitiveness among automotive industries in supplying 'ideal' automobiles that match consumers (Kassim, Isa, Ahmad, Osman & Arokiasamy, 2016). Tshabalala (2016) suggests that because customers are open to additional choices, marketing specialists should conceptualise their marketing strategies and comprehend all possible aspects influencing the consumer decision to purchase. Saharan and Singhal (2018) mention that the small automobile segment's demand is rising because of the increasing number of nuclear families and parking difficulties. As a result, the manufacturers should understand customers' needs, desires, preferences, and tastes to design the products. Marketers can justify their existence only when they can understand their consumer behaviour (Saharan & Singhal, 2018). Pawar and Naranje (2015) point that acquiring knowledge of consumer behaviour in the current marketing situation has become necessary since consumers are essential for markets. Without consumers, no organisation can survive. Marketers need to comprehend consumer decision-making behaviour for the organisation to expand its profit (Wangechi, 2017).

Severe competition reality in the business environment on the current day requires marketers to fully comprehend consumer behaviour (Kosgei, 2018). This awareness assists the manufacturers when they project and execute marketing strategies.

Secondly, awareness grants businesses to come up with a suitable marketing mix that can entice the target market. Thirdly, when marketers apprehend the methods affecting the customer's purchasing behaviour, they can foretell how a customer will respond to diverse marketing strategies (Kosgei, 2018). Tshiakambila (2016) contends that consumers' day-to-day buying decisions are influenced by various economic, social, and personal factors to pursue a positive reaction. Comprehension of consumer behaviour is comparatively the starting point for marketers' success (Bhalerao & Pandey, 2017).

However, it is difficult to predict the consumers' detailed mind as each consumer is a unique product of genes, environment, and experience (Dhanabalan, Subha, Shanti & Sathish, 2018). For this reason, the purchaser's mind has been classified as a black box that the seller should access for his benefit to be a profitable marketer (Gautam, 2014). Consumer purchasing behaviour is fairly detailed as automobile buying entails a high psychological and social involvement (Miremadi, Samsami & Qamsari, 2017). From the psychological perspective, consumers highly care about their fulfilment regarding automobile selection (Rallibi, 2014). According to Dorshi and Parmar (2016), individual thoughts, in general, are very difficult to foresee at the time of selection or decision making. At times, it may get easier and sometimes hard to understand human behaviour (Dorshi & Parmar, 2016).

Understanding the consumer decision-making process is one of the most crucial in marketing. Nonetheless, the traditional elements such as personal interviews, surveys, and observations used in marketing studies are not adequate to resolve and study consumer behaviour (Alvino & Constantinides, 2018). Since various oblivious mental processes influence consumer's decisions, the consumers, to a great extent, do not want to or do not know how to explain their decisions; hence, neuromarketing study has become bigger in popularity (Alvino & Constantinides, 2018).

In the automobile industry, which is mostly motivated by product characterisation, classification, and orientation, establishing a long-term relationship is regarded as a crucial marketing strategy at all distribution levels (Menon, 2017). Hence, by continuously addressing their needs, consumer knowledge and relationship building are essential selling elements to contribute to the automobile industry's competitive advantage (Menon, 2017). Marketing's outlook is to bring about demand for the

business products and services and satisfy their customers' needs – current and future (Khaniwale, 2015). A better comprehension of consumer behaviour would allow the marketers to make the service structure as longed-for and appealing for the household consumer and support organisations' activities in line with consumer demands (Ramya & Ali, 2018). By studying the perception and behaviour of the consumer, the dealer or manufacture will know how to make alterations in existing items or product, which types of items are needed or demanded in the market and how to draw consumers' interest to buy their items (Doshi & Parmar, 2016)

2.2.4 Factors influencing consumers' attitude

There has been a great deal of argument on how a positive attitude towards an organisation or a product can influence consumers' attitudes. Chen (2007) notes that consumers' attitudes towards an organisation and its products would crucially influence its success or failure of marketing strategy. However, Nkonko (2017) argues that there is no verification that such a relationship can be confirmed. The author states that an individual's attitude will not exclusively influence his or her attitude but will rely on other sources such as: the consumers' position of involvement, awareness and involvement, accessibility of attitude, personal flexibility, and also situation factors.

Chandon (2011) states that studies on consumer attitude towards private label products discovered that an attitude significantly influences consumers' buying intention and consumer behaviour because it has a basic psychological outcome. A positive attitude towards a particular product leads to buying intention (Chandon, 2011). Different authors declare that consumers who have a positive attitude towards a product influence their buying decision on the subsequent purchase (Chandon, 2011). That fulfilment from the former purchase will significantly impact the subsequent decision expanding familiarity of the product and lower risk (Chandon, 2011). Consumer fulfilment plays a crucial role in establishing market perception concerning an automobile (Raghu, 2013).

Tshiakambila (2016) suggests that a great number of factors influence personal automobile buying behaviour. These factors can be classified as personal, social, and economic; they comprise regulatory environments, automobile performance, and

software (Tshiakambila, 2016). Such objective factors are equally crucial subjective psychological factors, which comprise attitudes, personality, self-image, and lifestyle (Tshiakambila, 2016).

2.2.5 COVID-19 global impact on economy and consumer buying behaviour

Background to COVID-19 - The coronavirus disease (COVID-19), given rise by the SARS-CoV-2 virus, became a worldwide proclaimed pandemic in February 2020 (Marivate & Combrink, 2020). In December 2019, SARS-Cov-2, a new CoV, was established in Wuhan Hubei Province, a major transport hub of central China (Dietz, Horve, Coil, Fretz, Eisen & Wymelenberg, 2020). At first, COVID-19 cases were connected to a considerable seafood market in Wuhan, suggesting a direct food source transmission course of action. It was determined that human-to-human transmission is one of the prominent mechanisms of COVID-19 spread. Since the establishment of the emerging cases, COVID-19 has extended to 171 countries (Dietz, Horve, Coil, Fretz, Eisen & Wymelenberg, 2020). Approximately 4 836 329 cases were confirmed globally and 16 443 in South Africa (as of 19 May 2020, eNCA, 2020).

COVID-19 global economic impact - The European Union and the United States of Japan account for half of the earth's GDP; these economies have a base of operations on trade, services, and production (African Union, 2020). That said, measures to stop the pandemic have forced them to close their borders and severely lower economic activities, which will lead to an economic meltdown in some of these developed economies (African Union, 2020). Chinese economy accounts for about 16 percent of the world's GDP, and it is the biggest trading associate of most African countries and the entire world (African Union, 2020). The Organisation of Economic Co-operation and Development forecasts a fall in economic growth rates for these crucial economies as follows: China 4.9 percent instead of 5.7 percent, Europe 0.8 percent instead of 1.1 percent, the rest of the world 2.4 percent instead of 2.9 percent, with world GDP dropping by 0.412 from the first quarter of 2020 (African Union, 2020). The International Monetary Fund has published on 23 March 2020 that investors have withdrawn US\$ 83 billion from foreign investment since the beginning of the pandemic (African Union, 2020).

Covid-19 impact on the consumer buying behaviour – the Covid-19 outburst has unfolded various challenges for the automobile sector (Becker, 2020). As a result, 80 percent of automobiles and related businesses report that coronavirus will immediately impact their 2020 turnovers (Becker, 2020). As of 13 April 2020, with more than 1.7 million people infected, the global expansion has overwhelmed health systems and created extensive social and economic disorder by putting societies and economies on lockdown (World Health Organisation [WHO], 2020). As a result of the outbreak, it was expected that private consumption spending would reduce as households be more cautious, and shops and facility closures will restrict consumer choices (The economist intelligence unit, 2020).

On the 25th of March 2020, the South African Department of Co-operative Governance and Traditional Affairs provided regulations in reply to the statement of a national state of disaster and lockdown proclamation made by President Cyril Ramaphosa (African Criminal Justice Reform, 2020). These lockdown regulations restrict people's movement, except for five categories of essential goods and services. The aim was to curb the spread of the COVID-19 virus. As per the Department of Co-operative Governance and Traditional Affairs (2020:9), “explanations of lockdown and movement: lockdown means the limitation of movement of persons during the time for which this regulation is in force and movement means entering and leaving a place used as a home or in the case people not ordinarily resident in the Republic, their place of temporary home while in the Republic”.

Limitations on the movement of persons and goods- during lockdown as per the government notice on page 9, point b, c, and f state that:

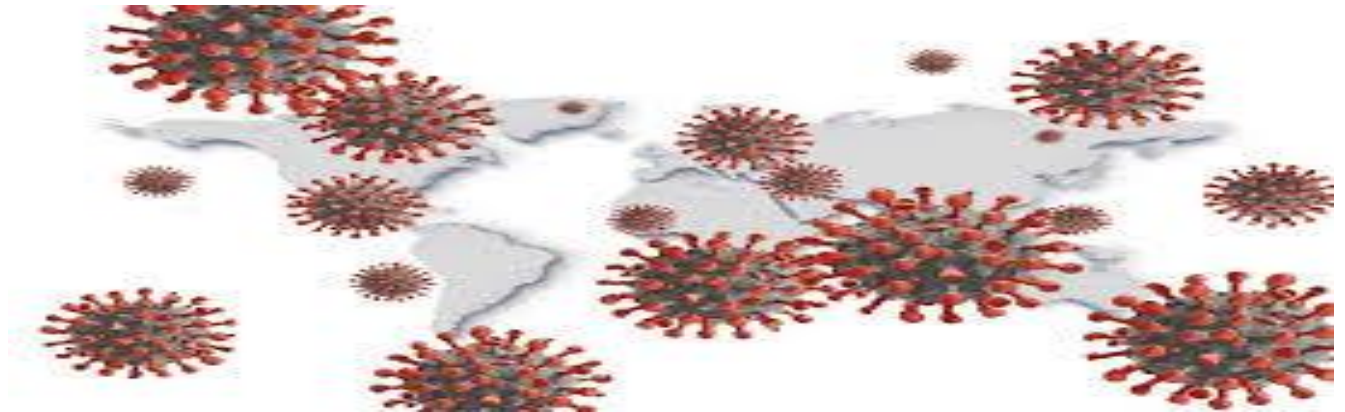
- (b) During the lockdown, all businesses and other entities shall discontinue operations, excluding any business involved in the production of an essential good or service.
- (c) Shopping malls and retail shops must be closed, excluding where essential goods are sold.
- (f) Any place not included in the supply of an essential good or service must remain closed to everyone for the duration of the lockdown.

COVID-19 impact on the automobile industry. The COVID-19 outburst has exposed various difficulties for the automotive sector (Becker, 2020). In line with hard government-led social and economic lockdown, most original equipment manufacturers are closing their manufacturing plants across North America, Europe, and South Africa (Davies & Vincent, 2020). Moodys has also estimated that global demand for passenger vehicles will retreat or shrink by approximately 14% in 2020 (Davies & Vincent, 2020). This would translate into a decline of over 13.5 million passenger vehicles not being manufactured in 2020 (Davies & Vincent, 2020). The National Association of Automobile Manufacturers of South Africa released their collection sales numbers for February 2020 and reports that the decrease in new automobile sales dropped over the second month of the year (Naamsa, 2020).

Japanese automobile businesses closed their Chinese operations for a limited time during the coronavirus pandemic outbreak, resulting in its automobile production falling by 86 percent in February 2020 (Duddu, 2020). New automobile sales in Japan fell by 10.3 percent in February from the previous year to 430 185 units (Horiuchi, 2020). This is the fifth double-digit monthly fall because the spread of the pneumonia-causing virus kept automobile buyers away from showrooms (Horiuchi, 2020). Many automakers that have experienced interruptions in parts of supply in the aftermath of the March 2011 earthquake and tsunami destruction have implemented backup plans and other steps (Horiuchi, 2020). However, coronavirus is a threat of a different nature (Horiuchi, 2020).

According to the China Association of Automotive Manufacturers, Becker (2020) reports that China's condition is slowly improving by the last week of February 2020. More than 90 percent of over 300 automobile parts suppliers have continued production (Becker, 2020).

Figure 2.1 Covid-19 pandemic



Source: Adapted from World Health Organisation (2020).

2.2.6 The consumers' decision-making process

There are various methods to model consumer behaviour, depending on the study's objective (Voramontri & Klieb, 2019). However, a practical method is a decision-making process approach that reviews the events that forego and pursue a purchase and elaborates how decisions are made (Voramontri & Klieb, 2019). Consumer decision-making is a group of processing results from recognising problems, searching for solutions, evaluating alternatives, and making decisions (Phan, Nguyen, Truong & Huynh, 2019).

The essence of purchasing product or service does not take place immediately but carry a long process of thoughts, analysing options, and considering other methods to reach the endpoint (Hussain, 2017). These days, marketers spend extra money more than ever to comprehend who buys. Why do the consumers purchase? When do they purchase? (Hussain, 2017). Mkhwanazi (2018) reports that the word consumer does not singularly indicate the act of purchase. It comprises the patterns of aggregate purchasing, including pre-purchase and post-purchase events that can be presented into five processes that consumers go through when making purchases (Mkhwanazi, 2018).

2.2.7 Consumer decision process definition

Prasad and Jha (2014) define the consumer buying decision process as a process of collecting and processing information, evaluating it, and choosing the best possible alternative to solve a problem or make a purchasing choice. Mridha (2017) defines the consumer decision process as several related activities that lead to a decision between alternatives.

The consumer buying decision process is the consumer's decision-making process to purchase the product or service in the barter of money in the market before, during, and after purchasing a product or service (Qazzafi, 2019). Suppose the marketers succeed in comprehending the consumer behaviour in agreement to the consumer purchasing decision process towards its products and services. In that case, it may be profitable for selling its products and services (Qazzafi, 2019). However, to determine the significance of consumer's intention in the automobile buying decision, it is required to get a view into buying itself (Singh & Kapil, 2018). The consumer buying decision process begins with need recognition and ends with consumers' post-purchase behaviour (Kumar, 2019).

2.2.8 Consumer buying stages

In the consumer buying decision process, consumers go through five major decision-making stages when purchasing goods (Oke, Kamolshotiros, Popoola, Ajagbe & Olujobi, 2016). According to Sama (2018), the five-stage model of the consumer decision-making process has also been studied by various examiners. However, many researchers offer different propensities towards the definitions of five stages; all have mutual views as they report the stages alike (Sama, 2018). These stages are need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour, which a consumer frequently navigates through when they want to purchase (Nguyen, Leeuw & Dullaert, 2018). The activities that consumers display during the diverse steps of the purchasing decision-making process are reported below:

Need recognition – The buying process starts when a buyer acknowledges a desire. A desire could be activated by internal or external influence: with internal influence, consumers may wish to fulfil their necessary desires like food (Kanade & Kulkarni, 2018). In contrast, an external influence is when a consumer sees someone's car, which activates a thought of potentially making a purchase (Kanade & Kulkarni, 2018). The reference group plays a crucial role in influencing the automobile purchase decision. These groups are an important source of information and influence (Gupta, Syed & Chaturvedi, 2017).

Vercueil (2018) states that need recognition is when the consumer becomes alert that transformation is necessary so that the existing set of circumstances can transform into the desired set of circumstances. In purchasing an automobile, there can be various buying-stimulus. A study of MU consultants identifies various motives that lead to automobile buying; these motives include satisfaction cost or a good exchange value for the old automobile (Turcksin, 2013). The ideal time to receive marketing, where a consumer is highly responsive to advertising, is when consumers have a need (Fridh & Dahl, 2019).

Even though there are various methods to characterise needs, the most commonly known is Maslow's hierarchy. It details five need groups arranged in a sequence from basic lower-level needs to higher-level needs: physiological, safety and security, socio, ego, and self-actualisation (Mwakasege, 2015). Products can satisfy all these needs, and they become more and more crucial (Mwakasege, 2015).

Information search – This is buying process' second stage. Today, the internet has replaced the whole information search process (Kanade & Kulkarni, 2018). As soon as the consumer acknowledges a problem, they begin to search for the best choice available to fulfil the need (Tanwar, 2017). The buying of an automobile is a high involvement purchase, which might mean that there would be a need for a vast information search. This information search may include external or internal sources; an external information search could be collecting information from automobile articles and or magazines, information gathering from salespersons at the dealership, and friends (Turcksin, 2013).

The consumer begins information search about the product through various sources like personal sources (friends, family, and neighbours), commercial sources (advertising, web, mobile sites, sales people, manufacturers), public sources (social media, mass media, consumer ratings, internet searchers, online search) and experimental sources (inspecting and making use of the product) (Qazzafi, 2019). Gupta, Syed and Chaturvedi (2017) affirm that reference groups play a crucial role in influencing an automobile buying decision. These groups include family and friends; they are considered an important source of information and influence (Gupta, Syed & Chaturvedi, 2017). Additionally, with the evolving market dynamics, information available online also emerges in the list of element determiners in the automobile purchase decision (Gupta, Syed & Chaturvedi, 2017).

Evaluation of alternatives – At this stage, a consumer would evaluate various products based on their characteristic or quality based on the information collected from the information search (Ahmad, 2015). After product evaluation, the consumer's orientation towards a brand will determine the selection made as the consumer will purchase the product they feel will meet their needs the most (Ahmad, 2015). Oke, Kamolshotiros, Popoola, Ajagbe, and Olujobi (2016) posit that the pre-purchase decision time is when consumers value various products before purchasing. This decision-making process is directed on the qualities related to the consumer needs (Oke, Kamolshotiros, Popoola, Ajagbe & Olujobi, 2016). Nyagucha (2017) stipulates that when evaluating the various alternatives, consumers compare products, services, or brands to make the choices that best fit their needs the most.

After the information search, the consumer is prepared to make a decision. They will evaluate various alternatives and select products that meet the consumers' demand (Tshiakambila, 2016).

Most published studies of automobile choice focus on product awareness, recommendation, and product loyalty; various academic articles dealt with automobile product choice concentrated on developed countries and held on the consumer decision-making process (Sedzro, Amewu, Darko, Nortey & Dasah, 2014). Narteh, Odoom, Braimah, and Buame (2010) scrutinised automobile product choice's key

roles in sub-Saharan Africa. Their research was built on seven main characteristics (automobile features, image, and sentimental connection, product awareness, price, accessibility, and external influence) related to automobile owners who had rated the characteristics according to the sequence of importance (Narteh, Odoom, Braimah & Buame, 2010). However, the outcome on the comparative importance of these factors has not been compatible. For example, some scholars have discovered awareness as a significant determining factor of product choice (Sedzro, Amewu, Darko, Nortey & Dasah, 2014). In contrast, others discovered product image, others accessibility and/or price as the main determining factors of product choice (Sedzro, Amewu, Darko, Nortey & Dasah, 2014). Subsequently, other external factors, for instance, country of origin, and a strong influence of family and friends, impact consumer choice of products (Sedzro, Amewu, Darko, Nortey & Dasah, 2014).

Purchase decision – This stage is defined as the active choice amidst all applicable alternatives. The consumers buying decision, information searching, and evaluation lead to the purchasing decision (Raithel, 2018). Kumar (2019) notes that buying a specific product depends on the evaluation criteria and grading after evaluating all the alternatives. It also depends on the accessibility of the product and the affordability of a customer (Kumar, 2019). Once a consumer selects which product to purchase, they must still carry out or accomplish the decision and make the actual purchase (Stankevich, 2017). Any consumer's purchase decision is the most important tool for any automobile manufacturer (Doshi & Parmar, 2016). Acknowledging how customers make their purchase decisions helps marketing executives in different ways. For instance, if a marketer knows that an automobile design and fuel efficiency are the most important features for a certain target group, the company can restructure it to satisfy their criteria (Doshi & Parmar, 2016). For example, Honda city's diverse model, Hyundai Verna, Maruti Suzuki balelo – from sedan to hatchback (Doshi & Parmar, 2016).

The state-of-the-art literature review and the survey on automobile buying behaviour's automation announced that many attributes determine the automobile purchase decision, particularly reliability, fuel consumption, security, buying price, and comfort (Boureima & Friends, 2011). Bhatt and Bhatt (2015) identify six elements influencing

consumers' purchase decisions for hatchback cars: product promise, promotions, features, perceived quality, and price. The most crucial element influencing the consumer to purchase an automobile is its price, followed by low maintenance, quality, and long durability (Gupta, Syed & Chaturvedi, 2017). Consumers usually pay attention to performance, good dealer network, and good after-sales service (Gupta, Syed & Chaturvedi, 2017). Choudhury, Mishra, and Mohanty (2018) further mention that influencing factors such as personal needs, purchasing initiation, convenience factor, comfort factor, car model, external influence, car manufacturer/dealer, satisfaction level are the main factors that influence consumers to purchase passenger automobile.

Post-purchase behaviour – Lastly, post-purchase behaviour implicates the experience of the consumer about their buying. Post-purchase behaviour is one of the most significant stages in the consumers' decision-making process. It immediately affects the consumers' purchase of the same product or service from the same provider in the future (Deshpande & Saxena, 2017). For most consumers, buying an automobile is the second most crucial and costly decision next to buying a house (Miremadi, Samsami & Qamsari, 2017). For the automotive manufacturers, first-time automobile buyers enable them to create a positive brand image, which could be reflected in the years to come because consumers could make an automobile reoccur buying (Miremadi, Samsami & Qamsari, 2017).

As soon as the products are used, there is a post-experience that consumers' face. The experience may or may not correspond with the experience expected during information search (Tanwar, 2017). Post-Purchase behaviour involves the assessment of the purchased item in use (Maingi, 2014).

Post-purchase feelings describe one of the stages of consumer decision-making, and they are also known as post-consumption evaluation (Joukanen, 2019). In this stage, consumers either feel fulfilled or unfulfilled. When a specific products' expected performance accomplishes consumers' expectations, a sense of fulfilment follows (Joukanen, 2019). In comparison, when these expectations are not fulfilled, consumers experience a sense of discontent (Joukanen, 2019). Mahapatra, Kumar,

and Chauhan (2010) found an effect of post-purchase evaluation satisfaction on subsequent loyalty to the automobile brand in their research focus on satisfaction with new automobile warranty service and the effect of this fulfilment.

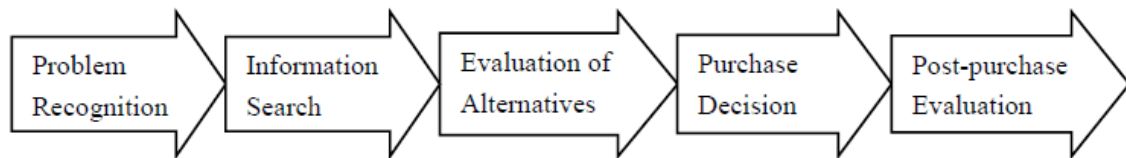


Figure 1: Five stages of purchase decision making.

Figure 2.2 Displays stages in the consumer decision-making process

Source: Adapted from Xu and Chen (2017)

Reddy (2016) reports that the five-stage consumer decision-making process was first announced in 1910 by John Dewey. Comprehending the consumer decision-making process will allow brands to acquire a competitive advantage within their selective businesses because they will acquire insight into the criteria that consumers utilise when analysing a product and, importantly, when consumers choose which product to buy (Vercueil, 2018). This also permits brands to change their marketing strategies to satisfy consumer needs and recur buying (Vercueil, 2018).

2.2.9 Factors affecting consumer buying behaviour

Consumer behaviour is quite subjective, as numeral factors influence the consumer decision-making process. Consumer decision factors can be categorised into internal and external factors. These factors influence consumers buying decisions and are as follows: social factors, cultural factors, personal and psychological factors, and marketing mix (Mashao & Sukdeo, 2018).

Consumer behaviour is a mixture of economic, political, technological, demographic, and natural factors and consumers' own characteristics mirrored by their attitude, perception, motivation, knowledge, personality, and lifestyle (Saharan & Singhal, 2018).

2.2.9.1 Internal or psychological factors on the consumer buying decision

Internal influence is also known as a personal influence. It comprises attitude, motivation, lifestyle, learning, and roles; these internal influences impact consumer buying decisions (Essay UK, 2018). The most crucial influences are motivation and perception (Ramya & Ali, 2016).

Psychological – According to American Psychological Association (APA), “psychology is the study of the mind and behaviour” (Legg & Brazier, 2018). Automakers have known for years that there is psychology included when it comes to choosing automobile colours. The most favoured colour selections among consumers determine auto manufacturers’ colours (Cardinale Mazda, 2017). Silver leads the way among all automobile for the most favoured colour selection, succeeded by white and then black (Cardinale Mazda, 2017).

Motivation – Ramya and Ali (2016) state that “a motive can be defined as a strong desire for which an individual searches for satisfaction. It becomes a buying motive when the individual searches satisfaction through the purchase of something” (Ramya & Ali, 2016). While Mercedes Benz and Audi are the luxury leaders for the new-automobile purchasing experience, consumers of new hatchback Ford and Mazda automobiles are the cheerful customers, according to the recent JD Power buyer satisfaction survey (Motoring, 2019).

Perception – Perception is a set of procedures by which people select, arrange and explain information to form a meaningful image of the world (McCathy, 2016). By studying the perception and behaviour of the consumer, it assists the automobile industry and automobile manufacturer to know how to make changes in existing items or product, which types of products are needed or demanded in the market and how to influence customers’ interest to purchase their products (Doshi & Parmar, 2016). The buying behaviour can be studied by understanding consumers’ perception of automobiles in the market (Gupta, Syed & Chaturvedi, 2017).

A study by Nikhil Monga and Dr. Bhuvnender named ‘car market and buying behaviour’ – A study of consumer perception, discovered that brand perception is a concept that takes form even before the actual purchase of the automobile and continues getting formed through the period its used and gets naturally reflected in the

customer approving or not approving the brand to their friends and family (Sani & Hussain, 2019).

Attitude – Aspiring to create an emotional connection with consumers in more than 130 countries where Mazda automobiles are sold, the business is driving extreme reforms at the sales frontline emphasising enhancing consumer brand experience (Mazda Sustainability Report, 2017). Attitudes can be defined as “evaluations of consumers, ideas and objects” (Vainikka, 2015). Evaluations are made over time and are personal to a person’s experiences; they are structured and formed by personality, perception, emotion, and motivation (Vainikka, 2015).

2.2.9.2 External factors on the consumer buying decision

Phan et al. (2019) point out that various factors control consumers’ intention when selecting the products, and the uttermost decision relies on consumers’ intentions with great large external factors. These influences are acknowledged as social influences, and it comprises cultures, subcultures, social norms, family roles, household structures, and categorise that impact an individual’s buying decision (Essay UK, 2018). According to Davies (2018), in Africa, family and friends have the considerable influence on the purchasing decision. More than half of African automobile owners have turned to family and friends for advice on which automobile to purchase (Davies, 2018).

- **Cultural factors – Culture and societal environment:**

Culture – Culture is a forceful force in regulating human behaviour. Consumers may draw on culture values when gathering information concerning automobile purchases (Nayeem, 2012). Culture can progress a consumer need and in addition, can also affect the satisfaction of that need (UKEssays, 2018).

Subcultures – A society is made up of different subcultures in which people can identify; subcultures are a set of people who have similar values based on a mutual experience or similar lifestyle which comprehend racial groups, nationalities and religions (Ramya & Ali, 2016).

Social factors – Social factors comprise groups (reference groups, aspiration groups, and member groups), family, roles, and status; this explains the external influences of others on the consumers buying decisions either directly or indirectly and falls into three groups: reference groups, social and family roles and status (Rani, 2014). Concerning automobile purchases collectivist consumers may select-priced automobiles due to the associated status and reputation element (Nayeem, 2012).

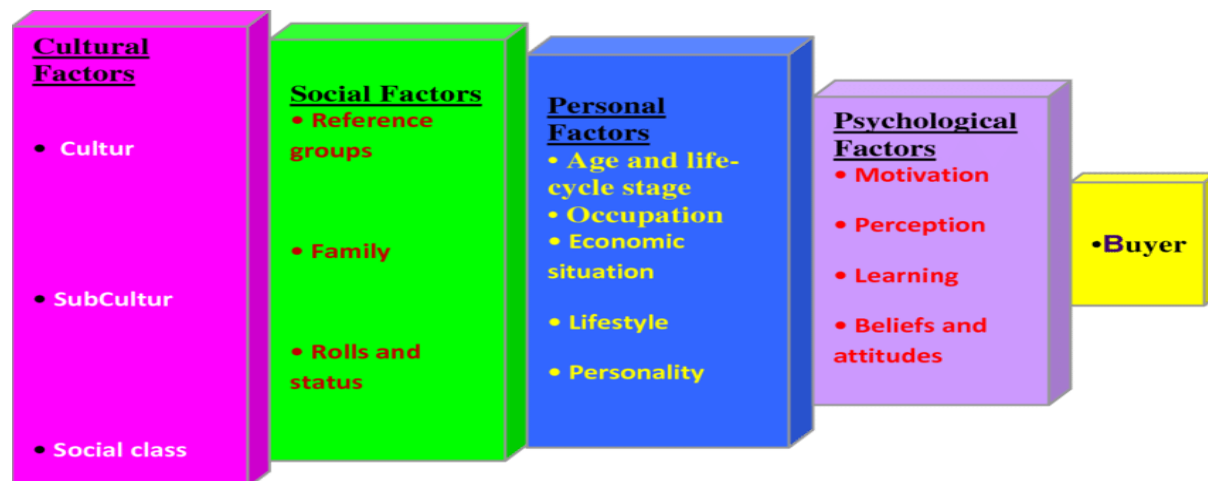


Figure 2.3 Displays factors affecting consumer buying behaviour

Source: Adapted from Integrated approach to factors affecting consumer purchase behaviour.

2.3 MACRO AND MICROENVIRONMENT ANALYSIS OF AUTOMOBILE INDUSTRY

One of the basic questions in business is how organisations achieve and sustain competitive advantage and chase business excellence by achieving success and being exceptional (Vartiak, 2016). Every business exists and carries out its mission in a unique environment. In this environment, the business consistently rises, develops, and operates many factors that impact its success (Vartiak, 2016). A business, irrespective of size, area, and type of economy in which it operates, needs to face the irresistibly strong competitive phenomenon (Kraja & Osmani, 2015).

Management's role is to identify those factors and use their effect in an organisation (Vartiak, 2016). In management, the phrase “Environment” does not automatically mean bodily surrounding, but is used to portray all those influences that bear upon the individual business; the business environment is used to convey anything which surrounds business entity; it affects the decisions, set of procedures, strategies, and

execution of the business (Akpoviroro, 2018). There are two types of environments: external and internal environments.

Macro environment – The automobile industry environment is very detailed due to the considerable number of product markets, consumers, and suppliers which stretch across the globe. Suhadak and Kholid (2017) describe the external environment as a force outside the organisation that has immediate influence and interest to the organisation, like governments, creditors, trade associations, trade unions, shareholders, publics surrounding the organisation special interest groups. The external environment comprises factors beyond an organization's jurisdiction (STEP) social, technological, economic, legal, and political; it provides progress or constitutes dangers to the business (Akpoviroro, 2018).

Social factor – A social study digs into societal behaviours, traditions, ethics, lifestyles, way of life, and preferences. A good understanding of societal changes could help marketers place the business and expect market demands (Camilleri, 2018). The social factor motivates consumer buying behaviour and product choices; thus, marketers must think about social factors that may impact the marketing communications strategies (Makgopa, 2017).

Social factors comprehend demography, culture, health, labour, culture, education, ethnicity, religion, gender, and time (Susilo, 2018). Owning an automobile was and still is deemed a mark of social standing. As tech-giants make forays into the automobile industry, global automakers are teaming up to remain up to date and relevant in a market where consumers demand is quickly transforming into novel forms (Farooq, 2019).

Economic factor – Economic factors in PEST analysis comprise national economic and financial condition, welfare and consumer buying power, economic policy, economic globalisation, equity of development, natural resources, and human resources become external factors that influence the economic environment of the business (Blokdyk, 2019).

The automobile industry is a capital-intensive and information-intensive industry that plays a significant role in its socio-economic development (Saber, 2018). The automobile industry's function in the development of the current economy and the prospects for its development is decided by motor transport in the national economy's infrastructure (Saber, 2018). At present, the development of the country's economy is not easy to imagine without developing the automobile industry (Saber, 2018). This entails that organisations, like automobile industries, should ascertain the economic situation in the business environment. They work to comprehend if the current economic environment presents favourable circumstances or poses threats (Makgopa, 2017).

Technological factor – Technological factors allude to the rate of new inventions and development, transformation in data, and mobile technology, transformation in internet and e-commerce, and spending on research (Mbithi, Muturi & Rambo, 2017:202). Government through different policies and laws become a reference in technological transformation. Technology alludes to the means selected to provide a process's effectiveness, including new developments that change process patterns and systems and in materials design and methods (Susilo, 2018).

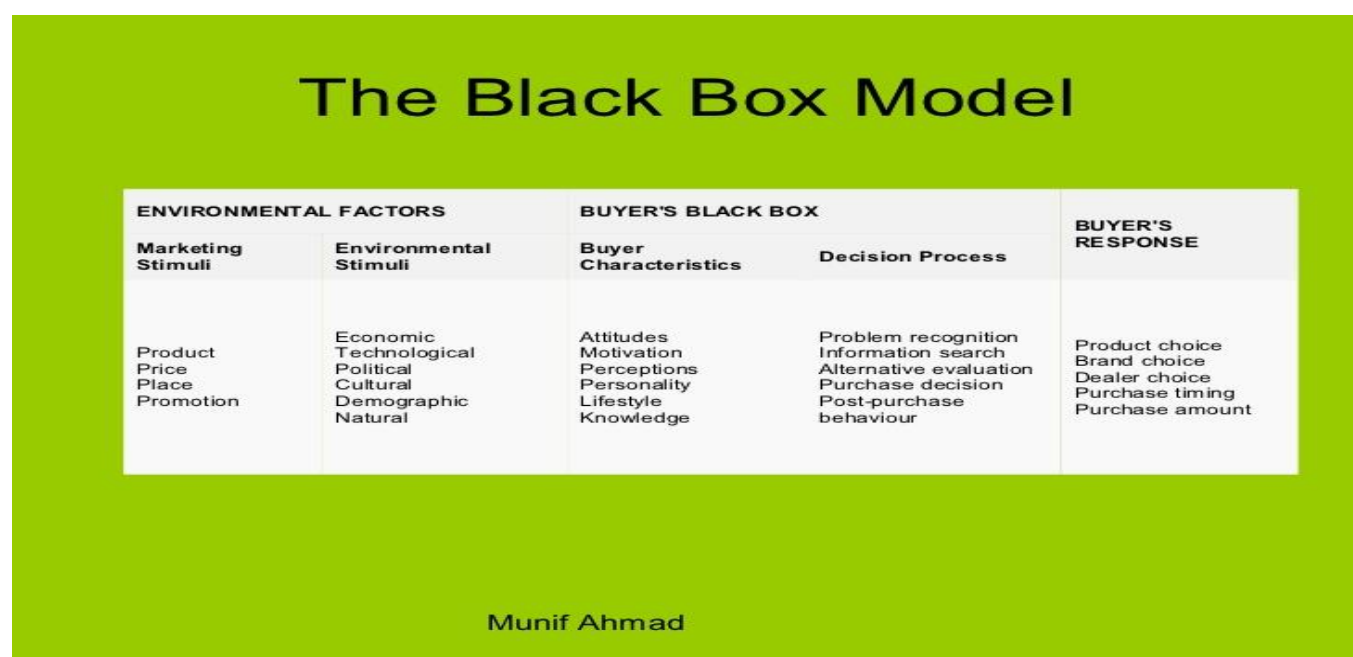
Technology has transformed exceptionally in the last decade and has dominated consumer lives and our automobiles (Petrucchi-Vaquero, 2018). Automobiles have become a way of transportation and a way of movement as they are not designed anymore to transport people but to give customers a unique experience. This is what automobile manufacturers aim to reach with always bringing about innovations (Petrucchi-Vaquero, 2018).

Law and political factors – National governments and their legal professions could facilitate or restrain businesses in many areas; as a result, any political changes are jointly related with the legal and economic affairs such as employment laws, health, and safety laws, environmental protection laws, consumer protection laws, and so forth (Camilleri, 2018).

The automotive industry is one of South Africa's biggest manufacturing sectors and has a lengthy government support history (Barnes & Black, 2013). The South African government provided support to its automotive industry by way of the motor industry

development programme (MIDP) since 1995 (Bronkhorst, Steyn & Stiglingh, 2013). The MIDP concluded in 2012 and is being substituted by the automotive production and development programme from 2013 and will expand support to the South African automobile industry up to 2020 (Bronkhorst, Steyn & Stiglingh, 2013).

Figure 2.4 The black box model of consumer behaviour



Source: Adapted from Munif Ahmad (2012)

Microenvironment – Suhadak and Kholid (2017) mention that big and small organisations' experiences indicate that an in-depth environmental understanding and internal organisation evaluation are very important in developing an organisation's success. The internal setting has numerous diverse elements, factors, and aspects that could impact employees' physical and psychological welfare (Nawafleh, 2018). The work environment itself plays a crucial role in encouraging workers to perform their outlined duties (Nawafleh, 2018). The internal environment comprises six crucial groups, comprising management, marketing, financial/accounting, production and operation, research and development, and management information system (Suhadak & Kholid, 2017).

- **Competition**

Growing a business without understanding your competitors is risky. Whether big or small, every business has competition and competitors, so the organisation must keep

a continuous look on their competitors within its industry. This suggests that the hatchback automobile dealerships should identify their competitors' marketing communications undertakings, such as services they offer, to develop distinctive marketing strategies.

Globally there exist different automobile businesses. Volkswagen and many big competitors offer an extensive product width and depth across various segments, with the top five players filling 49 percent of the global automobile market (Adam, 2014). Volkswagen and its competitors (Toyota, Honda etcetera) compete for local market share and resort to competitive pricing (Volkswagen, 2015). Competition establishes an organisation's suitability that can contribute to its performance, like innovations, a cohesive culture or good implementation (Porter, 1985). Furthermore, Volkswagen Golf competes in the hatchback market with competitor hatchback models from Toyota, Mazda, and Honda (Navoda, 2012).

Competitors that design comparable hatchback models in the industry are as follows:

- Toyota
- BMW
- Honda
- Mercedes Benz
- Mazda
- Kia

Hatchback may be depicted as a three-door or five-door automobile; it has a body configuration with the tail-gate that opens up by swinging upward to supply more and simple accessibility to the cargo area (Tariq, 2018).



Figure 2.5 Volkswagen Polo Vivo hatchback

Source: Adapted from Woosey (2020)

2.4 SUMMARY

The study of consumer behaviour is very significant in the marketing sphere as it forms marketing strategies. It facilitates understanding what the consumers think, the reasons behind consumers' buying behaviour, their feelings, and how they select among various choices.

The above review of the literature theory uncovers that consumers have become more increasingly diverse because of the ever-changing business environment due to various choices presented to them and how marketing has become a crucial part of any business to creating business consciousness and improving the level of consumer relationships. Further, the study reveals that the external and internal factors influence consumers' behaviour, which impacts their buying process and choice.

As a result, comprehending consumer buying behaviour helps with **understanding** consumers' buying decisions and apprehends the steps involved in such decisions (Auf et al., 2018). The awareness of consumer behaviour will enable marketers to better know and foretell the demand for their products or services and the buying motives and buying generality of the product or service.

The following chapter discusses the promotional mix elements in detail in relation to this study.

CHAPTER THREE:

PROMOTIONAL ELEMENTS

3.1 INTRODUCTION

This chapter focuses on the literature review based on the research objectives of the study. This section gives an overview of promotional elements encompassed with its characteristics: advertising, sales promotion, personal selling, public relations, direct marketing to determining the influence of promotional elements on consumer buying behaviour towards purchasing a hatchback automobile and hypothesis developments.

3.2 PROMOTIONAL MIX

The primary devices used to achieve an organisation's communication objectives are often referred to as the promotional mix (Agrawal, 2012).

Making sense of how the global economy is transforming is difficult to overcome since developing countries worldwide display speedily shifting socio-political and economic landscapes and large technology advances (Heald, 2015). Thus, there have been several different changes in consumer-related behaviours. This has reinforced business owners and major stakeholders to be more adaptive in the great effort to determine how best they can market their products. The global automobile industry is no exception to these movements and is subject to and influenced by the same process that drives markets into either expansion or downfall (Heald, 2015).

Communication is an important aspect of marketing to make consumers mindful of and engaged with products. So marketers must ensure successful communication with consumers about products. The marketing communication can be applied concerning traditional means of advertising identified as the communication mix or promotional mix, additionally by modern means of communication. Modern communication is a two-way conversation between the marketer and the consumer (Ntsike, 2016). Traditional communication uses a one-way approach in which the marketer communicates to the customer, and the customer is a submissive recipient of the communication effort (Ntsike, 2016). That said, the competency of traditional modes of advertisement today results in communication outcomes is challenged.

Thus, the challenge has occurred due to media growth and fragmentation of the spectators. Additionally, technological enhancements give consumers the flexibility to see what they want to be exposed to by keeping away advertisements during commercial breaks (Kiley, 2006). These dispositions have brought enthusiasm and worry to the communication sector (Lowrey, Shrum & McCarty, 2005). Thus, it is believed that enthusiasm is experienced by the spectators who now have choices to escape advertisements. In contrast, worry is experienced by marketers who now have to adopt brand new communication techniques to their benefit. This indicates that communication has become an important instrument for many businesses' success (Isa and Polina, 2018).

3.2.1 Definition of promotional mix

Lugoye (2017) states that promotion tools are used to impart knowledge to the market about the products or services, development of the product, service, or product perception through advertisement and publicity. Reklaitis and Pileleine (2019) define the promotion technique as a set of tools and methods for exchanging information about the business and its offer, which should add to achieving the company's essential objectives. Antonella (2017) explains promotion as a procedure that includes various elements to provide consumers information required to decide to purchase or use a product or service. Munir (2018) further defines a promotional mix as a whole set of different elements which a business uses to communicate its various products, services, and brands to the target market. Khanfar (2016) maintains that a promotional mix is a total marketing communication application of a specific product.

This implies that the promotional mix can either be direct or indirect in the business approach to influence audiences. Promotion is a component of marketing strategy, where the promotion has a role in providing notification, persuasion, and remind customers directly and indirectly about a commodity (Aji, Djawahir & Rofiq, 2018).

3.2.2 Understanding promotional mix

Choudhury, Mishra, and Mohanty (2018) argue that communication from an organisation to consumers across zones, cities, age groups, and gender create a positive attitude towards their product and usage advantage.

Promotion is one of the methods taken into consideration when consumers decide about the purchasing of market products (Martha, Evanita & Patrisia, 2018). Promotion is a communication procedure between a company and its target market (Thwala & Slabbert, 2018). Marketing communication has been identified as a crucial activity provided by entities to market, stimulate interest, and persuade consumers (Reklaitis & Pileliene, 2019). However, according to Reklaitis and Pileliene (2019), the recent interchange of orientation from transactional to relational approach transitioned communicational objectives from communicating, convince and remind to communicate, listen and respond. Marketers must create marketing action and collect all marketing applications coordinated to create communication and carry value to the consumers (Gituma, 2017). Imtiaz, Maqsood, Mehmood, and Idrees (2017) substantiate that promotional tools are the techniques used by an entity or manufacturer to influence consumers to buy multiple services or products.

3.2.3 The importance of promotional mix

The promotional mix is one of the 4Ps of the marketing mix and is a successful method to reach prospective consumers, to influence their buying behaviours and products or services related activities (Khan, 2016). Promotion is essential to a business's success; without it, consumers will not know of the existence and benefits of its product and service (Healey, 2013).

According to Makgopa (2016), the marketing communications strategy alludes to an integrated program of promotional mix elements designed to present a company and its products to consumers; to communicate the need-satisfying quality of products, and accelerate sales; consequently, contribute to the great duration of profit achievement. Choudhury, Mishra, and Mohanty (2018) state that communication from an organisation to customers through zones, genders, cities, and age groups generates a positive frame of mind towards their product and the use rewards. Given that the

marketing communication determines the profitability of a business and its products, then the communication elements used should alter from stage to stage, depending on the product life cycle (Klopper, Berndt, Chipp, Ismail, Lombard, Subramani, Wakeha, Petzer, Hern, Saunders, & Smith, 2016).

Promotion is an instrumental component and a worthy instrument for marketers. It has been generally used to obtain a competitive advantage, grow sales, and interest consumers' intentions (Bhatti, 2018). Businesses may have a competitive advantage by fulfilling the consumer's demand economically with efficient communication (Anindityo, Sumarwan & Tinaprilla, 2017). The use of promotion mix by automobile sectors improves the target markets consciousness, increasing the automobile sales, which give more profit for their organisations (Zolkifly, Yusof & Baharon, 2017). In the automobile sector, the promotional mix is one of the main elements in selling cars, including above the line (ATL) and below the line (BTL) promotion strategy. ATL promotion strategy consists of promotion through media such as television, internet, newspaper, mobile, and radio (Zolkifly, Yusof & Baharom, 2017). In contrast, the BTL promotion strategy consists of sponsorship, direct mail, product placement, personal selling, and public relations (Zolkifly, Yusof & Baharom, 2017).

Regardless of the importance and innumerable benefits that promotional elements have on entities, the truth is that entities face challenges in their marketing activities and strategies. Marketing communication is important in a business; however, it is also difficult to master. In recent years this challenge has been made even more difficult by the booming digital media choices. These choices often offer new favourable circumstances and hold much promise for businesses marketers and bring a significant difficulty to managerial decision-making (Makgopa, 2016).

Ezeife (2017) indicates promotion is the communication force that organisation leaders choose to furnish information about the product to the customer and could comprise product or service marketing, direct selling, and events. The promotion contains all the operations aimed to get responsive stimuli to the market; the idea of promotion stretches to personal and non-personal communication elements like advertising, sales promotion, personal selling, public relations, and direct marketing. All these promotional techniques determine what customers think regarding the products, the kind of feelings they experience buying and using the product, and their behavior, such

as shopping in specific retail and buying particular products (Murithi 2015). Onyejiaku, Ghasi, and Okwor (2018) further assert that the promotional mix is categorised into five major tools: advertising, sales promotion, public relations, personal selling, and direct marketing.



Figure 3.1 The five promotional elements

Source: Adapted Roth (2020)

Figure 3.1 provides five promotional elements: **Advertising** represents a communication method to motivate listenership to make a buying decision about a product or service and to communicate information to spectators (Haider & Shakib, 2018). **Sales promotion** indicates a diversity of short-term incentives to motivate buying of a product and service such as customer promotions (like samples, premiums, and coupons), trade promotions (like display allowance and advertising),

and an organisation and sales force promotion (contest for sales representatives) (Mualani, 2017). **Personal selling**, according to Iwunze (2018), includes a set of the process of interchanging the sale of an organisations products and services by sales personnel; it is an active process that includes direct interaction between the seller and the anticipated buyers through telephone conversation or person to person or written mail interchange of ideas through opinion. **Public relations** is referred to as a communication process that is strategic and as well places attention on equivalent good relationships (Anani-Bossman, 2018). **Direct marketing** indicates a collective system of marketing that uses single or various advertising media to influence a measurable reaction and transaction at any place (Subramanian, 2017).

Promotional mix elements are discussed below.

3.3 METHODS OF PROMOTIONAL MIX ELEMENTS

3.3.1 Advertising

Advertising is a crucial element of the promotional mix. It has always been an important factor of marketing commodity. However, in the era of consumer and or society changes, ways and methods of advertising have been transforming; in this era, before starting an advertising campaign, market research must be actioned, which is essential for correctly identifying potential consumers and thus selecting the appropriate promotional strategy (Horbal, Khrushch & Orlykova, 2017). At first, communication was an activity conducted by a few people using face-to-face; today, current technologies have come forth due to globalisation (Fassl, 2018). The 21st century has made it possible for information to be generated, distributed, and shared (Fassl, 2018).

Advertising is a mass-marketing communication element that imparts knowledge and convinces many consumers; thus, this medium needs a media podium to convey it (Camilleri, 2018). The purpose of advertising may comprise: to create knowledge of a new product; to report the characteristics and features of the product; to advice on product usage; to differentiate the product from rivalries products'; to creating or improving a product's image, and; to direct consumers to the point-of-purchase, among other things (Camilleri, 2018).

McDaniel, Lamb, and Hair (2013) argue that despite that advertising can reach many audiences simultaneously than the other tools do. It has little ability to prompt an instant behaviour change and inability to change deeply established attitudes (McDaniel, Lamb & Hair, 2013). Furthermore, Makgopa (2016) argues that even though advertising has a part played in building product knowledge and influences future sales, the effect is not positive. The result, in the long-run, may be negative (Makgopa, 2016). Zolkify, Yusof, and Baharom (2017) reports that there is minimum empirical proof to support promotional tools used by automobile industries in automobile retails.

Dorshi and Parmar (2016) study reveals that automobile purchasing is mainly influenced by advertisements and secondly by family and friends' recommendations. According to Varshney and Aulia (2017), there is evidence that advertising plays a significant component in forming dreams and assisting consumers in making deliberate decisions upon brands and products. By using advertisement, the impact can extend to a vast audience (Varshney and Aulia, 2017). The primary idea of advertising is to communicate, convince, satisfy and remind consumers about the product and services. Making use of information made available by the Spanish Association of Manufacturers of Automobiles helped examine the relationship between advertising spending and its effectiveness in achieving marketing communication objectives. Their outcome has shown that an increase in advertising spending, either offline or online, is highly effective (Pergelova, Prior & Rialp, 2010). In Germany, Cuaresma and Stoeckl (2012) evaluated the relationship between marketing communication and sales in the premium automobile segment; the outcome revealed an increase in marketing communication, particularly, advertising spending, resulting in increased sales. Advertising takes the accountability of communicating the commercial messages, and it is a powerful technique in integrated marketing communication strategy (Sama, 2018).

Kumar and Raju (2013:37) state that “the traditional hierarchy-of-effects types of advertising declare that advertising exposure leads to perception, like memory about the advertisement, the brand, which, in turn, leads to attitudes that is product approval and attitude toward buying; which in the end leads to behaviours, like purchasing the advertised product”. Melgar and Elsner (2016) substantiate that advertising and

marketing strategies' greatest ambition is to express persuasive communication, persuading any person to alter opinions and attitudes. Thus, automobile retailers are encouraged to embrace social media to engage with automobile buyers taking to the media platforms during the COVID-19 coronavirus lockdown - sparking an 80 percent increase in online posts (Digital Marketing, 2020). Effective advertisement causes a desire in listeners, spectators, or reader's minds; it also furnishes knowledge on how to satisfy the desire and make the potential consumer feel good about the commodity (Jan, Hague, Abdullah, Anis & E-Alam, 2019). An automobile industry must choose advertising objectives, costs, and which media channels to utilise when using advertising.

Weber and Shweiger (2017) define advertising as any composition of paid strategic communication by an established sponsor that notifies or persuades spectators about an advertising article such as a product, service, a thought, business, or brand, and traditionally it is communicated through purchased time or space in mass media. Onyejiaku, Ghasi, and Okwor (2018) further define advertising as spreading information by non-personal instruments through paid media where the source is the sponsoring company. Advertising is a magnitude communication or notification intended to convince buyers to purchase products to increase an organisation's profits (Onyejiaku, Ghasi, & Okwor, 2018).

Abdullah (2016) states that advertising is the main element in generating product consciousness in a targeted consumer's thought to seize a buying decision. Advertising executes various purposes, the major ones being to inform, convince, remind and generate additional usefulness to consumer's senses (Todorova, 2015).

Shirisha and Sucharitha (2017) point out that advertising expresses a non-personal transmission way of thinking or commodity by utilising mass transmission media platforms such as television, radio, magazines, newspapers, billboards, mobile, internet, and cinemas. They further stress that advertising is implemented by using a chosen sponsor for a stipend paid to affect a buying behaviour.

3.3.1.1 Internet

Chuadhary, Khan, and Ali (2017) note that online marketing assists in promoting products, but it also provides support for strengthening consumer relationships.

Advancement in communications technologies has influenced innovative marketing tools, and internet marketing is one of the most powerful ones (Horbal, Khrushch & Orlykova, 2017). Online Marketing is at least a kind of marketing activity taking place on the internet, intended at growing the organisations sales; online marketing solely includes placing advertisements on the internet or establish websites to convey the organisations message, share the benefits of the products, and services and perhaps sell the products and services (Lehtinen, 2017). Darshan (2018) notes that the never-ending growth of online and electronic merchandise highly ascribes to the increasing influence of the internet and social media. According to Makhitha, Scheers and Mogashoa (2019), in South Africa, the general household survey pointed out that the percentage of internet connection increased significantly in 2013 and 2016, increasing from 40,9 to 59,3 percentage, respectively.

The digitalisation age of the automobile began in the early 2000' when the world experienced internet growth; salespeople understood that the internet could permit them to exhibit to a large number of people their catalogue of automobiles with the prices, the specs, and the payment choices available (Nicolas, 2018). Darshan (2018) reports that the internet and social media commerce influence one-quarter of the automobile purchasers for their latest automobile purchase, and almost all share social media experiences. Ilse (2018) states that the probability of having a large group of consumers within the market who are affluent enough to purchase a car are likely to have used the internet, therefore increasing the likelihood of them searching automobile information online. Over the previous two decades seeking information and shopping of automobiles has incrementally been moving online (Ilse, 2018).

According to Sinha, Sahdeo and Srivastava (2016), Digital technology and digital advertising are changing consumer behaviour in the automobile market. Besides, studies reveal that the automobile industry is the biggest producer of online interactions as more than 30 percent of consumers, who acquire automobile content, see it weekly, and an extra 21 percent do so every day (Sinha, Sahdeo and Srivastava, 2016). Sinha, Sahdeo and Srivastava (2016) further state that a leading online

research entities survey reveals that 62 percent of the consumer in the near future will use the internet as a main source of data while buying an automobile. However, this efficient, new method also includes its notable online disadvantages like lack of personal contact, security, and privacy, and lack of trust, which should be taken into consideration (Bostanshirin, 2014). Petrucci-Vaquero, (2018) states that digitalisation of the automotive industry is a game-changer, in a disruptive way, it forces innovation and creativity and alters the rules set up by business models of the past; these changes are disrupting business models for existing players, forcing them to think over their businesses.

On the contrary, Rajagopal, Mahajan, Sharma and Udas (2019) argue that with significant increment in promoting e-commerce podiums, consumers now choose shopping for products online. The progress in technology and digitalisation of these e-commerce podiums have brought a change in the spectrum of online shopping by improving the consumer's shopping experience and providing them with the advantage of shopping from their homes (Rajagopal, Mahajan, Sharma & Udas, 2019). The consumers' enormous response has resulted in eruptive increases in sales. Considering all the significant benefits of online shopping, one might still agree that the probability of disliking the product after arrival rises since the consumer cannot view or touch the product prior to buying (Rajagopal, Mahajan, Sharma & Udas, 2019). Disliking the product after it has arrived brings about discrepancy and regret in the consumer giving rise to post-purchase regret (Rajagopal, Mahajan, Sharma & Udas, 2019).

The digital world is flourishing, and nearly every entity out there has taken its products and services online to the masses; according to a report by Experian, most marketers encounter the challenge of making their online products to shine (Anbumani, 2017). This, in the end, leads to the difficulty faced when attempting to run a product awareness campaign or obtaining new customers (Anbumani, 2017). Further, the digitalisation of the dealership experience also had its setbacks for the dealer; prior internet, the dealer had all the information and would propose a specific automobile for a specific price; but with the online brochures, the consumers had begun being attentive to how they want their automobile to be and what to include, the fact had put dealers in a problematic state, as before they were the ones having control while

negotiating the price (Nicolas, 2018). In contrast, currently, automobile prices have been generalised and made public, making the consumer permitted to negotiate the automobile as much as possible, influenced by the diverse choices they can find online (Nicolas, 2018).

Additionally, lack of personal interaction is another inadequacy of online marketing; internet operations imply no embodied, face-to-face interaction. Some consumers consider internet modes of providing consumer service not personal and appreciate the experience of shopping in a traditional, physical store (Bostanshirin, 2014).

These days consumers' information can easily be shared with other entities without consumers' consent. Furthermore, consumers' critical personal data like usernames and passwords are vulnerable to hackers (Lantos, 2011).

With all the online disadvantages mentioned, 61 percent of the automotive buyers say that their experience at dealerships or physical stores was not any better, and in some cases, worse than the last time they purchased an automobile (Cox Automotive, 2019). They are less satisfied with how long the process takes, and that paperwork and negotiations are still the most frustrating parts of the automobile buying process. The research reveals that digital retailing is the key as it reduces time to visit the dealership (Cox Automotive, 2019). Prospective automobile consumers in South Africa do not spend days moving between dealerships to check what is available anymore; however, the shopping is completed online (Mollink, 2016). Mazda automobile makes efforts to improve its website's usability to allow the website visitors to get hold of the information they require effortlessly (Mazda Sustainability Report, 2017). The website is designed to communicate to many consumers, not only about bare facts but also about fundamental principles and philosophy. It also provides easily comprehensible information useful for consumers at all phases (Mazda Sustainability Report, 2017). Mazda uses social media like Facebook, Twitter, and Blog to improve interactive communications with its consumers (Mazda Sustainability Report, 2017).

According to the study made by Dongyan and Xiao (2008), the results showed that automobile purchasing decision is a crucial decision for most consumers, consumers obtain information from various channels like car sales staff, word-of-mouth from friends and family, the internet, and car shows. However, with the increasing

development of the internet many consumers begin to use the internet to obtain automobile information (Dongyan & Xiao, 2008).

3.3.1.2 Magazines

Print service advertising is the technique to promote the product, service, or message through magazine, poster, newsletter, newspaper, brochure to reach consumers: throughout the past, print service advertising has been utilised to disseminate messages to spread knowledge (Yen, 2018).

The automobile industry in South Africa has become aware of the importance of placing automobiles in magazines. Consequently, in June 2009, Volkswagen announced the Golf 6 to the South African market by marketing the new car through an integrated campaign in Ramsay Media automotive's Car magazine (Ntsike, 2016). Additionally, magazines that advertise cars include top gear, top car, Autotrader, Car magazine, South African 4x4 magazine, Speed and Sound magazine and, Classic and Performance Car Africa (Ntsike, 2016).

Traditional marketing shortfalls. With the impact of COVID-19, many consumers are in self-isolation and not getting in their automobiles to go to retails (Marketing, 2020). Print ads will undoubtedly be affected, even more negatively, as the consumer would want to receive their news online to discover any updates concerning the pandemic; thus, it means that print ads during this time will need to think moving online (Marketing, 2020). Additionally, advertisements can be expensive; magazine costs usually are higher than newspaper advertising (All Business Editors, 2020). Furthermore, many magazines come out just once a month or even every three months, and to meet their cut-off schedule, it is often necessary to have adverts finished six months before they will be advertised (All Business Editors, 2020).

However, a study conducted by Kaushik and Singhal (2018) reveals that while purchasing A3 (hatchback) automobile customers give much significance to brand name, safety, seating, and driving comfort, as well as word of mouth publicity and advertisements in automobile, magazines, are more effective communication means for the promotion of automobiles.

Zoom-Zoom Mazda brand magazines. Mazda launched its brand magazine Zoom-Zoom in October 2017. Its widespread distribution reaches consumers in about 60 countries (Mazda Sustainability Report, 2017). The magazine shares the driving pleasure that Mazda automobiles bring and explores Mazda automobile users' exciting lifestyles. It is also full of information based on diversified themes to build a powerful emotion powerful emotional connection between Mazda and its consumers (Mazda Sustainability Report, 2017).

3.3.1.3 Mobile marketing

The term digital consumer is referred to a consumer utilising mobile devices (Tkaczyk, 2016). Or in a broad sense, indicating an e-consumer searching for and buying products on the internet, taking benefit of the content issued online, cognisant of themselves and their needs, and eager on simplifying the choices they need to make (Tkaczyk, 2016). Singh (2019) remarks that in the new era of advertising, advertisers have diverse areas to work with, such as consumers' targeted demographics, psychology, and needed psychographics for the product. With this shift, advertising agencies also realised that mobile phones, computers, the internet, and other recent technologies could be useful elements to influence consumers' behaviour and attitudes.

Mobile marketing is a relatively new marketing system, referring to the two-way marketing communication between an organisation and consumers by employing mobile phones (Bala & Verma, 2018). Gadiraju (2016) notes that consumers have changed to using smartphones and tablets nowadays with the technology progressing recently. Organisations reaching for methods and techniques of new marketing communications are competent to communicate faster with consumers; for example, a well-planned mobile marketing campaign on Facebook makes it feasible to grow the level of interest in a given product, leading to an increase in the sale (Hajduk, 2018). The fact that automobile buyers are spending short days in the market and less time shopping, the time they spend shopping online has remained stable, which could be attributed to an increase in the use of more than one device. A majority of automobile buyers, 52 percent make use of several devices to shop; while desktop and laptops remain the most commonly used devices for automobile shoppers, their usage has

increased; at the same time, smartphone usage has increased 11 percentage points year over year (Cox Automotive, 2019).

Nair (2017) points out that as mobile marketing is increasing ever since 2000 with the rising entrance of mobile phones globally, businesses have opened mobile marketing as an extra revenue stream, helping them get in touch with their consumers. More significantly, the Covid-19 pandemic has made it arguably more crucial than ever for businesses to be able to measure the value of every moment of advertising they do (Hammett, 2020).

With over 84 percent of consumers making use of their mobile phones to research an automobile, mobile phones proceed to play an increasingly functional role in the automobile buying process (Weve Primary Automotive research, 2017). Chae (2018) further notes that the numeral of worldwide smartphone users was 2.1 billion in 2016 and is anticipated to rise to 2,87 billion by 2020. Many people depend on mobile phones to use services and remain connected to the world (Chae, 2018).

Mobile phones glitches – now, there is a considerable contradiction: the swift increase in the use of mobile phone, and then again, the minimum web access in them; this is due to numerous reasons like diverse languages that are inconsistent with each other and cannot be exhibited correctly, the inherent limitations presented by insignificant screen resolutions, few colours, small storage space, low bandwidth and the high cost of telecom networks (Benitez, 2017). The primary reason is that these sites are structurally and badly designed, which in return leads to an unpleasant surfing experience; and finding other different ways to access the web (Benitez, 2017).

Even though consumers can acquire no other media mode in many various places (Alshumaimeri & Almobaireek, 2015), the mobile platform also makes it easier to issue promotions and marketing motivation to the consumer (Alshumaimeri & Almobaireek, 2015). Now that automobile purchasers turn to mobile in every part of their buying journeys, Mazda entirely redesigned its mobile site to give users an improved experience; when coupled with a devoted mobile search strategy, the new mobile experience led to a 75 percent increment in mobile conversion rates (Mazda, 2016). With mobile becoming a more and more significant part of every automobile buyers' purchase voyage, Mazda knew it had to provide a seamless mobile experience to do

better than competitors to the finishing line. Today, over 37 percent of Mazda-related seeking comes from mobile phones, and that number tops 50 percent when tablets included (Mazda, 2016).

3.3.1.4Television

Singh (2019) acquired the phrase “persuasive computing” to elaborate the phenomenon of persuasion utilising computers and other technologies, a typical study by McDowell; concluded that the current age of television advertising as well uses persuasive strategies by targeting customers based on gender, age, demographics, lifestyle, and personality.

Television's primary advantage is that it merges sound, sight, and motion; products can be displayed and explained, making it preferably suited for automobiles' advertising. Television gives extensive geographical coverage and vast flexibility in timing, but it is a costly medium (Makgopa, 2016). Regardless of the internet's popularity in the contemporary modern world, television remains a dominant medium in most households and large businesses (Doc, 2019).

Recently we notice how advertising tends to change from the cultural status to that of culture creator, obtaining a discursive autonomy that aspires only at the act of purchasing in some cases; Thus, it is beneficial also to specify the existent disadvantages. Broadcasting many advertising materials determines their effectiveness and reduces consumers' interest (Iorgulescu, 2017). One strong objection to television advertising is that it is costly (Amjed, 2020). Iorgulescu (2017) further states that the message communicated on television is perishable, and if it is not reiterated, it is likely not to be remembered by the consumer.

According to Makgopa (2016), television's principal benefit is that products can be demonstrated and explained, making it preferably suited for automobiles' advertising. Tode (2017) argues that the Mazda automobile industry was conditional on broadcast television advertising. Although analytics explicitly indicates that the brand would experience a higher return-on-investment by shifting their budget to highlight digital. After raising the digital budget from 10 percent to 30 percent, great things began to unfold, such as increases in sales and loyalty (Tode, 2017). Currently, more than 40

percent of the budget is digital. One of the significant advantages of television advertising is reaching a large audience (Bean-Mellinger, 2018). Throughout the history of the automobile industry, advertising has been an ever-increasing plan of action for automobile marketing; in the 1920's growth in different forms of advertising, namely radio broadcasting, magazines and television, afforded advertisements to get through to a vast audience (Bajracharya, Morin & Radovich, 2014).

According to UKEssays (2018), the primary influencer and the first source of information to the hatchback automobile customers are TV advertisements, followed by relatives and friends. Therefore, the first hypothesis can be formulated as follows:

H1: Advertising has a positive influence on consumer buying behaviour towards purchasing a hatchback automobile.

3.3.2 Personal selling

With technology progress, personal selling also occurs through video conferencing, and over the telephone (Masimane, 2017). Interactive computer links between a consumer and seller, even though it remains broadly an intensive person-to-person activity, regardless of the use of technology, and scholars argue that technology cannot take the place of the unique functions of the salesperson (Masimane, 2017). This makes personal selling the most significant marketing communication component for most businesses (Mbugua, 2014).

Personal selling has long been acknowledged as the oldest and likely the most crucial promotional mix component (Anyadighibe, Awara & Esu, 2014). Supriyanto and Ariyanti (2018) state that personal selling is the interpersonal element of marketing communications that which the sales force communicates with consumers and prospects to build associations. Further, Zolkify, Yusof and Baharom (2017) assert that personalised personal selling which concentrate on building association with the customer is effective in guarantee sales. Mazda automobile acknowledges that people are its most significant resources and aims to be a business staffed by people who appreciate their job. To date, the business promotes human resources training based on the Mazda automobile way principles that are common throughout the whole Mazda Group globally (Sustainability Report, 2018).

Nour, Almahirah, Mohammed-Said, and Freihat (2014) define personal selling as spoken communication and a face-to-face conversation with one or more potential consumers to necessitate the product or service, respond to inquiries, or to reply to requests of others. Masimane (2017) notes that personal selling is a beneficially used vehicle for communicating with present and prospective buyers. Personal selling is a practical element to communicate with immediate and prospective buyers (Khanfar, 2016).

As the current market environment among entities tends to change from product-oriented service and consumer-oriented, consumer management's significance through generating positive consumer value is further stressed. Effective salespeople play a crucial role in generating positive consumer value by providing sustainable associations between consumers and organisations (Yeo, Hur & Ji, 2019). These actions add to their entities' sustainable advantages and positive associations with consumers (Yeo, Hur & Ji, 2019).

Vidhya and Ramesh (2017) indicate that workers in personal selling work to persuade customers to decide. The individual features characterised by a salesperson, which result in great personal strength and self-assurance and convince and negotiate, help win customers (Vidhya & Ramesh, 2017). They also influence purchasing, guide decisions about replacing objects, and even try to assist consumers in getting unavailable goods they want to purchase (Vidhya & Ramesh, 2017). However, Covid-19 is transforming how business-to-business and sellers communicate; cautious sales leaders learn how to adjust to the next normal (Gavin, Harrison, Plotkin, Spillecke & Stanley, 2020). As an appeal to increase social distancing start to intensify, and government lockdowns come into cause worldwide, the business hardest hit by the coronavirus are those that, until now, depended almost completely on face-to-face, offline contact (Thompson, 2020).

Nevertheless, many are rallying to turn their offline offerings into online businesses – that too lower, or get rid of, any need for physical contact (Thompson, 2020). Looking forward, business-to-business organisations perceive digital communications as two to three times more crucial to their customers than traditional sales communications (Gavin, Harrison, Plotkin, Spillecke & Stanley, 2020).

According to Yousif (2016), the profitable companies in the business are those that are known to accomplish good results in the study of customer behaviour and to figure out the tools that affect the development of marketing strategies, which allow them to get through the target customers utilising the personal selling process.

One of the disadvantages of personal selling is that you cannot get to as many customers as rapidly; thus, it will take longer to build consciousness of the products and brand, particularly if you use personal selling solely (Suttle, 2018). It is also somewhat a pricey method of selling. High capital costs are needed to maintain a sales force: training costs – the cost of training a sales personnel can be utterly high and include travel, food, mobile phones, accommodation, and training equipment (knowthis.com, 2020). A negative perception of salespersons may be the biggest drawback of personal selling; it is the degree to which this promotional element is done incorrectly. Many people perceive salespeople as aggressive, irritating, and only interested in making quick sales (knowthis.com, 2020).

Parikh (2018) argues that the most significant advantage of personal selling is that the seller can demonstrate the product to the consumer, which will help the customer understand the product. The seller can attend to any customer questions on the spot, which is impossible for other selling methods (Parikh, 2018). Furthermore, Kanina (2013) points out that personal selling is an important tool in reassuring the consumer's post-purchase fulfilment and establishing lucrative long-term buyer-seller associations built on confidence and comprehension.

Spaulding and Plank (2007) remark that in the USA, the retail automobile industry sells between 10 to 18 million brand new automobiles yearly, which are almost all from one of 22 000 dealerships and involve a salesperson selling to one consumer at once. Personal Selling is essential in automobile industries (Zolkify, Yusof & Baharom, 2017). Hoffmann and Wandall (2016) emphasise that in more composite selling conditions, personal selling is more useful than advertising; for instance, salespeople can inspect consumer's state of mind carefully to learn more about their differences and then improve the marketing proposal and presentation to suit the unique needs of each consumer.

Personal selling 'comes in force' in the event with the mini Cooper when it comes to salesperson selling an automobile in the showroom or at dealerships (Moiseieva, 2013). Moiseieva (2013) suggests that personal selling is frequently crucial because personal selling can help customers envisage a given service's benefits. Therefore, the second hypothesis can be formulated as follows:

H2: Personal selling has a positive influence on consumer buying behaviour towards purchasing a hatchback automobile.

3.3.3 Sales promotion

Sales promotions are an essential support in the marketing communication mix, which is a process to impart knowledge, to convince and remind customers directly or indirectly regarding the product and service (Chandra, Mazumdar & Suman, 2018). In today's marketplace, customers face options between competing automobile models that may appear quite alike in relation to features and comfort (Maingi, 2014). Customers frequently depend on product information provided on automobile specifications to assess the characteristics of diverse automobiles, prices may weigh heavily in automobile options, but the price itself may influence the automobile's perceived quality (Maingi, 2014).

Cox Automotive (2019) reports to influence buyers to purchase an automobile from a dealership, consider personalising the content, that is, making the detailed list recommendations based on the buyer's preferences and also appropriate incentives and specials, offering more steps to the sales, like getting a trade-in offer, securing financing and even structuring a deal might help increase the likelihood a shopper will purchase from a dealership. Ramesh and Rao (2018) report sales promotion as a media and non-media marketing force put into practise for a predetermined, restricted time period to encourage a test, increase customer demand, or prove accessibility of a product.

According to Eleboda (2017), sales promotion can be loosely defined as 'special offers', which naturally intend-to encourage demand during the length of time in which they are set. Sales promotion is defined as one of the marketing elements utilised in attracting consumer's consideration (Khan, Tanveer & Zubair, 2019). Chang (2017)

defines sales promotion as an essential marketing effort, being practiced in limited time and anticipating consumer purchase. Nakarmi (2018) alludes that sales promotion is one of the techniques used to interest consumers to buy more of the business products and services and defines sales promotion as marketing activities generally specific to a period, area, or consumer group, which motivate a direct reaction from customers or marketing intermediaries, through the offer of extra benefits. Chaharsoughi and Hamdard (2011:99) define sales promotion as “a series of marketing tools created within a strategic marketing structure, to sum up, additional quality to a product or service over and above the ordinary offering to accomplish specific sales and marketing objectives”. Rahman (2016) views sales promotion as “an action-focused marketing event whose aim is to influence the behaviour of the business consumers”.

While the benefits of sales promotion appeal to the marketer’s promotional plans, there are also disadvantages. However, Kokemuller (2018) argues that the short-term idea of sales promotion can work against an entity’s typical long-term goals, including creating consumer loyalty; extreme price cuts train consumers to focus on the low price source of value with a specific organisation or good. After consumers become accustomed to certain rebated price points, it is not easy to get them to pay the regular price (Kokemuller, 2018). Further, K’ombwayo and Iravo (2018) report that a significant number of sales promotions conducted by some young automobile industry’s in Kenya is generally poorly arranged and implemented, leading to the goal of being defeated, consequently having a direct effect on sales volume and gains. Manah (2017) iterates that over the years, some businesses lack qualified sales-people. They do not employ suitable sales promotional elements. They have refused the marketing concept’s significance, which is consumer-oriented philosophy that regards consumers as a king, leading to loss of sales (Manah, 2017). Additionally, Pauwels, Silva-Risso, Srinivasan, and Hanssens (2004) mention that sales promotions hardly have recurring effects on sales, which tend to come back to pre-promotion levels after weeks or months.

Nonetheless, Zafar, Niazi and Zafar (2018) argue that sales promotion improves the sales for an organisation. It gives an instant boost to an organisation to get their anticipated sales and revenue, also known as a survival element as it is competing

with its rivals to sustain in the business. According to a study conducted by Adithya (2013) on customer perception and car owners' behaviour, he found that in hatchback cars, the brand name is one of the most popular factors when choosing any brand name, and 50 percent of the respondents are price sensitive. Agbi, Lawal, and Ajibola (2019) mention that sales promotion is an important element for competitive advantage in the perception of rising competition in the global market, which has suggested that companies satisfy consumer needs and wants are more efficient and effective than rivals. Automobile manufacturers more and more utilise sales promotions as incentives increase sales and enhance capacity use in a challenging market environment (BusinessWeek, 2002). Pembi, Fudamu, and Adamu (2019) state that one of consumer promotion intentions is to evoke a direct effect on the businesses buying behaviour.

The promotion results include sales increment to entice new consumers; for example, price promotion refers to short-term price cuts offered to consumers (Nakarmi, 2018). As a result, automobile marketers recruit several sales promotion strategies and rewards as part of their marketing mix to promote a product and expand sales; thus, a significant number of automobiles repeatedly have been increased around the world (Pongsamakthai, 2007). For an organisation to advertise their product and make it a superior product, marketing and sale promotion appears to be outermost effective (Rizwan, Javed, Khan, Aslam, Anwar, Noor & Kanwal, 2012). Eleboda (2017) states that consumer satisfaction is known to positively influence market share and satisfaction positions may be measured by factors like price sensitivity and seen value.

According to Shamsi and Khan (2018), sales promotion is made up of several incentive elements; generally, short-term, that is used to encourage consumers and or dealers to hasten the purchasing process of particular products and services. The most frequently used sales promotion tools by automobile industries include coupons, trade shows, point-of-purchase displays, sweepstakes and purchasing incentives (Tandoh & Sarpong, 2015). Masimane (2017) further reports sales promotions short-term incentives like coupons, samples, contests, point-of-purchase displays, premiums, and frequent-buyer programmes.

The sales promotion marketing elements can also be spilt into three major sets, relying on the focus of their impact; consumer promotion (encouraging customer demand)

which forms the implementation of the 'pull' promotion strategy of an organisation, trade promotion (encouraging trading activity) implementing the 'push' promotion strategy, and merchandising (optical demonstration of products and management of retail space) (Bragazzi & Pyatigorskaya, 2019). Kumar (2015) notes that in trade sales promotion, marketers employed to display, shelf facing, discount, and point of sale goods as tools to promote products.

Businesses usually use forms of sales promotions as techniques to influence buying intentions and increase sales. Each of these forms of promotions is believed to have a diverse influence on consumers when they assess promotion and eventually affect their behaviour (Nurainun, Tabrani & Madjid, 2019). Senra (2017) puts that consumer promotions have been often divided into two different groups: financial promotions and non-monetary promotions; financial promotions as price discounts, while gifts comprise non-monetary promotions.

3.3.3.1 Monetary promotions

Monetary promotions, or financial promotions, are the deals that allow the consumer to obtain a product at a small price, thereby enticing the consumer by offering an opportunity for price saving (Sinha & Verma, 2017). Monetary sales promotion provides a monetary or cash saving advantage to a consumer. Nurainun, Tabrani and Madjid (2019) note that studies discovered that financial promotions are more suitable for utilitarian products (providing utilitarian advantage).

Despite several benefits, financial promotions' drawbacks are also identified. Sinha and Verna (2017) suggest that monetary sales promotion has risks impacting unfavourably on reference price in the long-run. Further, Buil, de Chernatony and Martinez (2013) mention financial promotions have an undesirable impact on quality perception and product association to such an extent that continual use of financial promotion can weaken product value.

Martins and Senra (2017) contend that positive and negative outcomes result from financial promotions, except for making the consumer more price-oriented. This kind of promotion also has an undesirable outcome on consumer loyalty. Thus, it drops consumers' level of product attachment through features and displays when selecting

a product can be improved if the consumer had prior experience with the product's feature or display (Martins & Senra, 2017).

Moshi (2009) evaluates the effectiveness of promotion tools upon sales performance on the new automobile vehicles in South Africa; the entire findings show that effective promotion tools influence automobile sales performance.

Senra (2017) states that sales promotions and specific financial promotions can be presented as coupons, refunds, rebates, extra free amounts of the same product, and cents off deals.

Coupons - A coupon is a promotional ticket that gives a customer monetary savings upon redeeming the coupon (Ismail & Siddiqui, 2019). Coupons are certificates that provide consumers with a saving on the purchase of a specific product, and this certificate is dispensed either online or in printed form (Chandra, Mazumdar & Suman, 2018).

Point-of-purchase displays - Point-of-purchase displays and presents products such as automobiles and accessories at a place where they can be bought (Tandoh & Sarpong, 2015). Point-of-purchase displays demonstrate products at the point where they can be bought, more significant, in this era of technology expansion. This can be impartially achieved with internet usage (Walton, 2016). Here, the organisation outlet can open a website where anticipated consumers can look at new displays from time to time (Walton, 2016).

Incentives/Bonus - Purchasing incentive/bonus applies when a consumer purchases a large quantity of products than the standard size (Nakarmi, 2018). They would then be offered a reward pack (Nakarmi, 2018).

Loyalty programmes - Loyalty programmes offer customers a rebate or free product as an incentive for making recurring purchases of the business brand (Heleneze, 2013). Loyalty programmes have become a necessary form of sales promotion; they motivate the customer to return to the retailer by giving them discounts based on the spending from a precedent visit (Maraikar, 2019).

Price discounts – Price discounts play an important role in product switching, buying acceleration, stock-piling, and product testing. It increases spending in the store. Under this offer, products are sold at a price lesser than the original price (Salvi, 2013). This is intentional to push up sales in the off-season and introduce a brand new product in the store (Salvi, 2013). Bhatti (2018) maintains that price discount positively influences consumer buying intentions and again influences purchasing quantity. In other words, if the price discount is positioned on the same product, consumers purchase more of that product (Bhatti, 2018).

Buy-one-get-one-free - Buy-one-get-one-free is the type of bonus packages in which customers are presented with the additional product at the regular price. Customers would easily be influenced to purchase products that do not demand extra payment and seen as having higher value by customers (Agbi, Lawal & Ajibola, 2019). Consumers may be convinced to purchase the product since an extra amount is given free of charge (Dahl & Spring, 2015).

3.3.3.2 Non-monetary promotions

Non-monetary promotions are a systematic pricing strategy and comprise premiums contents, sweepstakes, and samples, with premiums being often used type (Senra, 2017). Nurainun, Tabrani and Madjid (2019) note that non-monetary promotions were suitable for hedonic products (providing hedonic advantages).

Non-monetary sale promotions provide an advantage to the consumer apart from monetary benefit. In opposition to what is suggested for financial promotion, various researchers argue non-price promotions can improve product worth; besides, they also improve the consumer's sight of the product's quality (Buil, de Chermatony & Montaner, 2013). Many researchers encourage this kind of promotion because it does not have any damaging impact on the brand worth; actually, it helps improve the brand worth of the product; in the long-run perspective, non-monetary promotion is regarded more approving compared to financial promotions (Sinha & Verna, 2017).

The effect of non-monetary promotions on product worth is moderated, that said, by the consumer's degree of loyalty. In contrast, loyal consumer's price sensitivity drops with the use of non-monetary promotions. Similar to what would result from

advertisement exposure, non-loyal consumer's price sensitivity rises significantly with these promotions. Furthermore, a product with a high worth will experience good results concerning consumers' buying intentions than a medium or low-worth product (Martins & Senra, 2017).

Non-monetary promotions, like premiums, sweepstakes, gifts, and contests, are seen as beneficial. They are mainly associated with emotions and behavioural fulfilment (Martin, 2018).

Free sample - Khan, Tanveer and Zubair (2019) state that a free sample presents little amount of goods to customers without any payments. This includes strengthening of buying decision, so the consumers can be able to test or try the product and to persuade them to become familiar with that product rather than being not familiar of it; as a result, it can influence consumer's buying behaviour the soonest or later (Khan, Tanveer & Zubair, 2019).

Premiums – Premiums and bonus pack sales promotion proposal influence brand switching consumers; it also offers an additional or similar product at a small price or the same price (Kumar, 2015).

Games and sweepstakes - A sweepstake is a random drawing of a consumer's name, which is based on fortune or luck (Heleneze, 2013).

Demonstrations and product trials – Product demonstration consists of displaying products to interested consumers at the point of sales to guarantee quality buying (Rahman, 2016). Rahman (2016) further notes that the truth about the demonstration is showcasing very fine quality products that cannot be given as free samples.

According to Tariq (2018), the automobile industry of the hatchback automobiles can also be divided into the following sub-divisions:

- Mini-hatchbacks – Maruti 800cc, Chevrolet spark, Tata Nano, Maruti Alto
- Compact-hatchbacks – Hyundai i10, Santro, Maruti Suzuki Ritz,
- Mid-size division of hatchback – Ford Figo, Hyundai i20, Maruti Suzuki Baleno,
- Luxury hatchback – Mini-Cooper, Mercedes A-class, Volkswagen Beetle, Mercedes Benz B180,

Mini-hatchback can be seen as the entry-level segment for automobile buyers, and many also have named it as A segment for the beginners and mostly compromises of low prices automobile, again the automobile industry has to pay careful attention to keeping the ownership cost low, which enables an automobile to be approved by the consumers at entrance level. Compact-hatchback ranked under B segment, these automobiles and having all the basics facilities have got a touch of luxury and are at an affordable price and their attractive shapes are the star points that speed-up their sales. The price effectiveness is the main factor ruling the hatchback segments (Tariq, 2018). Therefore, the third hypothesis can be formulated as follows:

H3: Sales promotion has a positive influence on consumer buying behaviour towards purchasing a hatchback automobile.

3.3.4 Public relations

The phrase publics is used in public relations to depict the specific individuals and groups with whom a company builds associations (Tam & Kim, 2019). The idea of public relations took shape after after the Industrial Revolution in Europe with the emergence of factories that were concerned with communicating with publics (Al-Jenaibi, 2015).

As a strategic management process that constructs equivalently beneficial associations between a business and its publics, public relations has two primary functions: the messaging function, which influences how a set and individuals translate the business's behaviour (Tam & Kim, 2019). The management function emphasises conveying information to the public to include their decision-making interests (Tam & Kim, 2019).

Teresa (2017) defines public relations as a unique management task that assists in establishing and maintaining standard communication lines, apprehension, acceptance, and teamwork between an entity and its publics. It includes the management of troublesome issues; assists management to retain knowledge on and respond to public opinions; determines and emphasises the accountability of management to serve the public interest; assists management to keep informed of and successfully employ change, serving as a warning system to anticipate trends; and uses research and ethical communication elements as its primary tools (Teresa,

2017). Hadita and Adiguna (2019) define public relations as a management operation that evaluates public attitudes, policies, and processes of individuals or entities with public desires and conducts an action application to acquire understanding and acceptance from the public. Iroha (2019) further defines public relations as the art and social science of examining developments, anticipating their consequence, helping and advising institution leaders, and performing a strategic system of action for the advantage of both the business and the public.

A social study digs into societal behaviours, traditions, ethics, lifestyles, way of life, and preferences (Camilleri, 2018). A good understanding of societal changes could help marketers place the business; and expect market demands (Camilleri, 2018).

According to Thurlow, Seigny and Dottori (2018), public relation is a movement that is part of societal dynamics, a perception that suggests organisations are required to be suitable to societal expectations. Gasparyan (2018) refers to public relations as a marketing tool, with a role device in communications with the object to establish between the spectators and a marketing message. These total spectators comprise the consumers, shareholders, investment community, franchises and intermediaries (Gasparyan, 2018). Sakali (2017) further refers to public relations as to the designed and sustained effort to form and maintain a favourably and common understanding between an entity and its publics; it suggests building sustainable associations with its publics to create a positive picture.

Mazda Corporate Social Responsibility Management intends to fulfil its corporate vision through the actions of each person, based on the Mazda automobile way, while making an effort to satisfy the expectations of every Mazda stakeholder, every employee to follow CSR initiatives in the execution of the day-to-day business activities; to succeed the sustainable development of both the organisation and society (Marumoto, 2018). Apuke (2018) remarks that for an organisation to achieve positive results to any sales of their products and services, their anticipated consumers must be knowledgeable of those products and services, and in addition, they have to be aware of the attached benefits.

Maulani (2017) notes that public relations - a diversity of programmes directed internally to the organisation or externally to customers, other firms, the public sector,

and the media to promote or guard an organisations' image its product communications. A business that maintains a favourable association within its target audience will be better positioned to please its stakeholders by conducting public spaces. Ukaj (2016) further alludes that the intention of an entity's public relations often serves to convince the public, partners, investors, employees, and other stakeholders to preserve a certain position of the good image concerning the entity, its management, products or services.

Public relation is an area of communication with a very important function in marketing, which contains appliances that promote an entity's services and products and cause a good reputation for the business and its brands (Gasparyan, 2018). Anani-Bossman (2018) reports that public relations are about reputation for the Institute of Public Relations (IPR). Thus, the consequence of what you do, what you speak, and what others declare about you. The use of reputation management is based on the belief that ethical reputation improves credibility, which advances to various benefits, including increased sales and earnings, price premiums, improved community relations, and high stock price (Anani-Bossman, 2018). Mazda Motor Corporation has a lengthy tradition of supporting the public at local and national levels. In response to the novel coronavirus spread, Mazda Motor Corporation has continued to showcase its commitment by being socially relevant. Taken from Mazda newsroom statement held on the 24 March 2020, "Mazda Motor Corporation would like to express our heartfelt sympathy and concern for all of those who have been suffering from the novel coronavirus outburst and widen our earnest condolences to the families of those who have succumbed to the COVID-19 virus" (Mazda Motor Corporation, 2020). With the safety and security of customers, employees, and other stakeholders as our top priority, Toyota has been implementing measures based on government authorities' guidance to prevent the spread of COVID-19 infections (Toyota, 2020). The latest manufacturer to come to South Africans' aid during the COVID-19 pandemic is Volkswagen, which has donated 150 beds to the Nelson Mandela Bay Stadium (AlexNews, 2020).

The fundamental principles of public relations in marketing communications are to put the organisation in a favourable picture, generally through broadcast, digital media and print; the advantage of publicity is low-cost and believable (Camilleri, 2018).

Mazda3 is part of a long line of ground-breaking Mazda automobiles that have helped to make it the best-selling Mazda globally (Mazda3, 2019). According to George Mienie, CEO of AutoTrader, the Volkswagen Polo is the most popular used hatch by far (Writer, 2020).

Public relations promotion is guided by committed, reliable communication to the public to support the public; public relations is about meeting the needs of consumers and the public for giving critical support to the community, which brings into existence a positive picture to consumers and the public for creating customer fulfilment, loyalty, and retention (Lugoye, 2017). As a prominent organisation in the automobile industry, Mazda automobile received the award since its first move in Corporate Social Responsibility (CSR), and information revelation was positively assessed (Marumoto, 2018). Marumoto (2018) further indicates Mazda won a silver class award in the 2018 RobecoSAM sustainability awards. On the 8th April 2020, the road to the 2020 World Car Awards concluded with the statement of the MAZDA3 as the 2020 World Car Design of the Year (Fleming, 2020). Fridh and Dahl (2019) report that consumer relations management is a name, with its source in relationship marketing that reports how an organisation works to establish and create associations with new consumers and at the same time remain and improve the relationship with the already existing consumers. Iroha (2019) indicates that the first crucial role and function of public relations in industrial society is to conduct effective research, which encompasses gathering important information about the general public perceptions, activities, political atmospheres, rising issues, customers anxieties, and societal corporate citizenships groups. It also includes the arrangement of strategic programmes targeted at finding solutions to problems and building an entity's image and reputation (Iroha, 2019).

Ngwainmbi (2016) states there are challenges in implementing public relations applications mostly because the general public does not have explicit knowledge of public relations as a practice. Some specialists for the APA and other scholars have considered public relations as a mere concerted set of messages aimed at influencing the conditions or behaviour of large numbers of people, as a result tarnishing the profession. While other specialists have provided training on methods of convincing and publicity, which are amongst major paradigms of public relations practice

(Ngwainmbi, 2016). (Ngwainmbi, 2016:3) states there is a disseminated belief that public relations only creates a spin; thus, the intention of creating public relations content is to encourage hype instead of fact. (Ngwainmbi, 2016:3) further mentions, “public relations persons are paid to twist the truth into pretzels and persuade the public that they are good people”.

Al-Jenaibi (2015) states that the worst incorrect belief about public relations is that it contains no ethics; anything goes as long as it promotes or guards the business interest; this is an unfair accusation of the profession. Among the communication strategies, public relations have been identified as the effective way of communicating a message to the targeted group (Gezihagne, 2018). The primary objective of public relations is to carry out information that will impact individuals (Gezihagne, 2018). Alyaqoub, Rahman, and Saad (2019) contend that public relations play a vital role in any entity. It aspires to maintain equally beneficial and long-term associations between an entity and its primary public by balancing the interest of everyone involved. Alhadid and Qaddomi (2016) state that public relations, a management method that operates as an evaluation of the publics’ attitude and establishes an individual’s policies and procedures or a relationship with the public interest.

- The benefits of public relations listed by Skoda Auto

The Skoda Works were established as an arms manufacturer in 1859. SKODA AUTO (and its predecessor Laurin & Klement) is the fifth oldest company producing cars and has an unbroken history alongside Daimler, Opel, Peugeot, and Tatra (Wikipedia, 2020). Skoda is one of the world’s automobile manufacturers with its strong engineer and production for more than a century. The company was first founded in 1859 in Czech Republic. Later, the Czech brand was searching for a well-known partner. As a result of in 1991, Volkswagen was selected since VW is the largest automotive manufacturer. Regardless, 30% of Skoda’s equity was owned by the Volkswagen Group in Germany. Ten years later, Skoda was completely taken over by Volkswagen.

Skoda debuts its brand via public relations tools is such a dominant strategy because consumers did not know anything about its brand and new product. To possess brand credibility, a business needs to leverage competitors by using public relations as a credible source to make the brand more acceptable in the new market. Skoda built its

position through various public relations campaigns such as word-of-mouth, special events, and influencers such as mavens and connectors and salesman. The role of public relations agency, due to we want to establish a brand reputation in the market and provide product into new a category, public relations such a powerful tool to help a company accomplish lots of goal such as create Skoda Auto name in consumer's mind and capture consumer's attention (UKEssays, 2018).

As the strength of many other brands in the motor industry increased, the Skoda Auto brand became weaker - representing outdated and negative brand perceptions. Today, however, this is no longer the case; the brand is enjoying a renaissance.

According to Business Case Studies (2019), 1998 Skoda Auto saw the launch of facelift Felicia, the Felicia Fun, the Octavia hatchback (small family car); it is now at the beginning of even greater triumph, consequently new product development and significant brand image. The recurring release of new and enhanced models repeated automobile and consumer satisfaction awards helps justify Skoda's development plans and transform the image. Public relations had a fundamental part in developing an integrated communications strategy for Skoda, which enveloped the entire organisation, rather than just one department. By highlighting and emphasising the values of the new Skoda brand, it assisted in developing a broad platform for the products through imparting information, communicating and creating information in the market place. Therefore, the fourth hypothesis can be formulated as follows:

H4: Public relations has a positive influence on consumer buying behaviour towards purchasing a hatchback automobile.

Figure 3 displays the public relations boundary-spanning function, exhibiting how a business conveys information and mediates for the public when making decisions.

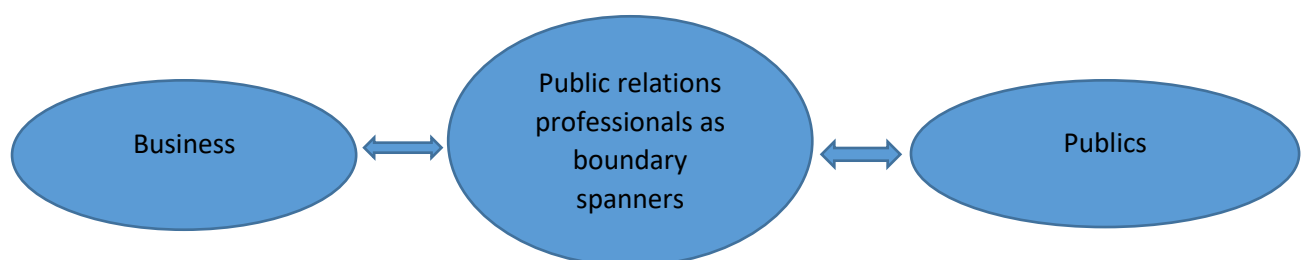


Figure 3.2 Public relations boundary spanning function.

3.3.5 Direct marketing

Direct Marketing is a direct communication tool used by entities to target their consumers to acquire an instant reaction (Gituma, 2017). Using direct marketing, businesses communicate directly with the aimed consumers to create a response and or a deal (Ukaj, 2016). To approach any marketing communication this day outside direct marketing compliance restricts a consumer's motivation and alternatives to respond and a marketer's capacity to monitor significant response and actionable information (Subramanian, 2017).

Khan (2012) defines direct marketing as the umbrella for every media platform that operates in the commercial place where goods and services are bought and sold, get a lead, build traffic, raise financial resources, and sell a product or service. Flici (2011) further defines direct marketing as a procedure performed by organisations to bring into existence value for consumers and construct solid consumer relationships to receive a return from consumers to establish sales, dividends, and lasting consumer equity. El Dameh and Ghadeer (2019) refer to direct marketing as a pattern of advertising in which physical marketing materials are given to consumers to impart knowledge about a product or service. In opposition to almost all advertising, direct mail grants one-on-one communication; thus, it increases the surety that the targeted consumers will be attained (Afande & Maina, 2015).

Krivos (2018) points out that direct marketing is a term for a series of exterior promotional activities designed directly at a consumer, giving promotional communication to the audience. Abdullah (2016:173) "states that direct marketing alludes to all operations executed by the seller to potentially interested consumers, which are focused towards the transfer of all products and services in agreement with the buyer".

Direct marketing comprises direct contact with carefully targeted consumers to obtain an instant reaction and increase sustainable consumer associations (Supriyanto & Ariyanti, 2018). Subramanian (2017) further indicates that direct marketing tools concentrate on two specific elements: building consumer relations and contacts and the common concentration on transactions for additional sales volumes.

There are many pros and cons of direct marketing an organisation needs to consider prior to starting a campaign. The benefits of direct marketing, according to Robinson (2018), are as follows:

Targeted – with direct marketing, an organisation can send specific messages to certain groups of consumers and potential customers based on their purchasing behaviour or demographics.

Builds loyalty – a direct marketing campaign can build product loyalty by continually sharing its message on various direct marketing platforms.

Affordable – certain individual marketing campaigns such as postcard marketing or email marketing can be very cost-effective.

However, even though direct marketing has many advantages, there are also disadvantages (Robinson, 2018).

Environmental impact – specific direct marketing tools are associated with environmental impact, mostly direct mail; this can be minimised by targeted direct mail campaigns and recycled materials.

Intrusive – some customers find direct marketing irritating and unwelcome. If customers find the business marketing mail irritating, it can create a negative product relationship.

Irrespective of direct marketing mishaps, buyers of products and services offered through direct marketing can make their purchases from the comfort of their office or homes as much as they want (Joseph, 2017). This is because direct marketers utilise online or print catalogues. The purchaser can navigate until they find the product they want, and finish the transaction by telephone or internet and avoid the trouble of shopping malls (Joseph, 2017). The consumers that respond to television and radio advertisements can also finish their transactions with a phone call or internet (Joseph, 2017).

There are various kinds of direct marketing like direct mail, telemarketing, text marketing, direct selling, and email marketing (Krivonos, 2018). They are discussed as follows:

3.3.5.1 Email marketing

Email marketing is an online advertising method that includes receiving advertisements through electronic letters (Horbal, Khrushch & Orlykova, 2017). These days, businesses are likely to send a mail with notification on specific upcoming sales, new collections, or events (Horbal, Khrushch & Orlykova, 2017).

Email marketing is one of the powerful instruments of any digital marketing. It is the process of gathering email addresses from current and potential customers (persons and legal entities) interested in an organisation's products or services to send them their offers (Minculete & Olar, 2018). In the view of Ahmed, Streimikiene, Berchtold, Vveinhardt, Channar, and Soomro (2019), it is discovered that email marketing is a significant part of online marketing techniques, where it is the direct way of empowering the communication between a consumer and a seller.

Digital Marketing (2020) indicates that global email users have grown from 1.2 billion to 4.4 billion; thus, email advertising has become an extremely functional means of carrying out a message and building brand sustainability. Since 26 March 2020, marketing delivery gave out its tips for maintaining consumer engagement during the coronavirus lockdown. An email will have an important role to play in engaging with prospects in the weeks ahead. Marketing delivery research has discovered that email is the most chosen platform for correspondence with automobile sales industries, far more than any other communications method (Digital Marketing, 2020).

Though email marketing has its advantages, the risks presented by email are multiple. According to CISCO Cybersecurity (2019), email is the number one vector for both malware distribution 94.2 percent and 96 percent phishing. Email foundation systems have to deal with security threats such as credential phishers and sender impersonations, spam, ransomware and virus payload attachments, and typosquatting or URL hijacking via DNS exploitation and internal staff information leakage and insider threats (Bhardwaj & Goundar, 2017).

However, when asked about some marketing channels' strategic significance, email remains the primary strategic channel; according to marketers, 91 percent rated it crucial, followed by social media rated 83 percent (Draper, 2019).

3.3.5.2 Direct mail

Direct mail is a marketing figure in which an organisation sends letters, postcards, or other promotional elements to present and potential customers; direct marketing campaigns may also be targeted to both customers or organisation market (El Dameh & Ghadeer, 2019). Traditional marketing indeed has its place and value; examples of traditional marketing tools comprise a sales force (internal and independent), direct mail, buying leads, referrals, print media, trade shows, radio, and TV. To connect to groups of customers' traditional method can be more practical than other means (Tanherdoost & Alaiyoon, 2014). For instance, should an organisation want to retire a CEO, there will not be any need to use the internet or social media channels (Tanherdoost & Alaiyoon, 2014). Therefore, in short, traditional marketing has advantages such as personal communication, direct response, and reaching a specific group (Tanherdoost & Alaiyoon, 2014).

The benefit of direct mail can be tailored to a particular group of customers that meet the standard of recurring customers in the automobile industry (Strong, 2017). Regardless of the lack of wide advertising such as television and radio, the industry can address a smaller percentage of the population with a higher probability of response to the business offer (Strong, 2017). Once the industry can research who is more appropriate to buy an automobile, strategic communication can be generated to reach this potential purchaser (Strong, 2017). Direct mail marketing is an outermost applicable and cost-effective way to reach an extensive market (Byrne, 2019).

- First, direct automobile mail can be targeted to business customers. With the amount of information available, automobile manufacturers can quickly identify those individuals more likely to be on the market to purchase an automobile.
- Consumers are more likely to reply to a message that has been personalised to their desires. Using direct mail marketing, automobile manufacturers can personalise every feature of the mailing: message, offer, creativity, and more.
- Compared to other advertising methods, direct marketing is a cost-effective tool for reaching a vast audience.

3.3.5.3 Text/mobile marketing

Bala and Verma (2019) explain text/mobile marketing as a revolutionary vehicle for associating organisations with each other for their customers through their mobile equipment's in their suitable time, in the right place, and with relevant direct messages. Lashgari (2017) points out consumer data inspection is becoming more significant for retailers, assisting them in expanding profits through mobile marketing. According to Ahmed, Streimikiene, Berchtold, Vveinhardt, Channar, and Soomro (2019), a massive increase in mobile phones revealed another medium of advertising for businesses to connect to their customers viably. The most broadly used mobile phone marketing is the SMS (short message service) contained advertising and advertisers utilise the SMS messaging as a productive element compared with the traditional advertising elements (Ahmed, Streimikiene, Berchtold, Vveinhardt, Channar & Soomro, 2019).

However, some disadvantages are using mobile phones as a resource for motivating one's social identity. The over-dependence on the mobile phone for social connectedness may backfire as a mobile phone that at no time rings could create unprecedented loneliness and detachment (Yam, 2016). With call screening and voice message structures in place, unanswered calls and messages signal that people do not want to be contacted. This this isolation affects the individual's social identity in making an effort to make the connection (Yam, 2016).

Lasen (2003) suggests that mobile phones may replace social distances as calls and text messages usually function as replacements for face-to-face conversations. Van Niekerk (2020) elaborates that because of the lockdown brought by the COVID-19 pandemic, reaching a vast group of people with limited resources can greatly interfere with an organisations scope. As a result, organisations may need to go beyond what is normal. The key is to reach a lot, if not all, consumers. With many consumers not having access to the internet, SMS is the best way forward (Van Niekerk, 2020).

3.3.5.4 Telemarketing

Telemarketing is the use of telephones as an interactive channel for promotion, calls potential consumers by telephone to sell something (Artaya, 2013). Telemarketing is used primarily to make calls to people who have never contacted the seller or for

people who do not know the organisations products or services (Artaya, 2013). Artaya (2013) further notes that telemarketing is a specific communication technique that permits one to provide notification while receiving a reply directly.

Contacting customers by telephone is beneficial because it is possible to instantly measure the customers' interest, ask questions to determine their desires and explain technical attributes or detailed messages more effectively (Healey, 2013).

3.3.5.5 Direct Selling

Direct selling is the marketing and selling of goods directly to customers away from an immobile retail location (Holloway, 2017).

With an increase in social media use, direct marketing has become more instant because of the extensive range of customers that can be contacted through diverse social media sites; for instance, there is the Recency, Frequency, and Monetary process (Holloway, 2017). This process provides an easy manner to categorise retail customers and encouragements that are used to raise sales to these groups (Holloway, 2017). Bhatti (2018) reports that social media plays a significant role in day-to-day existence; furthermore, social media is a significant element for current markets. It makes a firm connection between the consumers and organisations since social media influences consumers' intention to make a purchase. Approximately 88 percent of marketers use social media to promote their companies (Bhatti, 2018). According to Meslat (2018), in the digital report done by "We Are Social" and "Hootsuite", there were more significant than one million new users in the top social podium each day. Besides, there are more significant than three billion active social media users in the world, which exhibits 42 percent of the world's population and an increment of 13 percent compared to the previous years. Voramontri and Klieb (2019) point out that consumers use social media to benefit from instant access to notifications at their convenience, assisting those making decisions on what to purchase or to be more aware of products or brands, when and where they need.

Apart from social media, in direct marketing, the automobile industry officials directly contact the expected buyers with the notification available through multiple sources; for example, auto shows, road-shows, and trade fairs (Raushan, 2014). During the

previous few years, automobile retail has positioned itself into shopping centres (Ilse, 2018). The move to shopping centres introduces automobile retail to massive natural customer flows (Ilse, 2018). It replaces the opening hours, as the shopping centre showrooms will be accessible longer than normal office hours that automobile purchasers are accustomed to seeing (Ilse, 2018). Mazda promotes its trademark through trade shows, social media platforms, and auto shows (Bhasin, 2018).

Direct marketing allows the business to promote the products and services directly to the customers who most need them (Auto ERP, 2018). A good direct marketing campaign will assist the business build relationships with new clients, test the appeal of the product or service, notifies which marketing approaches reach the target market, provide customers with destructive content they can communicate or share with potential customers leading to increase sales (Auto ERP, 2018). Targeted to 300 000 consumers close to Mazda automobile dealerships all around the country, the marketing campaign generated results that surpassed the dealership expectations, using SG's "Extendo" (the Extendo is a granted direct mail piece generated and created by structural graphics), direct mail piece Mazda was able to promote its newly improved hatchback and sedan Mazda 3 automobile and track the number of buyers directly from the mail campaign; The result: Mazda sold more automobiles as a result of direct mail piece than they have ever done before (Garner, 2014). Therefore, the fifth hypothesis can be formulated as follows:

H5: Direct marketing has a positive influence on consumer buying behaviour towards purchasing a hatchback automobile.

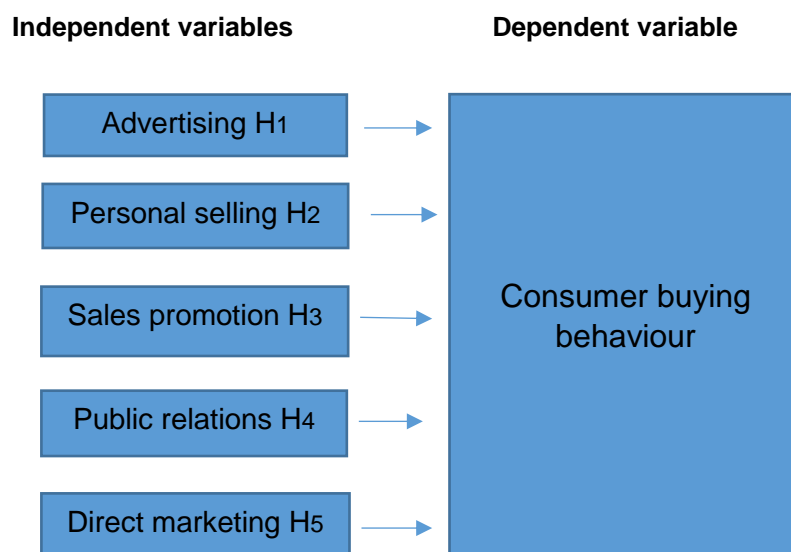
Figure 3.3 All new 2014 Mazda 3



Source: Adapted from structural graphics Mazda (2014)

Figure 3.4 below represents the conceptual model to be tested in this study.

Figure 3.4 The framework of the study



Source: Adapted from Ali, Gafar, and Akbar (2013)

3.4 SUMMARY

The chapter presented a background of promotional mix element tools of marketing strategies utilised by automobile industries. An overview of diverse promotional elements that provide and increase knowledge of an organisation's products and services, features, and benefits influencing consumers to make a purchase have been discussed through multiple media platforms. The chapter also highlighted advertising, personal selling, sales promotion, public relations, and direct marketing.

In marketing, promotion is advertising a product, giving rise to sales, and creating product loyalty. This is one of the four primary tools of the marketing mix, and it deals with linear or two-way communication with the consumer (Onyejiake, Ghasi & Okwor, 2018).

The following chapter discusses the research methodology of the study. The chapter will assess various research methods and choose the preferred method in compliance with the research objectives.

CHAPTER FOUR: RESEARCH METHODOLOGY

4.1 INTRODUCTION

The research methodology used for this study is presented in this chapter. Primary data were employed for this study. The quantitative research approach was followed for the study. Procedures and methods are discussed in detail while motivating the selection thereof. This chapter's focus is on the marketing research process and the different concepts associated with marketing research.

The chapter starts with a summary of the marketing research process: Section 4.2. Section 4.3 discusses the research problem/questions, followed by research objectives in Section 4.3.1. Section 4.4 discusses the study's research approach/plan, Section 4.4.1 discusses qualitative, mixed-method, and quantitative research approaches, while Section 4.4.2 discusses the population and sampling method. Section 4.5 deals with research conduct, Section 4.5.1 the data collection method, Section 4.5.2 communicates the data collection instrument for the study and Section 4.5.3 the questionnaire structure approach for the research study. Section 4.6 discusses analytical techniques, followed by measures taken to guarantee the study's validity and reliability in Section 4.7. Section 4.8 discusses the pilot survey, Section 4.9 ethical considerations measures taken for this study, and Section 4.10 concludes the study.

4.2 THE MARKETING RESEARCH PROCESS

A research process is a strategy or a plan of action that guides the researcher to conduct specific research (Kothari, 2004). There will be several choices and methods for carrying out an academic research paper; however, the selection would depend on how the researcher perceives the reality (Kothari, 2004). Marketing research revolves around the planning, gathering, and analysis of information (McDaniel & Gates, 2013). It is communicated to management, who uses it to make marketing-related decisions operative and efficient (McDaniel & Gates, 2013).

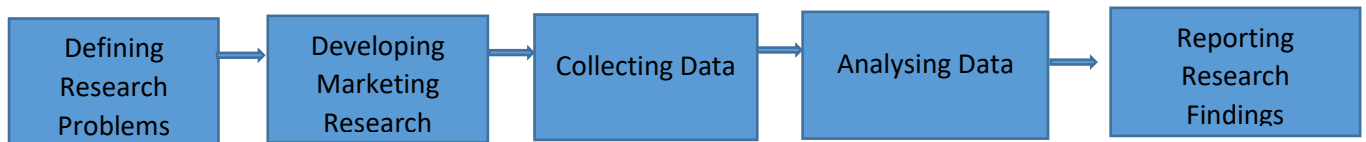
Igwenagu (2016) defines the marketing research process as a systematic and theoretical analysis of techniques put into practical use in a field of study. Research is a planned set of procedures for gathering, analysing, explaining knowledge, and information to expand our comprehension of a phenomenon (Leedy & Ormrod, 2015).

Ntsike (2016) indicates that there are two categories of research, namely qualitative and quantitative research. Over the years, there has been an excessive discussion over the useful method to use in data collection; this discussion led to a third method's speedy development (Anani-Bossman, 2018). This mixed-method joins the two traditional methods in ways that try to bridge the gap in the differences while addressing a research question (Anani-Bossman, 2018). The suggested three methods are not distinct from each other as they may appear (Creswell, 2014).

Salkind (2012) remarks that qualitative research is social or comportment science study that investigates processes that position human behaviour using exploratory methods such as asking questions, surveys, case studies, and relatively personal methods. Patten and Newhart (2017) advocate that the quantitative research method is a study process that provides data, usually numerical, for statistical studies. Qualitative research concentrates on people's emotions and mental state, while quantitative research depends more on numerals and data. Mixed methods research is a methodology for conducting research that includes collecting, analysing and combining quantitative and qualitative research in a uniform study. The aim of this pattern of research is that both qualitative and quantitative research provide a better comprehension of a research problem than when either approach is split (Almalki, 2016).

The marketing research process is an organised method that a researcher employs to undertake an empirical study to attain the study's research objectives (Babin & Zikmund, 2015). For this study's aim, the marketing research processes will be employed below in Figure 4.1. The study will detail the five steps.

Figure 4.1 Five steps in the marketing research process



Source: adapted from Ferrel (2010).

4.3 DEFINING RESEARCH PROBLEMS

The research problem speaks about what information is required to solve the problem and how information can be acquired effectively and efficiently (McDaniel & Gates, 2013). This study was guided by the following research questions to address the identified research gaps and achieve the study objectives:

- Which of the promotional elements influence consumer buying behaviour towards purchasing a hatchback automobile?
- Which promotional elements have a positive effect on consumers' purchasing a hatchback automobile?
- Which promotional elements have a major impact on influencing consumer's purchasing a hatchback automobile?

Following the research problem and questions, the specific research objectives of the study are presented below. Since the application and the choice of the methodology approach rely on the study plan and objectives, it is appropriate to include them in this chapter (Yan, 2015).

4.3.1 Determining the research objectives

The research objectives refer to specific declarations that the research study will endeavour to find a solution to the research problem (Mothudi, 2020).

4.3.1.1 Primary objective

This study's primary objective is to determine the influence of promotional elements on consumer buying behaviour towards purchasing a hatchback automobile.

4.3.1.2 Secondary objectives

- To establish from the research study which promotional elements influence consumer buying behaviour.
- To determine the influence of promotional elements on consumer buying behaviour towards purchasing a hatchback automobile.
- To determine the major influencing promotional elements' on consumer buying behaviour towards purchasing a hatchback automobile.

4.4 DEVELOPING THE RESEARCH APPROACH

A research approach is the outline plan or a support structure of inquiry used to acquire answers to research questions (Kothari, 2004).

A research approach is defined as a plan of conditions for gathering data analysis to integrate relevance to the research intention with the economy in operation (Kanina, 2013). Makgopa (2016) defines the research approach as a method for gathering, examining, interpreting, and outlining data in research studies. Kumar (2011) further defines a research approach as a plan, structure, and examination strategy to respond to research inquiries or problems. The research approach is a layout for fulfilling objectives and responding to queries (Cooper & Schindler, 2014).

For this study's purpose, a quantitative research method was applied using a survey method. The study followed a cross-sectional descriptive method to determine the influence of promotional elements on consumer buying behaviour towards purchasing a hatchback automobile. A quantitative research method enables the researcher to analyse a large amount of data using statistics and diagrams.

Malhotra (2015) defines the quantitative research method as research that includes considerable samples and structured data collection measures. The method is used

to gain awareness and comprehend issues from the research partakers' angle (Malhotra, 2015). The quantitative method quantifies that data are gathered in numbers and often employs statistical analysis to conclude the study (Malhotra, 2015). Quantitative research gathers numeric information (Almalki, 2016). Dieterich (2014) further remarks that quantitative data obtains data through questionnaires. It is appropriate for collecting a large amounts of data from a large population as in this research.

Palitano, Walton, and Roberts (2017) report quantitative research as descriptive research that is organised and quantifies results by employing numbers or statistical analysis. Cant and Van Heerden (2010) agree that quantitative research is the descriptive research method employed to portray research that is structured and quantifiable as reported by using numbers or statistical analysis.

Descriptive research aims to describe a population, situation, or phenomenon (McCombes, 2019). According to Zikmund and Babin (2010), descriptive research purposes of creating an image of a given situation by portraying objects, organisations, people, or the environment. The study's primary objective is to determine the influence of promotional elements on consumer buying behaviour towards purchasing a hatchback automobile. This study uses descriptive research because it is considered the most suitable method. Nell (2013) points out that common approaches to a descriptive research approach comprise surveys, personal interviews, web-based surveys, emails, and telephone interviews. Different authors suggest using descriptive design to generate information of concern to businesses (Orodho, 2003).

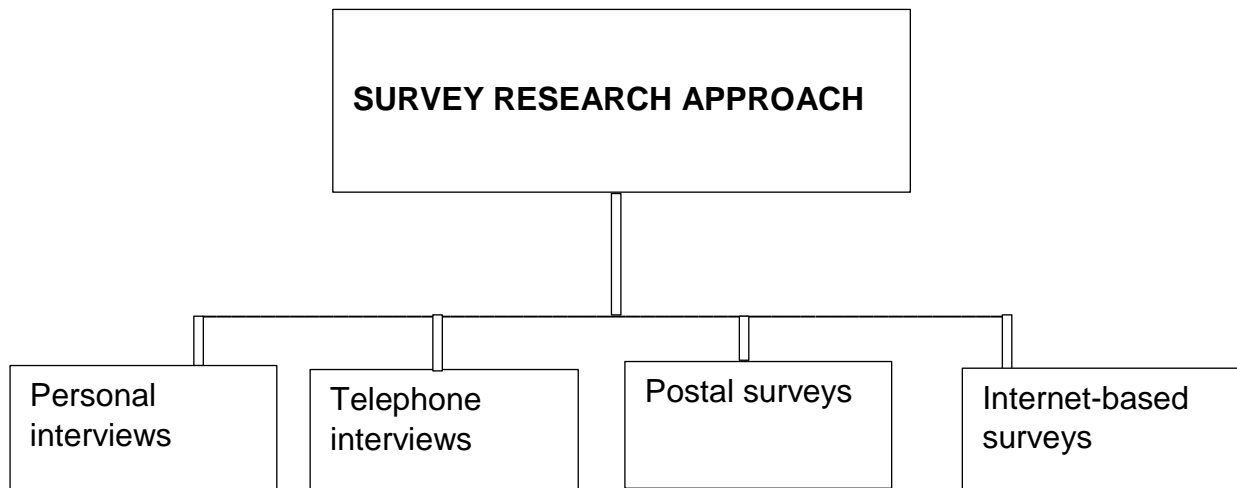


Figure 4.2 Survey research approach

Source: Adapted from Hung Yu-ting (2016)

Cooper and Schindler (2014) describe a survey as an estimation procedure used to gather data using structured interviews. Survey research consists of a cross-sectional design where data are collected by questionnaire or a structured interview on more than a single occasion and at a particular moment to gather quantitative information in relation to two or more variables (Bryman, 2012). These variables are then observed to inspect patterns of grouping (Bryman, 2012). A standard survey has the necessary tools to produce a required effect of gathering wide samples of data, for example, opinions, attitudes, values, behaviours, and beliefs of people responding to questionnaires (Shrestha, 2016). Malhotra and Birks (2006) point out that survey questionnaires may be conducted in three significant modes: telephone interviews, personal interviews, and mail interviews.

Personal interviews may be undertaken at home or in an office or street personally or online (Malhotra & Birks, 2006). In the survey study, personal interviews are considered the technique with which the highest response rates can be attained (Schroder, 2016).

Nonetheless, personal interviews' unavoidable characteristics make it more costly due to collecting data from various geographic places. It is also time-consuming (Rahman, Islam & Sutradhar, 2018).

Telephone interviews, as in the name, are done telephonically. The interviewer asks the participants questions and records their responses (Cooper & Schindler, 2008). Telephone interviews are somewhat cost-effective compared to other processes of surveying customers (Suttle, 2019). A 10-minute telephone call, for instance, costs lesser than most phone plans (Suttle, 2019). As a result, it does not cost a large amount of money for a small business to complete 300 or 350 surveys (Suttle, 2019).

However, business owners may find it difficult to connect with customers over telephone interviews. First, they cannot see the participants they are interviewing; therefore, they cannot see participants' reactions to determine whether their answers are truthful (Suttle, 2019).

E-mail interviews are done when researchers mail structured questionnaires to participants, who then return the answers (Bradley, 2010). Fritz and Vandermause (2017) mention that email interviewing benefits are convenient since there is no location bound. The audit trail is simple to follow. Costs are reduced since there are no travelling costs and no travel time, participants respond in comfortable places, and they can participate from home in isolation (Fritz & Vandermause, 2017).

However, the email interviews have shortfalls, such as procrastination in receiving data and other data issues. Because email respondents respond to questions at their convenience, researchers may have to wait few days to receive a response. The delay in response may also abolish spontaneity as a source of data. This delay in responses increases the probability that respondents may have forgotten to respond and the probability of losing track of other respondents at multiple phases throughout the interview (Bowden & Galindo-Gonzalez, 2015).

Internet-based surveys refer to computer-support data collection, which can be collected together with the researcher or self-administered (Wiid & Diggins, 2013). With the arrival of internet-based surveys, many positive effects are offered for the aviation researcher. These benefits comprehend access to new and wide populations with an extensive base of characteristics (Rice, Winter, Doherty & Milner, 2017). Researchers can now gather great volumes of quality data better than in previous survey methods. Therefore, this improves confidence in research study conclusions,

saves cost and time, and enables participants to partake anonymously, leading to more participants willing to participate (Rice, Winter, Doherty & Milner, 2017).

While there are many benefits associated with using internet-based surveys, there are also remarkable disadvantages. These include non-representative samples, participants' fraud, restrictions in the type of data gathered, financial motivation, and minimum response rate (Rice, Winter, Doherty & Milner, 2017).

The benefits of an online survey may yield a non-probabilistic sample; a researcher can receive different participants. Professional groups are available on LinkedIn, Research-gate, and WhatsApp groups (Nayak & Narayan, 2019). Sample populations having skills or knowledge in one particular field can be acquired from these groups. The primary advantage of online research is access to a unique population, saving time, and conducting research at minimum cost (Nayak & Narayan, 2019).

Choosing a suitable survey method

Owing to the coronavirus pandemic crisis and complying with the government's regulations, the study conducted an online-based survey data collection approach. On the 25th March 2020, the South African Department of Co-operative Governance and Traditional Affairs issued regulations in response to a national state of disaster and lockdown declaration by President Cyril Ramaphosa Africa Criminal Justice Reform (ACJR, 2020). A lockdown is a limitation of movement (entering or exiting a place of residence) of people. The purpose of the lockdown is to restrict the increase of the COVID-19 virus and to succeed with this. People should not walk around and contact other people who may be sick or carriers of the disease (ACJR, 2020). Further, online-based surveys are inexpensive, convenient, and saves a lot of time to conduct.

According to Blumberg et al. (2011), online-based surveys have the following advantages:

- Quick data collection process,
- Less price administration and data collection as there is no printing or postage needed and data do not need a person to capture them,

- Researcher prejudice is removed as the researcher is not near during the completion of the survey,
- Better data quality as logic and validity checks can be built-in.

Malhotra et al. (2012) mention that there are several challenges associated with online-based surveys:

- Incorrect sampling frames as access panels only give access to certain respondents,
- Limited access to the internet, mainly for those in rural areas or poor communities,
- Minimum response rates,
- Lack of researchers' intervention to clarify uncertainties.

Despite numerous challenges, self-administered internet-based surveys are justified because the age group targeted for this research study is between 18 and 65, acquainted with using the internet. Internet-based survey method refers to any research method that uses the internet to collect data (Salkind, 2010). Recent studies have shown that internet-based research is becoming increasingly popular due to its rapid access to a relatively great number of respondents without spending too many resources (Nayak & Narayan, 2019). Internet-based research is, progressively, the research method of selecting surveys (Nayak & Narayan, 2019). Overall, online-based surveys' benefits indicated fewer errors, fewer blank items, and small turndowns than paper surveys (Nayak & Narayan, 2019). For this reason, the internet-based survey is used for the study. It is also convenient for not conducting face-to-face interviews due to the Covid-19 pandemic.

Data were collected from respondents who have purchased a hatchback automobile and who reside in Gauteng. The novel COVID-19 has influenced this study to be conducted using an online-based survey. However, this approach is suitable for larger samples at minimal costs and enables easy administration of questionnaires.

4.4.1 Qualitative, mixed-method and quantitative research approach

- **Qualitative research**

Qualitative research is a wide term that includes various data collection and analysis to provide a cultural and contextual description and interpretation of social phenomenon (Vaismoradi & Snelgrove, 2019). Nyberg (2012) notes that qualitative research examines areas where much is known or unknown to possess novel comprehension. It can also gather details about a phenomenon. The details can comprise feelings, thought processes, and emotions (Nyberg, 2012). Mohajan (2018) states that there are various types of qualitative research and are as follows.

- **Focus groups:** Focus groups are regarded as qualitative research methods to gain an in-depth comprehension of social issues (Then & Rankin, 2014). The method focuses on acquiring data from a purposely selected group of individuals rather than from a statistically representative sample of a larger population (Nyumba, Wilson, Derrick & Mukherjee, 2017).
- **Projective techniques:** Projective techniques are utilised for qualitative data collection to examine respondents' underlying feelings (McDaniel & Gates, 2010). Malhotra (2010) states that in the projective technique, the researcher asks respondents to assess other people's behaviour, and indirectly project their attitudes, beliefs, emotions and, motivations.
- **In-depth interviews:** In-depth interview is a qualitative research technique that includes conducting intensive one-on-one interviews with a small number of respondents to seek their perspective on a particular idea, programme, or situation (Boyce & Neale, 2006).

- **Mixed method**

Creswell (2007) mentions that mixed-method research is a methodology for engaging research that involves gathering, analysing, and incorporating qualitative and quantitative research in a sole study or a longitudinal inquiry programme that probes the same underlying phenomenon. Additionally, this research method is aimed at qualitative and quantitative research, infusion, and better comprehension of a research

challenge or issue than either a research approach in solitary (Cameron, 2015). Mixed method research uses both approaches concurrently to create a research outcome broader than each method individually (Malina, Norreklit & Selto, 2011). Overall, merged quantitative and qualitative methods permit exploring more detailed aspects and relations of the human and social world (Malina, Norreklit & Selto, 2011).

There are various reasons and benefits for employing a mixed-method approach. Mckim (2017) highlights that mixed-method research assists the researcher to accurately understand the phenomena under study. Bamberger (2012) complements this vision by commending that mixed-method research promotes a significant understanding of stakeholder viewpoint on the intervention's nature. Almalki (2016) adds two new kinds of mixed-method benefits: the process's flexibility and accuracy.

Despite the indisputable and notable advantages of mixed-method research, some hindrances to their scientific studies' differentiation were found. Lisle (2011) states that stability and credibility must be guaranteed through all mixed-method research processes. The high time needed and costs involved in data collection, analysis, and interpretation are also brought up by various authors (Miller et al., 2013; Almeida, 2018).

- **Quantitative research**

In the quantitative research approach, the researcher tests a theory by specifying limited hypotheses and collecting data to uphold or disprove the hypotheses. The information is gathered on an instrument that measures attitudes, and the data are analysed using statistical processes and hypothesis testing (Creswell, 2014).

A quantitative survey method study was conducted to determine the influence of promotional elements on consumer buying behaviour towards purchasing a hatchback automobile. Quantitative research emphasises an inductive view on the association between a study and theory (Rashid, 2015).

- Advantages

The quantitative findings are likely to be broadened to a large population or a sub-population because it includes the bigger random sample (Rahman, 2017). Quantitative research focuses on objectivity and is particularly suitable when there is a probability of gathering quantifiable variables and inferences from the sample population (Queiros, Faria & Almeida, 2017). The utilisation of statistical analysis and numbers found in quantitative research has distinctive benefits in the research process (Devault, 2019).

- Disadvantages

Given the strengths above, quantitative research has weaknesses too. This method does not consider the meaning behind social phenomena. The approach seeks to find answers to particular questions to prove or disprove a specific hypothesis (Miller, 2020). Another limitation of quantitative research is that positivism cannot account for how the social reality is shaped and maintained or how society interprets their actions and others (Blaikie, 2007).

Miller (2020) argues that the quantitative research approach's benefits allow the researcher to reach a larger sample size. Information can be gathered faster when using quantitative research. Miller (2020) notes that researchers can use the quantitative method to focus on a particular fact that they want to study in the common population. Daniel (2016) mentions that the quantitative method approach uses statistical data to save time and resources. The quantitative research approach emphasises numbers and figures in the gathering and analysis of data. Essentially, quantitative research can be seen as being scientific (Daniel, 2016). Based on these advantages, a quantitative research approach was chosen for the study.

4.4.2 Population and sampling method

Deciding the research extent comprises five steps: defining target population, sampling frame, sampling technique, sample size, and choosing the individual sample units (Mothudi, 2020). These methods are discussed below.

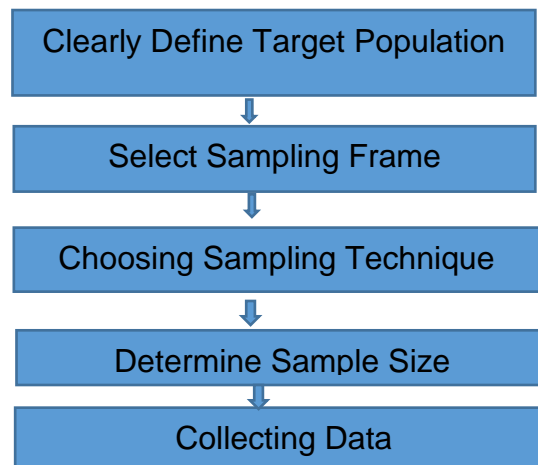


Figure 4.3 Sampling process

Source: Adapted from Taherdoost (2016)

4.4.2.1 Define the target population

A population is the entity of units from which the sample is chosen (Rashid, 2015). “A population is the total set of elements about which we desire to make some inferences” (Cooper & Schindler, 2014:338). Malhotra (2015) defines a population as all tools (individuals, events, and objects) that meet the sample criterion for inclusion in a research study.

This study’s targeted population was hatchback automobile purchasers between the ages of 18 and 65 years who reside in Gauteng province. In researchers quest to participate to academic knowledge, data or information is collected from participants. These participants belong to the research population, which is the classification of individuals having one or more attributes of interest (Asiamah, Mensah & Oteng-Abayi, 2017). The participants age group was identified and selected based on their varied opinions and also having purchased a hatchback automobile. The sampling process’s

interest was to determine the influence of promotional elements on consumer buying behaviour towards purchasing a hatchback automobile. According to Stats SA (2020), humans living in Gauteng province's population size is approximately 15,5 million. Malhotra (2015) notes that the chosen population must be determined accurately, and the researcher should specify the characteristics of the chosen population that apply precisely to the study. Gauteng residents were chosen because little information is known about their buying behaviour (Ndobe, 2009).

The study aims to understand the promotional elements that influence Gauteng consumers' buying behaviour.

The significance of promotional elements' influence on consumer buying behaviour is used to ensure that, through a well-planned integrated marketing communication campaign, Gauteng hatchback automobile industries edge over their competitors. In addition, Gauteng was selected due to its accessibility and convenience for the researcher.

4.4.2.2 Sampling frame

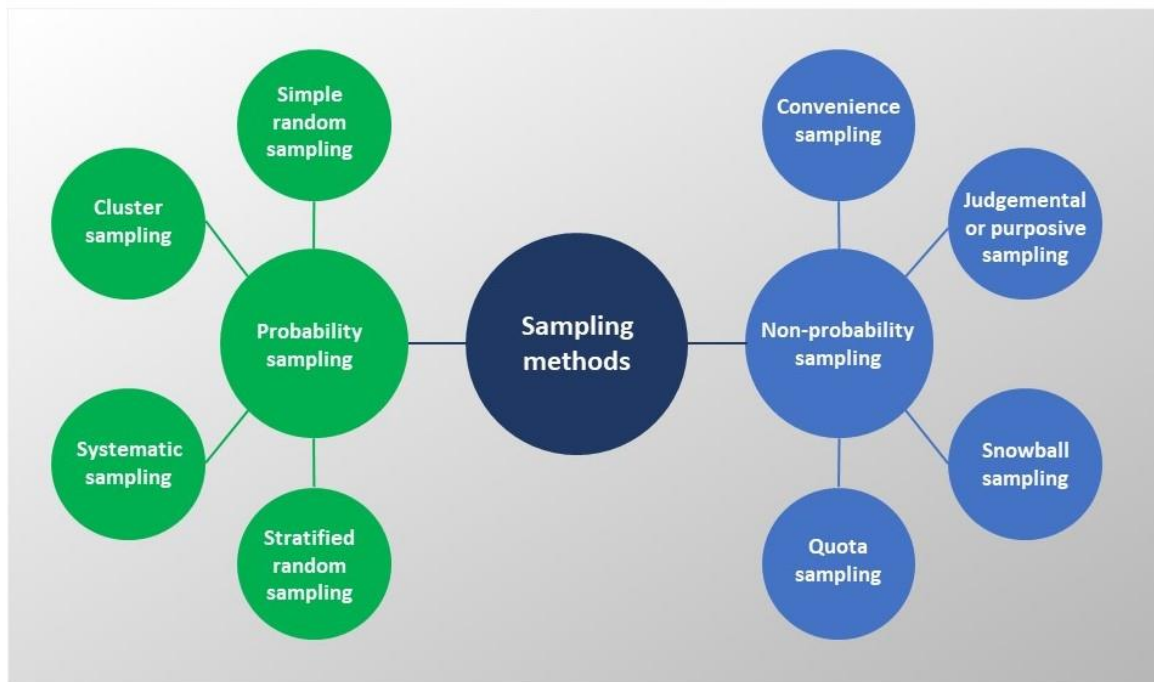
Wiid and Diggins (2013) describe the sampling frame as an inventory group of the population from which the researcher will generate a sample. Taherdoost (2016) posits that the sampling frame is representative of the target population.

The sample frame for the hatchback automobile purchasers study is not available. Thus, the researcher could not compile an inventory of hatchback automobile purchasers in Gauteng province.

Therefore, the study had no sampling frame or inventory of hatchback automobile purchasers available. The study reflects individual hatchback purchasers who reside in Gauteng province and is willing to participate in the study.

4.4.2.3 Sampling techniques

There are two kinds of sampling methods: probability and non-probability sampling.



Carsten Grube. Statistical Data Analysis. dataZ4s.com - Graph inspired from QuestionPro.com

Figure 4.4 Sampling methods

Source: Adapted from census and sampling (2020)

- **Probability sampling**

According to Kumar (2011), probability sampling is crucial because every element in the population has an equivalent and independent selection opportunity in the sample. In probability sampling, the entire population is included in the sample, and the findings from a probability sample can be generalised to the sample population (Malhotra, 2010). Therefore, the findings produced from the sample are generalised to the population (Alvi, 2016). Probability examples are named below:

- **Cluster sample:** In cluster sampling, the population is divided into groups or clusters, and these groups are sampled for inclusion in the study (Wiley, 2019).

- **Systematic sample:** Systematic sampling is probability sampling method in which sample members from a bigger population are chosen according to a random starting point but with a fixed, periodic interval (Hayes, 2020).
- **Simple random sample:** When choosing a sample, each observational unit or subject has an equal opportunity to be chosen. A simple random sample method is most appropriate when the population is homogenous with fairly little population size (Etikan & Babatope, 2019).
- **Stratified random sample:** Stratified random sampling is useful for data collection if the population is heterogeneous. In this method, the whole heterogeneous population is split into several homogenous groups, generally known as strata (Singh & Masuku, 2014). Each of these groups is homogenous in itself, and then units are sampled at random from each of these strata (Singh & Masuku, 2014).
- **Multistage sampling:** In multistage sampling, units are chosen at different stages. Multistage sampling techniques are also referred to as cluster sampling (Etikan & Bala, 2017). This sampling includes the use of samples that are to some extent clustered (Etikan & Bala, 2017). The technique is appropriate in a large inquiry of geographical area (Etikan & Bala, 2017).

- **Non-probability sampling**

Leedy and Ormrod (2015:182) “state in non-probability, the researcher, cannot foretell or warrant that every element of the population will be represented in the sample.” Furthermore, Greener (2008) mentions that in non-probability sampling techniques, the selection of participants from the population is not random; the researcher decides it.

This study applied a non-probability sampling method in selecting participants from Gauteng residents. This is because data were only collected from hatchback automobile purchasers. In non-probability sampling, the sample is chosen based on

the subjective judgement of the researcher rather than random selection (Adler & Clarke, 2014). The non-probability sampling method was selected for the study because it enables sample units' selection based on availability, and it is convenient compared to probability sampling (Starkey, 2017). Different tools can be employed in non-probability samplings: snowball, convenience, quota, purposive, and self-selection (Mahlangu, 2017).

Snowball sampling is commonly used when it is not easy to identify the desired population participants, such as homeless people and migrant workers (Showkat & Parveen, 2017). Snowball sampling involves using the group participants to identify other participants (Showkat & Parveen, 2017). Polit and Beck (2012) indicate that snowball sampling refers to requesting early participants to refer to other study participants.

Convenience sampling, accidental sampling, includes choosing available participants who agree to participate (Gravetter & Forzano, 2015). In a convenience sampling, the researcher chooses individuals that are easiest to access at random until the desired sample size is obtained (Ragab & Arisha, 2018).

Quota sampling starts with the matrix that depicts the target populations' characteristics. It begins gathering the data from those individuals that match the true characteristics within the matrix (Starkey, 2017). Quota sampling merges both judgemental and convenient sampling (Wiid & Diggins, 2015).

Purposive sampling is an intentional selection of participants due to their qualities. The purposive sampling method, also known as judgement sampling, is a non-random approach that does not require underlying theories or a set number of participants (Etikan, Musa & Alkassim, 2016). The researcher determines what needs to be known and sets out to discover people who can and are willing to give the information by familiarity or experience (Etikan, Musa & Alkassim, 2016).

For this study, a purposive sampling technique unit was applied because the researcher has a particular group of people in mind to gather information from; thus, the selection will be made according to known attributes (Rai & Thapa, 2015). The

purposive sampling method means that participants are chosen because of some defining attributes that make them the holders of the study's information (Makgopa, 2016).

According to Foley (2018), purposive sampling has the following advantages:

- Researchers can compress more information to report the major impact the findings have on the population.
- Purposive sampling is a well-liked method utilised by researchers because is time and cost-effective compared to other sampling methods.

Despite the benefits purposive sampling has, Flom (2020) mentions that purposive sampling has disadvantages. The leading disadvantage of purposive sampling is that the extensive inferential statistical processes are then invalid (Flom, 2020). Although some methods have been advanced for some purposive samples, they are more complicated and not as well advanced as those for random samples (Flom, 2020).

According to Stephanie (2015), one major advantage of purposive sampling is that it is easier to generalise the sample than a random sample. Not all participants have the attribute the researcher is studying. A purposive sample's main aim is to generate a sample that can be reasonably assumed to represent the population (SAGE, 2008). For this reason, the purposive sampling technique method was applied for the study.

4.4.2.4 Sample size

According to Nkonko (2017), sampling is closely associated with the population. It is a portion of the population chosen for research purposes. The sample size is mentioned as the number of elements comprehended in the final sample (Wiid & Diggines, 2015).

Swart (2018) defines a sample as a subclass of the population. Researchers frequently face difficulties about widely scattered individuals and limitations regarding resources or access to participants (Swart, 2018). Musasa (2014) remarks that a sample size of more than 300 is considerable enough to produce true conclusions for the larger population in circumstances where nearly all respondents are qualified for

the study's intention. For this study, a total sample size of 320 participants was deemed appropriate.

The researcher dispensed 568 self-administered online-based questionnaires to the targeted respondents. Nonetheless, only 325 met the requirements of the two screening questions:

- Have you purchased a hatchback automobile?
- Do you reside in the Gauteng province?

After cleaning the data, 320 respondents remained.

From the 320 respondents, only 1 questionnaire was voided. The sufficiently filled, relevant, and complete questionnaires were from 319 hatchback automobile respondents to determine the influence of promotional elements on consumer buying towards purchasing a hatchback automobile. These were received and completed using online-based survey interviews to ensure that the selected participants meet the study's set standard objectives. The targeted sampling needs to be significant to help with the objective of the study and mirror the required population structure (Ebrahim, 2013).

4.5 DATA COLLECTION METHOD

There are three data collection approaches as indicated in Figure 4.5: observation, experiments, and survey research. Each approach is discussed below.

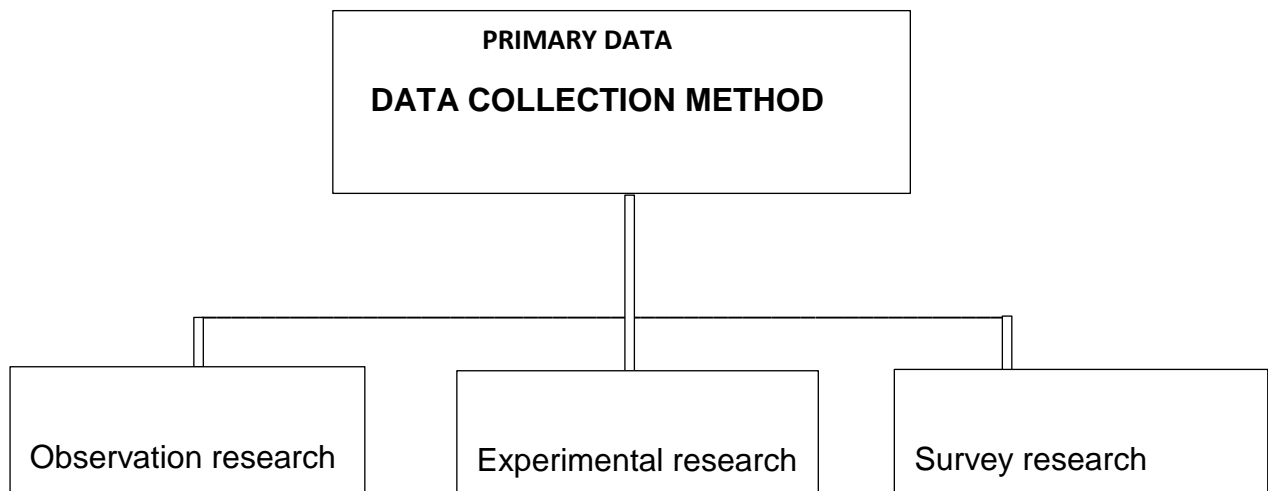


Figure 4.5 Data collection methods

Source: Adapted from statistics data collection (2020)

4.5.1 Data collection method

Data collection methods are elements or techniques used in collecting information about the study under investigation. Salkind (2009) states that data collection includes everything from communicating with individuals to arranging data collection trips to the actual place where data collection takes place.

When conducting the study, two principal types of data can be gathered: primary and secondary data (Mohammed, 2019). Other people can gather secondary data either quantitatively or qualitatively (Mohammed, 2019), while primary data can be gathered directly through observation, survey, interviews, questionnaires, experiments, and focus group interviews. Secondary data are depicted as already accessible and cost-effective for acquiring data needed by the researcher (Tarone et al., Gass & Cohen, 2013). Therefore, secondary data were used to gather information for the literature review. However, secondary data was not sufficient to address the study's research questions. Thus, the primary data were chosen. Primary data refer to data gathered from scratch to find a solution for a research problem (Cooper & Schindler, 2014).

- **Observation**

The first data collection method is observation research; it collects data by observing people or phenomena and recording the applicable data (Wiid & Diggines, 2013). This method collects data without the participant's direct interaction; it inspects or observes behaviour patterns (Hung, 2016). Observation research has been used for decades in various disciplines, such as sociology, cultural studies, and psychology (Steber, 2017). In market research, the tool assists businesses in learning insights about their customers and marketplace. (Steber, 2017).

According to Kawulich (2012), there are advantages and disadvantages to using observation research. On the positive side, observation research may qualify the researcher to access those aspects of a social setting that may not be seen to the public. However, observation research limitations are that people may consciously or unconsciously alter how they behave because they are being observed. As a result, observational actions of their behaviour may be inaccurate representations of how they behave naturally. Observations do not make known the consumer thought processes nor provide a robust representation of the market (Communication for research, 2019).

- **Experimental research**

The second data collection method is experimental research. This method collects data to determine cause-and-effect connections by investigating variables influenced by other variables in isolation (McGivern, 2013). Like any other method, experimental research has benefits and challenges. Experimental research's most evident benefits are control over IVs, straightforward determination of casual relationships, confirmation of results through re-productivity or repeatability, and the chance to create conditions that are not simply observed in natural settings or take too long (SAGE, 2019). Amongst the disadvantages are its unnaturalness (which may result in results not found in natural situations), hard to generalise (in part because the sample or situation may not be representative), and ethical considerations (SAGE, 2019).

- **Survey research**

The third data collection method is survey research. This method comprises a predetermined group of questions given to a participant, with a representative sample of the larger population (Kabir, 2016). According to Sicero (2020), the survey method is favoured by many researchers because of its diverse advantages, strengths, and benefits:

- High representativeness – surveys provide a high level of general capability in representing a large population,
- Low costs – surveys are one of the most inexpensive ways of collecting quantitative data,
- Convenient data gathering – surveys can be administered to the respondents in different ways,
- Good statistical significance – Because of the survey method's high representativeness, it is frequently simple to find statistically significant outcomes than other data collection methods.

Nonetheless, surveys also have their disadvantages and weak points that must be considered (Sicero, 2020).

- Inflexible design – this refers to the method of administering the survey that cannot be altered throughout data collection.
- Possible inappropriateness of questions – questions in surveys are always standardised before administering them. The researcher is thus encouraged to create questions that are specific enough to accommodate the general population. Nevertheless, these general questions may not be suitable for all the participants.

However, survey research is the only method where generalised data could be gathered from almost any human population (Mathiyazhagan & Nandan, (2010). The primary data were gathered through a survey method. Surveys are convenient, cost-effective, and interactive methods used to gather data through questionnaires or interviews (Zikmund & Babin, 2013). Karimi (2013) states that a questionnaire is usually a tool for a survey because it is suitable for descriptive and analytical review.

Data collectors assisted in obtaining the data from 320 respondents using structured questionnaires through online database collection. A survey can be collected over the internet, telephone, email through self-administered questionnaires and face-to-face interviews (Ntsike, 2016).

Chandra (2014:31-32) notes that “surveys making use of questionnaires are common for the reason that they grant the set of standardised data from a sizeable population in a great economical way.” These standardised data can be examined quantitatively using descriptive and inferential statistics (Chandra, 2014). According to Apuke (2017), survey research includes using a scientific sampling method with a designed questionnaire to measure a given population’s characteristics using statistical techniques.

The survey method was chosen for this study because it effectively facilitates the study of large respondents. Data are collected using standardised means, and they include easy question formats (Quinlan, 2011). For this study, self-administered online-based surveys were used it is convenient and not costly. Self-administered questionnaires enable the researcher to reach many potential participants in diverse locations (Majija, 2018).

Owing to social distancing, this study used online-based surveys. Social distancing measures involve disallowing large gatherings, such as huge events, closing schools, and reducing close contact between people through behavioural change (Preiser, van Zyl & Dramowski, 2020).

The surveys were conducted using structured questionnaires. A questionnaire is a research tool comprising a series of questions and other prompts to collect information from respondents (Abawi, 2017). According to Stuckey (2013), there are three kinds of questionnaires:

Structured questionnaire - In a structured questionnaire, the researcher asks a pre-planned set of questions using the similar wording and order of questions as described in the interview schedule. An interview schedule is a written list of questions, open or close-ended, made ready for use by an interviewer in a face-to-face conversation, by telephone or other electronic devices (Kumar, 2011).

Semi-structured questionnaire – Semi-structured questionnaires are flexible and allow respondents to have more freedom to answer questions during the interaction or discourse than in structured interviews (Bryman & Bell, 2011).

Unstructured questionnaire – The interviewer asks diverse questions to various participants in whatever way they perceive fit (Dana, Dawes & Peterson, 2013). Unstructured questionnaires carry out a designated set of questions; these questions are informal, free-flowing, and prompt compared to structured interviews (Parveen & Showkat, 2017).

The structured questionnaires were used in this study because they are the primary measuring instruments in survey research. Structured questionnaires have a close association with quantitative analysis (Cheung, 2014). The structured questionnaire took no more than 10 minutes to be completed by respondents, and no challenges were faced during the process.

4.5.2 Data collection instrument

Zhou (2014:29) remarks that a questionnaire format is a systematic procedure in which the researcher examines different question layouts and thinks about several objects distinguishing the survey. Bolanirwa (2015) states that the questionnaire is a data collection technique for gathering and recording information about a specific interest issue.

Nell (2013) advocates that there are two categories of question formation that the researcher can process to acquire the required data: structured questions and unstructured questions. In structured data gathering, a formal questionnaire is developed, and the questions are proposed in a predetermined order, so the set of procedures is also direct (Malhotra & Birks, 2006). Conversely, unstructured data has no specific structure (Eberendu, 2016).

In this research, the instruments that were used to acquire the necessary information are as follows: Surveys (structured questions) with the assistance of data collectors making use of a five-point Likert scale structured as follows 1 to 5: 1= strongly disagree, 2= disagree, 3= neither agree or disagree, 4= agree and 5= strongly agree.

Qhogwana (2016) remarks that a Likert scale is a reviewed rating scale, made up of the statements indicating either an agreeable or a disagreeable reply towards the objects investigated. Likert scales and multiple choices are simple to code and simple to analyse (Tlapana, 2009).

4.5.2.1 Measuring instrument and scales development

A measurement scale is executed to qualify or quantify data variables in statistics (Aini, Zuliana & Santoso, 2018). It determines the kind of techniques to be executed for statistical analysis (Aini, Zuliana & Santoso, 2018). Mishra, Pandey, Singh and Gupta (2018) state that there are various kinds of measurement scales, determined by the type of data being gathered and the kind of measurement scale to be executed for statistical measurement. In this study, the interval scale was used to measure the constructs used in the study. There are three phases to creating a rigorous scale — item generalisation, theoretical analysis, and psychometric analysis (Morgado et al., 2017).

4.5.2.2 Item generalisation

The measurement items used in this study were adopted from different authors. Expanding on this process, the researcher first identified the concepts or attributes pertaining to the study at hand, by assessing different literature similar to the study, describing and providing a preliminary conceptual definition of the concepts. Following this process was the question development, whereby the researcher used a deductive method to describe the relevant concepts and the identification of items (questions), which was done through literature review and assessment of existing scales and indicators of those concepts.

- In developing measurement used for advertising, the items for this study were adopted from (Dorshi & Parmar, 2016).
- In developing measurement used for personal selling, the items for this study were adopted from (Zolkify, Yusof & Baharom, 2017).
- In developing measurement used for sales promotion, the items for this study were adopted from (Nakarmi, 2018).

- In developing measurement used for public relations, the items for this study were adopted from (Anani-Bossman, 2018).
- In developing measurement used for direct marketing, the items for this study were adopted from (Supriyanto & Ariyanti, 2018).

4.5.2.3 Theoretical analysis

Theoretical analysis is a method of developing a reliable and valid measure of a construct to evaluate an attribute of interest (Tay & Jebb, 2017). Prior gathering data, a pilot study was conducted to validate the accuracy of the measured instrument. A pilot study was conducted to assess the questionnaire for any potential problems to be removed in advance, to ensure that the participants do not experience troubles in answering the questions, and that there are no difficulties experienced when capturing information (Saunders et al., 2016). The questionnaire went through the quality assurance process of the supervisor, ethics clearance committee and internal and external reviewers and was found to be suitable to be used for the study.

4.5.2.4 Psychometric Analysis

Internal consistency method such as Cronbach Alpha was used in order to assess the consistency of results across items within a scale. The Cronbach Alpha coefficient of all the constructs in the pilot test ranged from 0.781 to 0.897, which indicated how closely related the set of test items were as a group, meaning internally consistent. The exploratory factor analysis (EFA) was performed as a preliminary test to assess the structure of some of the constructs involved in the study. After the extraction method which is seen below (See Table 1 below), the researcher decided to focus on all the constructs pertaining to the study.

Table 1.

	Items	Component						
		1	2	3	4	5	6	7
ADVERTISING	B1			0,507				
	B2	0,697						
	B3				0,708			
	B4		0,744					
PERSONAL SELLING	B5					0,461		
	B6					0,630		
	B7	0,532						
	B8	0,634						
	B9	0,739						
SALES PROMOTION	B10		0,861					
	B11		0,737					
	B12					0,505		
	B13					0,840		
	B14					0,736		
PUBLIC RELATIONS	B15			0,587				
	B16			0,778				
	B17		0,663					
	B18			0,633				
	B19			0,544				
DIRECT MARKETING	B20				0,567			
	B21						0,919	
	B22						0,938	
	B23						0,606	
CONSUMER BUYING BEHAVIOUR	C1	0,586						
	C2	0,710						0,313
	C3				0,630			
	C4				0,843			
	C5			0,511				
	C6							0,801
Extraction		Method:		Principal		Component		Analysis.
Rotation Method: Varimax with Kaiser Normalization.								
a. Rotation converged in 14 iterations.								

4.5.3 Questionnaire structure

A structured questionnaire was used to collect data through closed-ended questions. With closed-ended questions, answers can be captured rapidly, and analysis is

generally fairly easy (Asim, 2015). Muijs (2004) stipulates that closed-ended questions prompt the participant to select between the researcher's answers.

This study's questionnaire consisted of three sections: A, B, and C, with an introduction cover letter that explains the purpose and reasons for researching the respondents. A questionnaire is a research tool that comprises a group of specifically designed questions to gather the necessary data to respond to the research question; thus, the researcher must ensure that the questionnaire is correct and appropriate to the study at hand (Hung, 2016). Questionnaires ought to go along with cover letters that communicate the research purpose to respondents (Musasa, 2014).

Participants were assured ethical considerations, and instructions were given on how to answer the questionnaires. Questionnaires have to be accompanied by cover letters that communicate the research purpose to respondents (Musasa, 2014). Section A questions were based on the respondent's demographic criterion, such as age and gender. Section B questions were focused on the literature study topic and the study objectives of determining the influence of promotional elements on consumer buying behaviour towards purchasing a hatchback automobile. Section C questions were about determining the influence of promotional elements on consumers' buying behaviour purchasing a hatchback automobile and determining which major promotional element influenced their buying behaviour the most. Musasa (2014) notes that questionnaires are intended to have a distinct limit (i.e., clear) and created in line with the study's objectives.

The process of designing a questionnaire is to identify the study's objectives and the type of information needed. As specified in Sections 4.3 and 4.3.1, this research study's aim and objectives made it possible for the researcher to identify the questions that needed to be incorporated in the study. A questionnaire forms the backbone of any survey. The achievement of it rests in its design. Roopa and Rani (2017) posit that a questionnaire is a list of printed questions. The questionnaires comprised the rating scales, Likert-scale questions and were arranged in closed-ended questions. The rating scales are used frequently in research, particularly in surveys (Friedman & Amoo, 1999).

- **Rating scales**

A rating scale is a set of collections designed to obtain information about a quantitative or a qualitative attribute. In social science, regular examples are Likert-scales 1-5, in which a person chooses the number deemed to reflect the perceived quality of a product (Rodriquez, 2016).

Collecting data in social and behavioural sciences has to do with attitudes, opinions, emotions, interpretation of sensory, personalities and varieties of humankind's environment (Olaniyi, 2019). This can be attained with the use of Likert-scales (Olaniyi, 2019). A Likert scale is another type of scaled-response question designed to grant respondents to rate how strongly they agree or disagree with constructed statements (Moseki, 2020).

The self-created questionnaires were administered through online-based surveys in English. The study questionnaire consisted of three sections and was structured as follows:

- **Section A:**

Comprised a self-created cover letter, which explained the study's purpose to the respondents and comprised demographics.

- **Section B:**

Comprised self-created questions relating to the literature study to give inputs on rating the promotional elements influence buying behavior towards purchasing a hatchback automobile using the following elements: advertising, sales promotion, personal selling, public relations, and direct marketing.

- **Section C:**

Comprised self-created questions relating to promotional elements that influenced consumer buying behaviour and determining the most influential promotional element that leads to consumer purchasing a hatchback automobile.

The next section discussed the analytical techniques

4.6 ANALYTICAL TECHNIQUES

Data analysis has two wide approaches: acquiring descriptive features as estimates and performing tests of hypothesis to acquire inference on the data collected (Labani, Wadhwa & Asthana, 2017).

Quantitative data were captured into a software package and analysed using IBM SPSS version 26, using Pearson's correlation coefficient, to convey the outcome from the objectives to determine the effects, motives, relationships, and statistical importance of these associations. SPSS is a commonly- used programme for the statistical surveys of quantitative data (Greasly, 2008). Rashid (2015) points out that when executing the Pearson's correlation test in SPSS, it is crucial to use the correlations with a statistically important correlation for the analysis. Chandra (2014) notes that a correlation coefficient permits a person to quantify the magnitude association's quality between numeral variables.

The Cronbach's alpha was used to test the items' reliability, descriptive statistics, means, standard deviations, and construct correlation. Cronbach's alpha is a measure of internal consistency: how closely related a set of items are as a collection and is considered a measure of scale reliability (Goforth, 2015).

ANOVA was used to test for contrasts between two or more independent variables. ANOVA is a statistical method that splits observed variance data into separate components for additional tests (Kenton, 2019). Furthermore, Kenton (2019) states that ANOVA is used for three or more data groups to acquire information about the relationship between the dependent and independent variables.

Diverse statistical methods were performed to analyse the data, including descriptive statistics, correlation analysis and multiple linear regression analysis. Descriptive statistics was used to depict the basic structure of the information in the study.

- **Descriptive statistics**

Tlapanana (2009) stipulates that descriptive statistics details what the data exhibit. Descriptive statistics analysis explains the distribution of answers on a variable which comprehend central tendency measures (mean, median, and mode), measures the

extent or variation in the distribution (range variance and standard of deviation (Saunders et al., 2016).

Measures of central tendency (mean, median, and standard of deviation) were employed to conduct the descriptive statistics analysis of six constructs (advertising, sales promotion, personal selling, public relations, direct marketing, and consumer behaviour) associated with the study. The purpose was to determine the distribution of the answers on scaled items. Furthermore, descriptive statistics were employed to ascertain the connection between the established constructs to analyse the outcome to draw conclusions and make recommendations.

- **Correlation analysis**

Correlation is a statistical measure that uncovers the extent to which two or more variables fluctuate in close association (Zaid, 2015).

Prior to conducting the regression analysis, a correlation test was actioned to establish the relationship between the constructs. The results conducted for the study displayed that there was a significant correlation between all constructs. A positive correlation points out the extent to which those two variables increase or decrease in parallel (Zaid, 2015).

- **Multiple-linear regression analysis**

Regression analysis is executed to figure out the correlations between two or more variables having cause-effect relations and making predictions for the topic by using the relations (Uyanik & Guler, 2013). As a result, one dependent variable is expounded by many independent variables (Babin & Zikmund, 2016).

The regression analysis was conducted to examine the impact of the independent variable (promotional elements) on the dependent variable (consumer buying behaviour). Therefore, one can suppose that regression analysis is a suitable statistical method to confirm or disconfirm the selected hypotheses (Rehbinder, 2011).

- **Assumption of regression**

Multiple regression makes a number of assumptions about the data. The SPSS procedures for testing these assumptions are discussed below in relation to the study:

- **Sample size:**

Small samples may obtain results that do not generalise (cannot be repeated) with other samples. If the results obtained do not generalise to other samples, then these results are of little scientific value. Different authors tend to give different guidelines concerning the number of cases required for multiple regression. Pallant (2010) suggest that for five independent variables 90 cases or more are needed in a study. As pertaining to this study, the assumption was met since we have 319 cases.

- **Multicollinearity:**

This refers to the relationship among the independent variables. As stated by Pallant (2010), multicollinearity exists when the independent variables are highly correlated ($r=.9$ and above). In this study, the multicollinearity assessment was conducted to assess if there is a high correlation between independent variables (Advertising, Persona selling, Sales promotion, Public relation, and Direct Marketing). Multicollinearity is assessed by examining Tolerance and Variance Inflation Factor (VIF). The value of the Tolerance is expected to be above 0.1 and the value of VIF is expected to be below 10 (Pallant 2010). The findings reveal that there is no multicollinearity issue found because the values meet the required threshold, respectively.

	<i>Tolerance</i>	<i>VIF</i>
<i>(Constant)</i>		
<i>Advertising</i>	0,408	2,449
<i>Persona selling</i>	0,379	2,642
<i>Sales promotion</i>	0,388	2,577
<i>Public relation</i>	0,449	2,226
<i>Direct Marketing</i>	0,670	1,493
a. Dependent Variable: Consumer Behaviour		

- **Outliers:**

Multiple regression is very sensitive to outliers (very high or very low scores). Checking for extreme scores should be part of the initial data screening process. Outliers can either be deleted from the data set or, alternatively, given a score for that variable that is high, but not too different from the remaining cluster of scores (Pallant, 2010).

This study did not have outliers since the scale was ranging from 1 (Strongly disagree) to 5 (Strongly agree). Since Likert scales are pre-designed to a specific number of scale points, there is no justification for removing values within the scale. Therefore, the assumption was met regarding the study.

- **Normality:**

The normality refers to various aspects of the distribution of scores and the nature of the underlying relationship between the variables (Pallant, 2010).

For this study, a normality test was conducted to confirm if the data is well distributed. As recommended by Kline (2015), the indicators' skewness and kurtosis values should be below ± 3 and ± 10 , respectively. Therefore, the results reveal that the assumption of univariate normality was met because the skewness and kurtosis of the constructs values fall within Kline's (2015) recommended threshold.

	<i>Skewness</i>	<i>Kurtosis</i>
<i>Advertising</i>	-0,422	-0,113
<i>Personal selling</i>	-0,433	-0,125
<i>Sales promotion</i>	-0,472	0,149
<i>Public relation</i>	-0,280	0,143
<i>Direct Marketing</i>	-0,554	0,378
<i>Consumer Behaviour</i>	-0,281	-0,215

The next section discusses the reliability and validity

4.7 RELIABILITY AND VALIDITY

When conducting a study, there are two principal issues to consider: validity and reliability (Ebisa, 2017).

4.7.1 Reliability

Reliability refers to a measurement that provides consistent outcomes with equal qualities. It measures the stability, accuracy, repeatability, and reliability of research. Reliability indicates the extent to which there is no unfairness (mistake-free) and consequently ensures consistent measurement over time and different conditions in the instruments (the viewed scores) (Mohajan, 2017:10). The reliability analysis was performed on the study's six constructs to test if each construct's set of items was internally compatible. All the constructs were internally compatible in their measurements as all Cronbach's alpha values are above 0.7. The subsequent values of Cronbach's are explained as follows (Zikmund & Babin, 2010).

- 0.8 – 0.96: reliability is very effective
- 0.7 – 0.8: reliability is effective
- 0.6 – 0.7: reliability is acceptable or fair
- <0.6: reliability is unacceptable or poor.

4.7.2 Validity

Validity is the extent to which a score sincerely portrays a concept. It is the correctness of measurement instrument and portrays a scale's ability to measure accurately (Khalid, Hilman & Kumar, 2012). Statistical conclusion validity was conducted to ensure validity. Statistical conclusion validity refers to the relationship being tested (Drost, 2011). Validity is concerned with whether the findings are what they seem to be about (Sirak, 2018). Various methods were taken to assure the validity of the study.

- Data were gathered from reliable respondents.
- Survey questions were arranged based on the literature review and frame of reference to assure the study's validity.

To assure the quality of this research, the study's design content and construct validity were checked.

Pilot survey is discussed next

4.8 PILOT SURVEY

Before collecting data, a pilot study was conducted. A pilot survey is an effective way of figuring out the study's feasibility and saves time (Leedy & Ormord, 2010). A pilot survey assesses the questionnaire so that any prospective problems are abolished in advance (Saunders *et al.*, 2016). It ensures that participants do not experience problems in answering the questions and that there are no difficulties experienced when capturing data (Saunders *et al.*, 2016). To guarantee the questionnaire's relevance for this research, the researcher conducted a pilot survey.

Babbie and Mouton (2009) state that pre-testing the questionnaire guarantees that mistakes are eliminated in the questionnaire. Pre-testing helps in determining whether there is a requirement to assess the questions, the format of the questionnaire, and the need for further corrections (Araoye, 2003). Therefore, the pre-testing was administered to a sample of 30 hatchback automobile respondents to identify questions that may not be beneficial and show any problems in questionnaire design. This enabled the researcher to rectify errors before conducting the research. The pilot survey aimed to be certain of the efficiency of the study.

Starkey (2017) highlights three important roles of a pilot survey:

- To check unknown problems that may harm the validity of the study.
- To check the validity and reliability of the data collection instrument.
- To check that the interviews' timing is in line with the main study.

The researcher administered the questionnaires through an online-based survey because the Covid-19 pandemic restricted face-to-face interaction. Before conducting the main research, pilot pre-testing survey questionnaires were conducted with a sample of 30 hatchback automobile respondents to gather their feedback and implement it to get effective results. The reliability and validity of the report score were

good. The respondents' positive responses based on the questionnaire design format and questions indicated that the design and questions were clear and concise.

4.9 ETHICAL CONSIDERATIONS

Ethics refers to the incorruptible principles or values that guide the actions of a researcher. They deal with what is just and unjust (Wimmer & Dominick, 2011). To execute the research ethically, the researcher obtained an ethics clearance approval from the UNISA College of Economics and Management Sciences Research Ethics Review Committee, Department of Marketing and Retail. A copy of the ethical clearance is attached in Appendix B.

To conform to the ethical standards in conducting the study, the researcher considered the following ethical principles to reduce any potential risks: consent, confidentiality, participants' protection, and withdrawal from participation.

The researcher gave all respondents a consent form to read and sign. The researcher assured respondents confidentiality of all data collected from them and assured them that their personal information will not be shared. The researcher further assured participants that the research study results will not be used as individuals but as part of a group's results. Roth and von Unger (2018) state that one of the research process's major procedures is the cautious intention of the research's ethical implications. Participants were asked to take part in the research wilfully.

4.10 SUMMARY

This chapter discussed the methodological approaches used and also the reasons why particular processes were used. The chapter has provided a detailed explanation of the research approach, data collection, and analytical techniques used in this study. A quantitative research method was applied using a survey method to determine the influence of promotional elements on consumer buying behaviour towards purchasing a hatchback automobile. Data were collected using an online-based survey from respondents who have purchased a hatchback automobile. All attempts were made to

ensure that mistakes and errors were minimised and that the data collectors obtain a suitable sample.

The reliability and validity of this study are explained to measure the study's consistency in relation to its objectives. This chapter concluded with ethical considerations.

The following chapter provides the analysis and interpretation of the study and then presents the findings. The chapter further discusses the descriptive analyses and hypotheses.

CHAPTER 5:

DATA ANALYSIS AND FINDINGS

5.1 INTRODUCTION

In the previous chapter, the research methodology conducted in the study was discussed. Detailed data collection and analytical techniques used in the study were discussed.

This chapter starts with a detailed analysis of data that gives an insight into the study's findings, accompanied by numerical and graphical representations of the data and interpretation of the results. This study used a descriptive and standard multiple regression conducted on IBM SPSS version 26. The analysis presents the following outputs: descriptive analysis, normality assessment, reliability analysis, correlation, and standard linear regression to conclude if there is a negative or positive relationship between the variables.

The following section gives a summary of the research objectives.

5.2 RESEARCH OBJECTIVES

Primary objectives

The study's primary objective was to determine the influence of promotional elements on consumer buying behaviour towards purchasing a hatchback automobile.

Secondary objectives

- To establish from the research study which promotional elements influence consumer buying behaviour.
- To determine the influence of promotional elements on consumer buying behaviour towards purchasing a hatchback automobile.
- To determine the major influencing promotional elements on consumer buying behaviour towards purchasing a hatchback automobile.

The demographic results of the respondents are presented in the following section.

5.3 DEMOGRAPHIC INFORMATION AND RESPONDENT'S RATE

Translated from Greek, demography indicates the representation of the people. Demography is the study of the size, territorial distribution, and human population: from the demographic structure, there are crucial demographic processes recognised as natality, mortality, movements (migration) and, social mobility, United Nations Statistics Division (UNSD, 2014). Ayan and Guha (2017) state that demography is the empirical and statistical research of the human population.

Section A of the questionnaire presents the profile of the respondents. Frequency tables are used to determine the demographic profile of the respondents. Demographics include gender, age, type of automobile, and model purchased.

The researcher distributed 568 self-administered online-based questionnaires to the targeted respondents. However, only 325 met the requirements of the two screening questions:

- Have you purchased a hatchback automobile?
- Do you reside in the Gauteng province?

See the figures below for the proportion of answers to the two screening questions.

Figure 5.1 Hatchback automobile purchasers' response rate

Have you purchased an automobile before? if Yes which type of automobile did you purchase?
568 responses

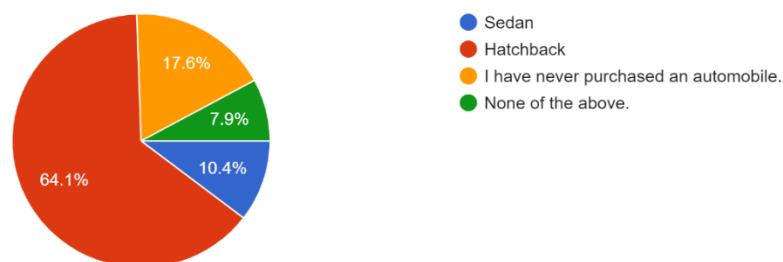
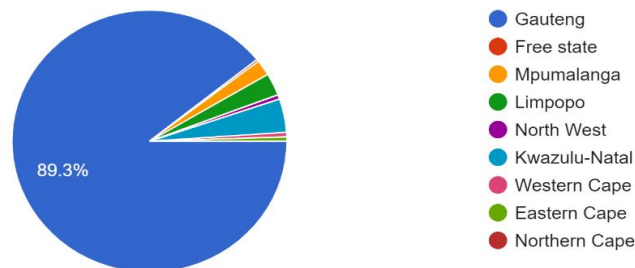


Figure 5.2 The geographical area response rate

Which province do you reside in?

364 responses



After cleaning the respondents' data, 320 respondents were used for analysis. The demographic results in Table 5.1 indicate that out of 320 respondents, most of the respondents were female (53.3%) while male represented 46.7%. However, there was one response missing, meaning that one respondent did not reveal the gender. In total, there were 149 male and 170 female respondents who answered the question on gender. According to Stats SA (2020), the mid-year population is estimated at 59,6 million. The black African population occupies the majority of 48,2 million and constitutes approximately 81% of the total South African population. The white population is estimated at 4,7 million, the coloured population at 5,2 million, and the Indian/Asian population at 1,5 million. Fifty-one percent (30,5 million) of the population is female. The provincial estimates show that Gauteng has the largest share of the population (26%); the male populations represent at least 50.1% and the female 49.9% (StatSA, 2020).

Table 5.1 Gender distribution

	<i>Frequency</i>	<i>Percentage</i>
<i>Male</i>	149	46,7
<i>Female</i>	170	53,3
<i>Total</i>	319	100
<i>Voided (gender not specified)</i>	1	

Figure 5.3 Gender distribution

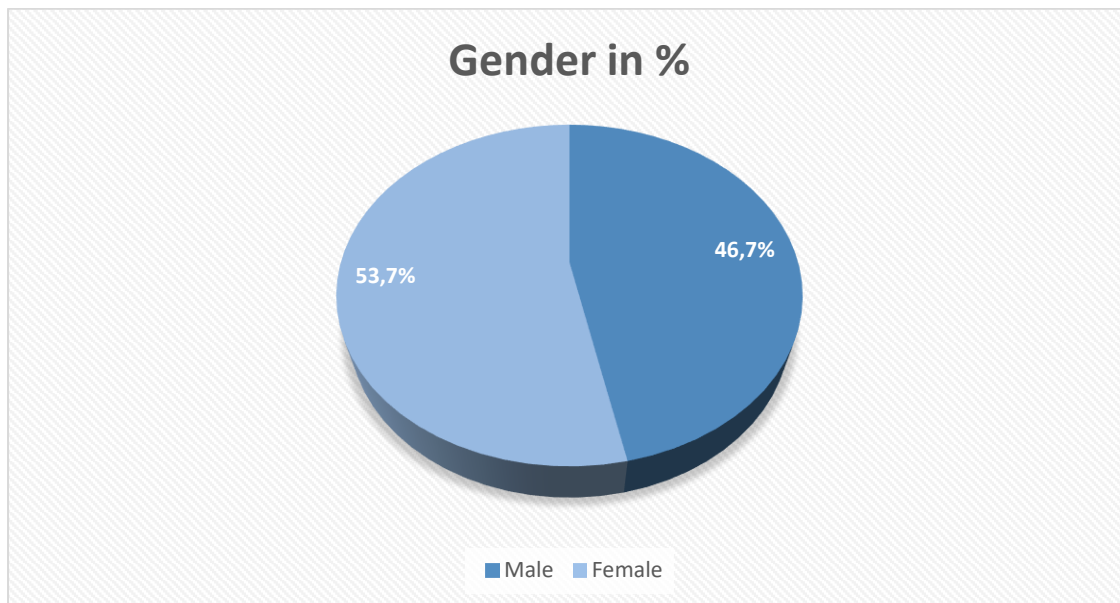


Table 5.2 Response rate

Respondent category	Number in the sample	Number of responses	Responses by percentage
Gauteng	320	319	99.68%
Total	320	319	99.68%

Table 5.2 outlines that data were gathered from 320 respondents constituted of male and female residing in Gauteng. However, based on the demographic questions, only 319 answered the questions accordingly, which indicates a response rate of 99.68%.

Demographic profile of respondents (n=319)

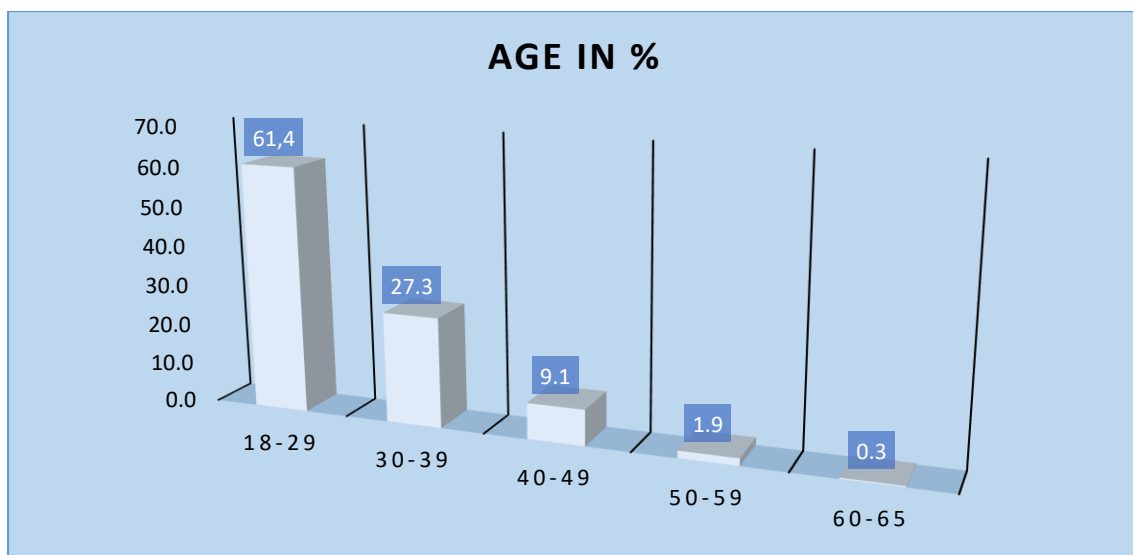
According to Table 5.3 below, 61.4% of the respondents who have purchased a hatchback were aged between 18 and 29 years old, while 27,3% of respondents turned up to be between the age of 30 and 39 years. In contrast, the minimum number of respondents were between the ages of 40 and 49 years (9,1%), and (1,9%) of the respondents were between the ages of 50 and 59 years. Lastly (0,3%) represented

respondents between 60 and 65 years. These results suggest that hatchback automobiles are more appealing to the young generation, especially those from the 18-29 age group.

Table 5.3 Age distribution

	<i>Frequency</i>	<i>Percentage</i>
18-29	196	61,4
30-39	87	27,3
40-49	29	9,1
50-59	6	1,9
60-65	1	0,3
<i>Total</i>	<i>319</i>	<i>100,0</i>

Figure 5.4 Age distribution

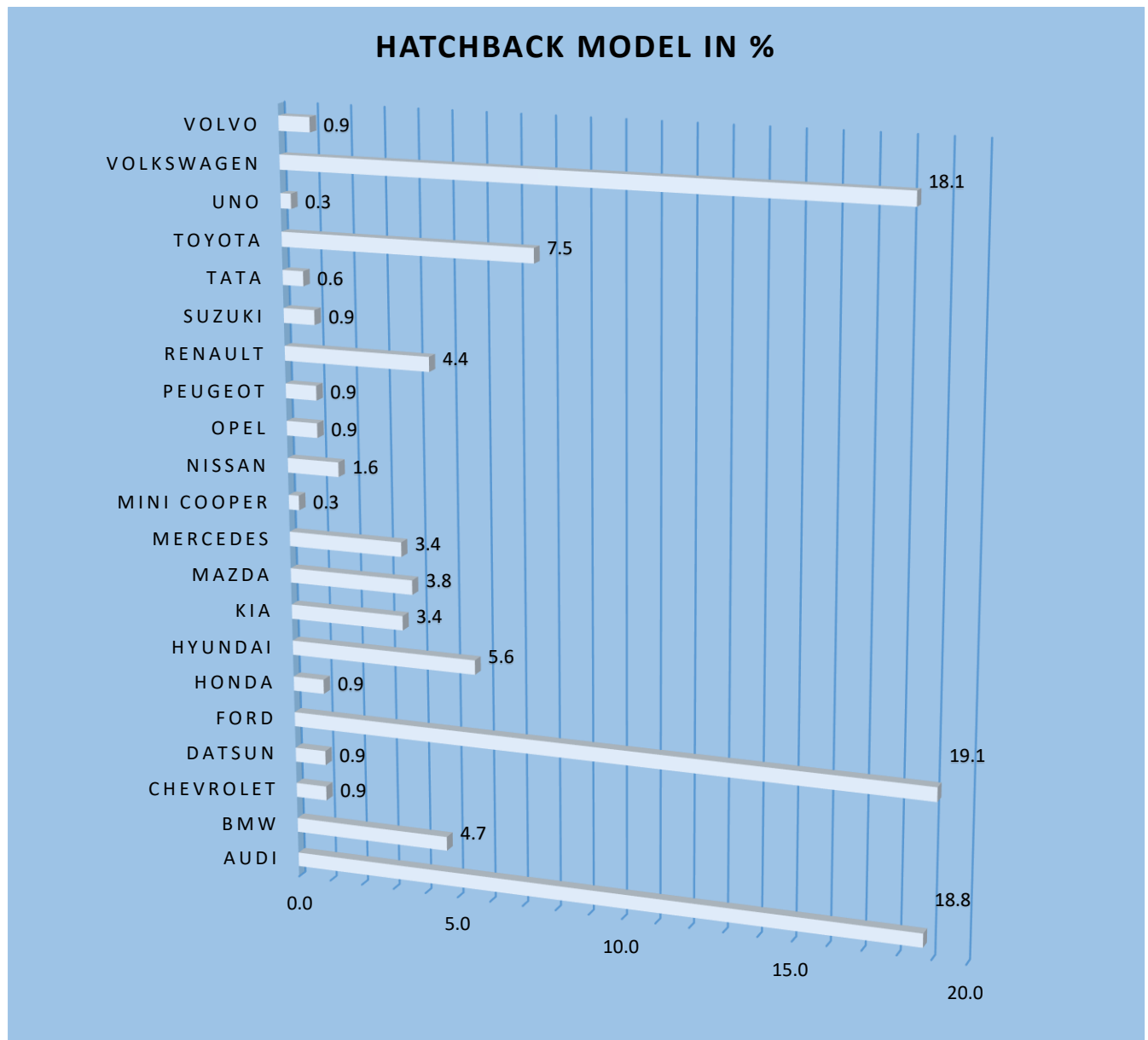


According to the results shown in Table 5.4 below, 19.1 % of the respondents have purchased the Ford Hatchback model, followed by 18.8% who have purchased Audi Hatchback Model. These results indicate that most respondents have once owned or own a Ford Hatchback model.

Table 5.4 Model of an automobile purchased

<i>Please indicate which hatchback automobile model you purchased</i>		
	Frequency	Percentage
<i>Ford</i>	61	19,1
<i>Audi</i>	60	18,8
<i>Volkswagen</i>	58	18,1
<i>Toyota</i>	24	7,5
<i>Hyundai</i>	18	5,6
<i>BMW</i>	15	4,7
<i>Renault</i>	14	4,4
<i>Mazda</i>	12	3,8
<i>Mercedes</i>	11	3,4
<i>Kia</i>	11	3,4
<i>Nissan</i>	5	1,6
<i>Opel</i>	3	0,9
<i>Peugeot</i>	3	0,9
<i>Honda</i>	3	0,9
<i>Suzuki</i>	3	0,9
<i>Datsun</i>	3	0,9
<i>Volvo</i>	3	0,9
<i>Tata</i>	2	0,6
<i>Mini Cooper</i>	1	0,3
<i>Uno</i>	1	0,3

Figure 5.5 Hatchback automobile model purchased



5.4 CENTRAL TENDENCY MEASURES

Central tendency measures (mean, median, and standard deviation) were used to conduct the descriptive analysis of six constructs involved in the study. The aim is to assess the distribution of the responses on scaled items. A five-point Likert scale (where the value of 1 corresponds to “Strongly disagree” and the value of 5 corresponds to “Strongly agree”) was used to measure all the constructs.

Based on the principle that 2.5 (5/2) is the median value of the five-point scale, any mean score below 2.5 indicates that most respondents tend to either disagree or strongly disagree with the statement. Mean scores between 2,5 and 3.4 suggest that most respondents tend to be neutral about the construct's statements. Lastly, all the mean scores equal to or above 3.5 indicate that most respondents tend to either agree or strongly agree with the construct's statements.

5.4.1. Advertising

The results show (See Table 5.5) that 36.9% of the respondents strongly agreed and agreed (24.1%) that online marketing influenced their decisions to buy a hatchback automobile. These results indicate that since everything is online now and that most people are connected, they are likely to be exposed to online ads. Most people are via their computers or mobile devices, which explains why companies nowadays invest in online advertising. This result is the direct explanation of it.

The results also show that 34.7% of the respondents agreed that ads seen in magazines/ newsletters informed their decisions to purchase a hatchback automobile. Additionally, 30.9% of the respondents strongly agreed and agreed (29.7%) that seeing a hatchback automobile advert on television persuaded them to purchase a hatchback automobile. Furthermore, the results reveal that 30% of the respondents agreed that mobile phone advertising impacts their purchasing of a hatchback automobile.

From these results, we can conclude that majority of the respondents agreed with the statements on advertising because the overall mean (M=3,68) score is above 3.5.

Table 5.5 Advertising

<i>Online marketing influenced my decision to buy a hatchback automobile</i>				
	Frequency	Percentage (%)	Mean	Std. Dev.
<i>Strongly disagree</i>	16	5	3,74	1,229
<i>Disagree</i>	44	13,8		
<i>Neutral</i>	65	20,3		

Agree	77	24,1		
Strongly agree	118	36,9		
Total	320	100		
Ads seen in magazines/ newsletters informed my decision to purchase a hatchback automobile				
Strongly disagree	8	2,5	3,71	1,039
Disagree	33	10,3		
Neutral	86	26,9		
Agree	111	34,7		
Strongly agree	82	25,6		
Total	320	100		
Mobile phone advertising had an impact on my decision to purchase a hatchback automobile				
Strongly disagree	16	5	3,54	1,155
Disagree	47	14,7		
Neutral	83	25,9		
Agree	96	30		
Strongly agree	78	24,4		
Total	320	100		
Seeing a hatchback automobile advert on television persuaded me to purchase a hatchback automobile				
Strongly disagree	13	4,1	3,75	1,109
Disagree	28	8,8		
Neutral	85	26,6		
Agree	95	29,7		
Strongly agree	99	30,9		
Total	320	100		
Overall mean= 3,68 Std. Deviation= 0,863				

5.4.2. Personal selling

As indicated in Table 5.6, most of the respondents agreed (37.5%) and strongly agreed (25.9%) that post-purchase follow-up influences a recurring purchase of the hatchback car. The results further show that 33.1% of the respondents agreed that face-to-face selling provided them with instant answers about the product's uncertainties (e.g., comfort), which helped make a hatchback automobile purchasing behaviour decision. In contrast, 32.8% agreed and strongly agreed (31.6%) that a good relationship between a salesperson and a consumer creates a hatchback buying stimulus. More so, 30.9% of the respondents agreed that face-to-face selling interaction persuaded them to purchase a hatchback automobile. Lastly, 29.7% of the

respondents agreed and strongly agreed (28.1%) that sufficient sales personnel influences hatchback automobile purchasing behaviour.

The results show that most respondents agree with personal selling statements as the overall mean (M=3,65) score above 3.5.

Table 5.6 Personal selling

<i>Face-to-face selling interaction persuaded me to purchase a hatchback automobile</i>				
	Frequency	Percentage (%)	Mean	Std. Dev.
<i>Strongly disagree</i>	23	7,2	3,52	1,193
<i>Disagree</i>	41	12,8		
<i>Neutral</i>	80	25,0		
<i>Agree</i>	99	30,9		
<i>Strongly agree</i>	77	24,1		
<i>Total</i>	320	100		
<i>Face-to-face selling provided me with instant answers about the product's uncertainties (e.g. comfort), which assisted in making a hatchback automobile purchasing behaviour decision</i>				
<i>Strongly disagree</i>	12	3,8	3,63	1,156
<i>Disagree</i>	38	11,9		
<i>Neutral</i>	85	26,6		
<i>Agree</i>	106	33,1		
<i>Strongly agree</i>	79	24,7		
<i>Total</i>	320	100		
<i>An effective sales personnel influences hatchback automobile purchasing behaviour</i>				
<i>Strongly disagree</i>	14	4,4	3,63	1,092
<i>Disagree</i>	44	13,8		
<i>Neutral</i>	77	24,1		
<i>Agree</i>	95	29,7		
<i>Strongly agree</i>	90	28,1		
<i>Total</i>	320	100		
<i>A good relationship between a salesperson and a consumer creates a hatchback buying stimulus</i>				
<i>Strongly disagree</i>	19	5,9	3,75	1,163
<i>Disagree</i>	28	8,8		
<i>Neutral</i>	67	20,9		
<i>Agree</i>	105	32,8		
<i>Strongly agree</i>	101	31,6		
<i>Total</i>	320	100		
<i>Post-purchase follow-up influences a recurring purchase of the hatchback car</i>				
<i>Strongly disagree</i>	11	3,4	3,72	1,073
<i>Disagree</i>	35	10,9		

<i>Neutral</i>	71	22,2		
<i>Agree</i>	120	37,5		
<i>Strongly agree</i>	83	25,9		
<i>Total</i>	320	100		
Overall mean= 3,65 Std. Deviation= 0,862				

5.4.3. Sales promotion

The results presented below (Table 5.7) indicate that 36.9% of the respondents agreed that an incentive/bonus influenced their decision to purchase a hatchback automobile. In contrast, 35.6% agreed that coupons/monetary savings influenced them in purchasing their hatchback automobile. More so, 33.8% of the respondents agreed that point of purchase displays influenced them in purchasing their hatchback automobile, as 30.3% agreed that premiums influenced them purchasing their hatchback automobile. Furthermore, the results indicate that 29.4% of the respondents strongly agreed and agreed (27.8%) that price discounts played an essential role in purchasing their hatchback automobile.

However, as much as most people agreed (Mean=3,65) with these statements, some remained neutral.

Table 5.7 Sales promotion

<i>Price discounts played an essential role in purchasing my hatchback automobile</i>				
	Frequency	Percentage (%)	Mean	Std. Dev.
<i>Strongly disagree</i>	17	5,3	3,66	1,152
<i>Disagree</i>	31	9,7		
<i>Neutral</i>	89	27,8		
<i>Agree</i>	89	27,8		
<i>Strongly agree</i>	94	29,4		
<i>Total</i>	320	100		
<i>An incentive/bonus influenced my decision to purchase a hatchback automobile</i>				
<i>Strongly disagree</i>	14	4,4	3,66	1,082
<i>Disagree</i>	32	10		
<i>Neutral</i>	79	24,7		
<i>Agree</i>	118	36,9		
<i>Strongly agree</i>	77	24,1		

<i>Total</i>	320	100		
<i>Premiums influenced me to purchase my hatchback automobile</i>				
<i>Strongly disagree</i>	15	4,7	3,62	1,117
<i>Disagree</i>	34	10,6		
<i>Neutral</i>	92	28,8		
<i>Agree</i>	97	30,3		
<i>Strongly agree</i>	82	25,6		
<i>Total</i>	320	100		
<i>Coupons/monetary savings-influenced me to purchase my hatchback automobile</i>				
<i>Strongly disagree</i>	19	5,9	3,59	1,108
<i>Disagree</i>	29	9,1		
<i>Neutral</i>	87	27,2		
<i>Agree</i>	114	35,6		
<i>Strongly agree</i>	71	22,2		
<i>Total</i>	320	100		
<i>Point-of-purchase displays influenced me to purchase my hatchback automobile</i>				
<i>Strongly disagree</i>	12	3,8	3,72	1,054
<i>Disagree</i>	24	7,5		
<i>Neutral</i>	91	28,4		
<i>Agree</i>	108	33,8		
<i>Strongly agree</i>	85	26,6		
<i>Total</i>	320	100		
<i>Overall mean= 3,65 Std. Deviation= 0,840</i>				

5.4.4. Public relations

Table 5.8 reveals that 35.9% of the respondents agreed that community services from an automobile industry increase their commitment to its hatchback automobile brands. The results also show that 34.7% of the respondents agreed that public relations elements play a crucial decision in their hatchback automobile purchasing behaviour, while 32.5% remained neutral. Furthermore, 34.1% agreed and strongly agreed (29.7%) that an automobile company's right brand image grows its chances of them purchasing its hatchback brand. The results further show that 32.8% agreed that an automobile management's transparency attitude towards its product motivated them to purchase its hatchback automobile, whereas 32.2% agreed that good ethics followed in an organisation enhances their hatchback automobile purchasing behaviour.

Based on the results, we can conclude that most respondents agree with public relations statements as the overall mean score (M=3,69) is above 3.5.

Table 5.8 Public relations

Community services from the automobile industry increase my commitment to its hatchback automobile brands				
	Frequency	Percentage (%)	Mean	Std. Dev.
Strongly disagree	12	3,8	3,60	1,055
Disagree	35	10,9		
Neutral	90	28,1		
Agree	115	35,9		
Strongly agree	68	21,3		
Total	320	100		
An automobile company's right brand image grows its chances of me purchasing its hatchback brand				
Strongly disagree	10	3,1	3,80	1,039
Disagree	22	6,9		
Neutral	84	26,3		
Agree	109	34,1		
Strongly agree	95	29,7		
Total	320	100		
Good ethics followed in an organisation enhances my hatchback automobile purchasing behaviour				
Strongly disagree	6	1,9	3,73	1,068
Disagree	41	12,8		
Neutral	79	24,7		
Agree	103	32,2		
Strongly agree	91	28,4		
Total	320	100		
An automobile management transparency attitude towards its product motivated me to purchase its hatchback automobile				
Strongly disagree	13	4,1	3,71	1,080
Disagree	27	8,4		
Neutral	88	27,5		
Agree	105	32,8		
Strongly agree	87	27,2		
Total	320	100		
Public relations elements play a crucial decision role when making my hatchback automobile purchasing behaviour				
Strongly disagree	5	1,6	3,62	0,978
Disagree	34	10,6		
Neutral	104	32,5		
Agree	111	34,7		
Strongly agree	66	20,6		
Total	320	100		
Overall mean= 3,69 Std. Deviation= 0,762				

The results below in Table 5.9 show that most of the respondents agree with the statements measuring direct marketing because the overall mean (M=3,53) score is above 3.5. For example, the results indicate that most respondents agreed (38.1%) that direct selling through diverse social media platforms influenced their hatchback automobile purchasing behaviour. They also agreed (37.8%) that text marketing communication persuaded me to purchase my hatchback automobile. Furthermore, 33.4% agreed that telemarketing is a convenient method to reach consumers about purchasing a hatchback automobile, whereas 31.3% of Email marketing is a digital marketing force that influenced my hatchback automobile purchasing behaviour. However, as much most people agreed with the statements regarding direct marketing.

Table 5.9 Direct marketing

<i>Email marketing is a digital marketing force that influenced m.y hatchback automobile purchasing behaviour</i>				
	Frequency	Percentage (%)	Mean	Std. Dev.
<i>Strongly disagree</i>	21	6,6	3,46	1,150
<i>Disagree</i>	42	13,1		
<i>Neutral</i>	91	28,4		
<i>Agree</i>	100	31,3		
<i>Strongly agree</i>	66	20,6		
<i>Total</i>	320	100		
<i>Text marketing communication persuaded me to purchase my hatchback automobile</i>				
<i>Strongly disagree</i>	27	8,4	3,47	1,155
<i>Disagree</i>	34	10,6		
<i>Neutral</i>	80	25,0		
<i>Agree</i>	121	37,8		
<i>Strongly agree</i>	58	18,1		
<i>Total</i>	320	100		
<i>Telemarketing is a convenient method to reach consumers about purchasing a hatchback automobile</i>				
<i>Strongly disagree</i>	17	5,3	3,50	1,100
<i>Disagree</i>	39	12,2		
<i>Neutral</i>	94	29,4		

Agree	107	33,4			
Strongly agree	63	19,7			
Total	320	100			
Direct selling through diverse social media platforms influenced my hatchback automobile purchasing behaviour					Direct selling through diverse social media platforms influenced my hatchback automobile purchasing behaviour
Strongly disagree	12	3,8	3,67	1,051	
Disagree	31	9,7			
Neutral	81	25,3			
Agree	122	38,1			
Strongly agree	74	23,1			
Total	320	100			
Overall mean= 3,53 Std. Deviation= 0,875					

According to the results presented in Table 5.10, most respondents agree with the statements measuring the construct “*Consumer buying behaviour*” because the overall mean score is above 3.5 (Mean = 3.67). Most respondents notably agreed that advertising influenced their hatchback automobile purchasing behaviour (M= 3.81).

Table 5.10 Consumer buying behaviour

	<i>Mean</i>	<i>Median</i>	<i>Std. Deviation</i>
<i>Overall</i>	3,67	3,67	0,820
<i>Promotional elements had an influencing factor in my hatchback automobile purchasing behaviour.</i>	3,63	4,00	1,215
<i>Advertising influenced my hatchback automobile purchasing behaviour.</i>	3,81	4,00	1,017
<i>Sales promotion influenced me purchasing my hatchback automobile.</i>	3,66	4,00	1,114

<i>Personal selling had a positive impact on my hatchback automobile purchasing behaviour.</i>	3,62	4,00	1,032
<i>Public relations had an influencing ability towards me purchasing my hatchback automobile.</i>	3,61	4,00	1,065
<i>Direct marketing influenced me to purchase my hatchback automobile.</i>	3,69	4,00	1,083

5.5 NORMALITY ASSESSMENT

A crucial supposition in regression is that the dependent variable is normally distributed.

Das and Imon (2016) point out that the most frequently utilised statistical methods are correlation, regression, and experimental design. However, based on one necessary speculation that the observation pursues normal distribution, it is speculated that the population from where the samples are gathered is usually distributed (Das & Imon, 2016). Normality and other speculations should be taken seriously, for when these speculations do not hold, it is not possible to draw correct and appropriate conclusions about reality (Ghasemi & Zahediasl, 2012). For this reason, a normality test was conducted to confirm if the data is well distributed.

Kline (2015) recommended that the indicators' skewness and kurtosis values should be below ± 3 and ± 10 , respectively. Therefore, the results in Table 5.11 indicate that the assumption of univariate normality was met because the skewness and kurtosis values fall within Kline's (2015) recommended range.

Table 5.11 Skewness and kurtosis values

	<i>Skewness</i>	<i>Kurtosis</i>
<i>Advertising</i>	-0,422	-0,113
<i>Persona selling</i>	-0,433	-0,125
<i>Sales promotion</i>	-0,472	0,149
<i>Public relation</i>	-0,280	0,143
<i>Direct marketing</i>	-0,554	0,378
<i>Consumer behaviour</i>	-0,281	-0,215

Table 5.11 above shows the results of the skewness and kurtosis value acquired for the study; they imply that the information has a satisfactorily univariate normal distribution. The results show a normal distribution of information for all items employed to measure the constructs because all the coefficients are below the intervals ± 3 and ± 10 .

5.6 RELIABILITY OF THE CONSTRUCTS

Using factor rotation, one has found that three constructs that comprise more than one variable. Prior to concluding that the independent variables and dependent variable constructs can be discovered by the three factors found in the rotated component matrix, one should also measure the factors' reliability.

A reliability test was performed to test the measures' internal consistency. Reliability is the degree to which an instrument measures the same way each time it is used under the same condition with the same subjects (Rochford, 2011). One way of testing the reliability between the items in each factor is through the Cronbach's alpha test.

Cronbach alpha is a commonly used test to determine the internal consistency of an instrument. According to Pallant (2005), a scale with a Cronbach's alpha exceeding 0.7 is needed to create a reliable construct of multiple variables. However, Malhotra, Nunan and Birks (2017) mention that the cut-off value of both the Cronbach's alpha is 0.7 although 0.6 is sometimes permissible.

The total Cronbach's alpha value for reliability can be explained as follows:

- Cronbach's alpha above 0.8 – reliability is very useful
- Cronbach's alpha between 0.6 and 0.8 reliability is effective and acceptable
- Cronbach's alpha below 0.6 reliability is unacceptable or poor

The reliability analysis was conducted on six constructs (**advertising, personal selling, sales promotion, public relations, direct marketing and consumer buying behaviour**) to test whether each construct's set of items was internally consistent. The results in Table 5.12 demonstrate that all the constructs are internally consistent in their measurement as all Cronbach's alpha values are above 0.7.

Table 5.12 Reliability test

<i>Constructs</i>	<i>Items</i>	<i>Corrected Item-Total Correlation</i>	<i>Cronbach's Alpha</i>	<i>Number of Items</i>
<i>Advertising</i>	ADS1	0,565	0,760	4
	ADS2	0,588		
	ADS3	0,511		
	ADS4	0,562		
<i>Personal Selling</i>	PERS1	0,570	0,816	5
	PERS2	0,629		
	PERS3	0,654		
	PERS4	0,607		
	PERS5	0,570		
<i>Sales Promotion</i>	SP1	0,608	0,819	5
	SP2	0,671		
	SP3	0,560		
	SP4	0,588		
	SP5	0,625		
<i>Public Relations</i>	PR1	0,462	0,781	5
	PR2	0,590		
	PR3	0,530		
	PR4	0,619		
	PR5	0,577		
<i>Direct Marketing</i>	DM1	0,625	0,791	4
	DM2	0,671		
	DM3	0,619		
	DM4	0,497		
<i>Consumer Behaviour</i>	<i>Buying</i>	CBB1	0,848	6
		CBB2		
		CBB3		
		CBB4		
		CBB5		
		CBB6		

5.7 MULTIPLE-LINEAR REGRESSION

Multiple linear regression is a regression model utilised to estimate the connection between two or more independent variables and one dependent variable (Bevans, 2020).

a) Correlation analysis

Before the regression analysis presentation, one should carefully examine if there are extreme correlations between the analysis variables. Even though regression and correlation must be treated separately, one can scan the correlation matrix to perceive potential relations that may show up in the regression models.

Before running the regression analysis, a correlation test was conducted to ascertain the relationships between the constructs. The results in Table 5.13 show that there is a significant correlation between all constructs. The values with *** indicate a significant relationship between the constructs at 95 or 99 confidence intervals. For instance, there is a significant correlation between **advertising** and **consumer buying behaviour** ($r = 0,702^{**}$; $p < 0.001$); between **personal selling** and **sales promotion** ($r = 0,701^{**}$; $p < 0.001$).

Table 5.13 Correlation matrix

	<i>Advertising</i>	<i>Personal Selling</i>	<i>Sales Promotion</i>	<i>Public Relations</i>	<i>Direct Marketing</i>
<i>Personal Selling</i>	.696**				
<i>Sales Promotion</i>	.672**	.701**			
<i>Public Relations</i>	.638**	.672**	.654**		
<i>Direct Marketing</i>	.502**	.399**	.523**	.466**	
<i>Consumer Buying Behaviour</i>	.702**	.650**	.622**	.639**	.485**

Since all constructs are related to a certain extent, they are suitable for regression analysis (Pallant, 2010).

b) Multiple-Linear regression analysis

This part of the analysis will pay attention to the stable or firm constructs predicting power on the dependent variable using linear regression and examine critically if the hypotheses can be confirmed or disconfirmed.

Multiple-linear regression is an extension of simple regression analysis that enables the metric dependent variable to be predicted by multiple independent variable. Thus, one dependent variable is explained by more than one independent variables (Babin & Zikmund, 2016). The test was conducted to evaluate the impact of predictors (promotional elements) on the dependent (consumer buying behaviour) variable. Earlier studies focusing on similar subjects have discovered significant results using regression analysis (Rehbinder, 2011).

The results in Table 5.14 and Table 5.15 below show that the model predicting consumer buying behaviour is statistically significant ($F = 88,881$; $p < 0.001$). The $R^2 = 0,586$ suggests that these predictors (advertising, personal selling, sales promotion, public relations and direct marketing) explain up to 58.6% of the variance of Consumer Buying Behaviour.

Table 5.13 shows that consumer behaviours and promotional elements (advertising, personal selling, sales promotion, public relations, and direct marketing) are positively correlated. The strength of the relationship is moderately robust at 58.6%, which means that advertising, personal selling, sales promotion, public relations, and direct marketing explain up to 58.6% of the variance of consumer buying behaviour.

The ANOVA table in Table 5.15 shows whether the regression equation explains a statistically significant portion of the variability in the dependent variable from variability in the independent variables. The F-ratio in the ANOVA tests whether the overall regression model is a good fit for the data. The table shows that the independent variables statistically significantly predict the dependent variable, $F = 88.881$, $p (.000) < .05$; this implies that the regression model is a good fit for the data.

Table 5.14 Model summary

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted Square</i>	<i>R</i>	<i>Std. Error of the Estimate</i>
1	.765 ^a	0,586	0,579		0,53168
<i>a. Predictors: (Constant), direct marketing, personal selling, public relations, advertising, sales promotion</i>					

Table 5.15 ANOVA

<i>Model</i> 1		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>P-value</i>
	Regression	125,624	5	25,125	88,881	.000 ^b
	Residual	88,761	314	0,283		
	Total	214,386	319			
<i>a. Dependent Variable: Consumer Buying Behaviour</i>						
<i>b. Predictors: (Constant), direct marketing, personal selling, public relations, advertising, sales promotion</i>						

Objective two: Hypotheses testing

- **H₁**. Advertising has a positive influence on consumer buying behaviour purchasing a hatchback automobile.
- **H₂**. Personal selling has a positive influence on consumer buying behaviour purchasing a hatchback automobile.
- **H₃**. Sales promotion has a positive influence on consumer buying behaviour purchasing a hatchback automobile.
- **H₄**. Public relation has a positive influence on consumer buying behaviour purchasing a hatchback automobile.
- **H₅**. Direct marketing has a positive influence on consumer buying behaviour purchasing a hatchback automobile.

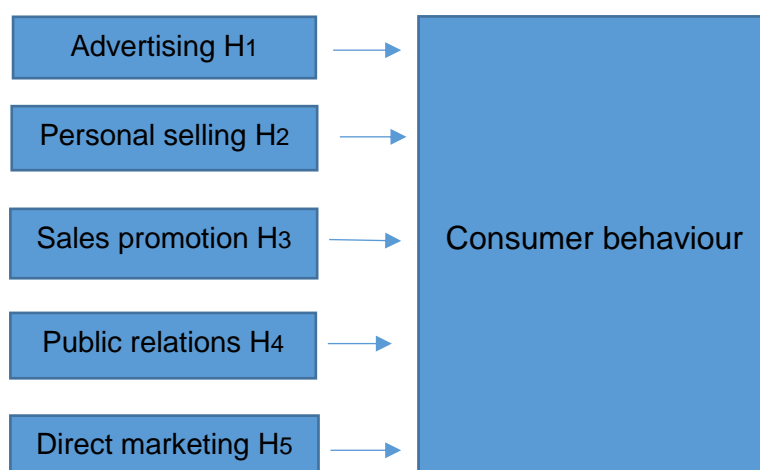
Study framework

Table 5.16 Coefficients

Coefficients^a					
Model 1		Standardised Coefficients	T value	P value	Conclusions
		Beta			
	(Constant)		2,584	0,010	Advertising has a positive ($\beta = 0.345$) and significant effect on consumer buying behaviour as its p-value (0.000) is lower than 0.05. This means that advertising positively influences consumer buying behaviour. Therefore, hypothesis H₁ is accepted.
	Advertising	0,345	6,075	0,000	
	Personal selling	0,178	3,019	0,003	Personal selling has a positive ($\beta = 0.178$) and significant effect on consumer buying behaviour as its p-value (0.003) is lower than 0.05. This implies that personal selling positively impacts consumer buying behaviour. Therefore, hypothesis H₃ is accepted.
	Sales promotion	0,080	1,367	0,172	Sales promotion has a positive ($\beta = 0.080$) but non-significant effect on consumer buying behaviour as its p-value (0.172) is higher than 0.05. This implies that Sales promotion does not influence consumer buying behaviour. Therefore, hypothesis H₃ is not accepted.
	Public relations	0,198	3,646	0,000	The construct Public relations has a positive ($\beta = 0.198$) and significant effect on consumer buying behaviour as its p-value (0.000) is lower than 0.05. This implies that public relations positively influence consumer buying behaviour. Therefore, hypothesis H₄ is accepted.
	Direct marketing	0,107	2,411	0,016	Direct marketing has a positive ($\beta = 0.107$) and significant impact on consumer buying behaviour as its p-value (0.016) is lower than 0.05. This means that direct marketing positively influences consumer buying behaviour. Therefore, hypothesis H₅ is accepted.
a. Dependent Variable: Consumer Buying Behaviour					

Table 5.16 presents the promotional elements' predictive effect (direct marketing, personal selling, public relations, advertising, sales promotion). The results reveal that advertising has a positive and significant effect on consumer buying behaviour ($\beta = 0,345$; $p < 0,001$; $t = 6,075$). The results also suggest that personal selling has a positive and significant effect on consumer buying behaviour ($\beta = 0,178$; $p < 0,001$; $t = 3,019$). Sales promotion does not have a significant effect on consumer buying behaviour ($\beta = 0,080$; $p > 0,001$; $t = 1,367$). The results further show that Public relations ($\beta = 0,198$; $p < 0,001$; $t = 3,646$) and direct marketing ($\beta = 0,107$; $p < 0,001$; $t = 0,016$) have a positive and significant effect on consumer buying behaviour. In conclusion, these results suggest that consumer buying behaviour is only driven by direct marketing, personal selling, public relations and advertising.

Objective 3: To determine the major influencing promotional elements on consumer buying behaviour towards purchasing a Hatchback automobile.

The beta weights in Table 5.16 are the standardised coefficients that enable comparing of the size of the effects of different independent variables if the variables have different measurement units. Table 5.16 above indicates that the major promotional element that influences consumer buying behaviour is advertising as it has the highest beta value ($\beta = 0.345$) compared to other promotional elements. Additionally, following advertising the beta weights for public relations, personal selling and direct marketing indicates that they have a positive and significant impact on consumer buying behaviour.

5.8 CHAPTER SUMMARY

The primary's objective was to determine the influence of promotional elements on consumer buying behaviour towards purchasing a hatchback automobile. The research was conducted among 320 respondents using a self-administered online survey.

This study was quantitative, and therefore, a questionnaire was used to gather information from hatchback automobile purchasers who reside in Gauteng. According to the results, advertising ($p= 0.000$), personal selling (0.003), public relations (0.000), and direct marketing (0.016) influences purchasing a *hatchback automobile*. Therefore, consumers' decision to purchase hatchback automobiles is influenced by advertising, personal selling, public relation, and direct marketing. Sale promotion has no significant effect on the consumers' purchasing decision.

The following chapter discusses the findings, conclusions, and recommendations of the study.

CHAPTER 6:

CONCLUSIONS AND RECOMMENDATIONS

6.1 INTRODUCTION

The conclusions and recommendations presented in this chapter are based on the set objectives presented in Chapter one of the study.

The primary research objectives of this study were to determine the influence of promotional elements (advertising, sales promotions, personal selling, public relations, and direct marketing) on consumer buying behaviour towards purchasing a hatchback automobile in Gauteng province.

The study comprises six chapters outlined as follows. Chapter one introduced the study, explained the problem statement, the research objectives, and the research methodology. Chapter two provided an overview of consumer behaviour and various consumer buying concepts, such as consumer decision-making processes and factors affecting consumer buying behaviour. Chapter three provided a detailed promotional elements mix theory. It observed various concepts and processes of promotional elements and different characteristics in relation to promotional mix such as: advertising, sales promotion, personal selling, public relations, and direct marketing. Chapter four presented the research methodology and how data were collected for the study. The chapter provided an outline of the research approach and the research design, and Chapter five presented the research data analysis findings of the study, the descriptive statistical analyses, and the outcomes of the conceptual model the hypotheses. In this chapter six, the research findings of this study are summarised, jointly with the findings of the previous studies discussed in Chapters two and three. In carrying out the assessment of the research findings of this research study, the primary and secondary objectives, as put together in chapter one, are revisited. The empirical research findings concerning each objectives are provided and compared to the principles pointed out in the literature study. This chapter aims to present conclusions based on the findings of the study and make recommendations. It also highlights the limitations and significance of the study and recommendations for future research.

The following section focuses on the primary and secondary research objectives of the study:

6.2 OBJECTIVES OF THE RESEARCH STUDY

The study's primary objectives were to determine the promotional elements' influence on consumer buying behaviour towards purchasing a hatchback automobile.

To facilitate the success of the primary objective, the study outlined secondary objectives as follows:

- To establish from the research study which promotional elements influence consumer buying behaviour.
- To determine the influence of promotional elements' on consumer buying behaviour towards purchasing a hatchback automobile.
- To determine the major influencing promotional elements' on consumer buying behaviour towards purchasing a hatchback automobile.

6.3 OBJECTIVES 1 AND 2

This section jointly revisits the first and second secondary research objectives taken from the study's primary research objective.

To comprehend the primary objective concerning the influence of promotional elements on consumer buying behaviour, the study discussed the first and second secondary objectives simultaneously to determine the promotional elements' influence on consumer buying behaviour towards purchasing a hatchback automobile. The study will give an insight into how the promotional elements influence consumer buying behaviour. The objectives are as follows:

- *To establish from the research study which promotional elements' influences consumer buying behaviour*

- *To determine the influence of promotional elements on consumer buying behaviour towards purchasing a hatchback automobile.*

Establishing which promotional elements influences consumer buying behaviour from the research study will help the automobile industries select the appropriate promotional element when communicating and persuading their target markets.

Central tendency measures (mean, median, and standard deviation) were employed to conduct the descriptive analysis of six constructs involved in the research study. The purpose was to determine the distribution of the responses on scaled items. A five-point Likert scale (where 1 = “Strongly disagree” and 5 = “Strongly agree”) was employed to measure all the constructs.

Established on the principle that 2.5 (5/2) is the middle value of the five-point scale, any mean score beneath 2.5 indicates that most respondents tend to either disagree or strongly disagree with the statement. Mean scores between 2.5 and 3.4 advocate that most respondents tend to be impartial about the constructs’ statements. Lastly, all the mean scores equal to or above 3.5 indicate that the majority of respondents tend to either agree or strongly agree with the statements of the construct.

The following section provides the findings based on chapter 5 on determining the influence of promotional elements on consumer buying behaviour towards purchasing a hatchback automobile: advertising, personal selling, sales promotion, public relations, and direct marketing.

6.3.1 Advertising

Advertising expresses a non-personal transmission way of thinking or commodity by using multiple transmission media platforms such as television, radio, magazines, newspapers, mobile, and Internet. It is implemented using a selected sponsor for a stipend paid to influence buying behaviour. The study literature in Chapter three further communicates that the aim of advertising may include creating awareness of a new product, reporting the characteristics and features of the product, advising on product usage, differentiating the product from competitors products, creating or improving a

product's image, and directing consumers to the point-of-purchase. In chapter three, a study conducted by Dorshi and Parmar (2016) reveals that buying an automobile is mainly influenced by advertisements and secondly by the recommendation of families and friends. Additionally, Varshney and Aulia (2017) further agree that there is evidence that advertising plays a crucial part in helping consumers make deliberate decisions about the product and services. UKEssays (2018) reveals that the leading influencer and the number one source of information to the hatchback automobile customers are television advertisements, followed by relatives and friends.

Advertising findings indicate that most respondents concur with advertising statements because the overall mean ($M=3.68$) score was above 3.5. For instance, most respondents agreed that seeing a hatchback automobile advert on television convinced them to purchase a hatchback automobile (Mean = 3.75; Std. Dev = 1.109).

- **Advertising conclusions**

In Chapter five, the findings of this study agree with the literature theory of the study in Chapter three that advertising plays a vital role in influencing consumer buying behaviour. The findings show that 34.7% of the respondents acceded that ads seen in magazines/newsletters apprised their decisions to purchase a hatchback automobile. Furthermore, 30.9% of the respondents strongly agreed, and 29.7% agreed that seeing a hatchback automobile advert on television influenced them to purchase a hatchback automobile. Additionally, the results uncover that 30% of the respondents agreed that mobile phone advertising influenced their decisions to purchase a hatchback automobile.

The findings show that advertisement influences customers' buying decisions. Therefore, from these findings, it is concluded that the majority of the respondents agreed that advertising the main element in generating product awareness in the thoughts of a targeted consumer to capture a buying decision. Consumers do give significance to advertisements on television, mobile phones, or magazines while selecting their automobile.

- **Advertising recommendations**

Advertising is a worthy tool for building an organisations or brand equity as it is a forceful way to provide consumers with information and persuade their perception. All the efforts to make an advertisement are centred on the sole purpose of making it effective and intrinsically convincing to serve the motto of meeting the consumer emotions and psychological factors positively. Thus, hatchback industries should seek to have advertisements that suit the attitudes of the consumer. The findings reveal that online marketing, mobile phones, and ads seen in magazines and newsletters have informed the respondents' decisions to purchase their hatchback automobile. Therefore, hatchback automobile industries should look attentively at using a combination of traditional media and new media platforms in communicating their marketing messages to acquire the combined strong influence of these media platforms to reach their targeted markets.

Online marketing is the most popular advertising mix medium that influences buying behaviour, followed by ads seen on magazines and newsletters then television. The swift advancement of technology is decreasing the effect of television advertisements. Besides online marketing, this study further recommends that for the hatchback automobile industries to increase sales, they should increase their marketing promotion activities such as "complete test drives" to allow customers a variety of options when searching for an automobile. This move will enable automobile industries to recognise that a successful test drive will significantly expand the chances of a sale by bringing the advantages of hatchback automobiles to life in a much more personal way than other mediums can do.

6.3.2 Personal selling

In addition, the literature theory in Chapter three indicates that regardless of the use of advertising as a communication element, salespeople play a crucial role as part of personal selling when customers come into a dealership, resulting in great personal strength and self-assurance and the ability to persuade and negotiate with customers. According to Yeo, Hur, and Ji (2019), effective personal selling plays an important role in generating positive consumer value by providing sustainable relationships between

consumers and entities. These actions add to the sustainable benefits to their businesses and additionally positive relationships with consumers.

Personal selling findings show that most respondents agree with personal selling statements as the entire mean ($M=3.65$) score was above 3.5. For instance, most of the respondents agreed that a good relationship between a salesperson and a consumer creates a hatchback buying stimulus (Mean = 3.75; Std. Dev = 1.163).

- **Personal selling conclusions**

The study's findings concur with the literature of the study. They show that most respondents agree with the statement that personal selling generates a positive influence on consumer buying behaviour. The findings reveal that 29.7% of the respondents agreed, and 28.1% strongly agreed that effective sales personnel influences hatchback automobile purchasing behaviour.

From these findings, it can be concluded that workers in personal selling work to convince customers to make a purchasing decision. The individual features that are characterised by a salesperson, resulting in great personal strength and self-assurance. The ability to persuade and negotiate helps win customers, influence purchasing, guide decisions about replacement of objects, and help consumers get unavailable goods they are looking for.

- **Personal selling recommendations**

Hatchback automobile industries should ensure that their salespersons are well-trained and driven to enhance customer service, serving as a unique selling proposition. The research findings reveal that respondents agreed that face-to-face selling interaction convinced them to purchase a hatchback automobile. Thus, organisations should pay the greatest attention to actively manage personal selling by increasing training of sales personnel in customer care. They should motivate them to provide outstanding customer service to create quality experiences for the customers.

6.3.3 Sales promotion

The study uncovered that sales promotion as a promotional element is made up of various incentive elements, usually short-term elements that are used to motivate consumers and manufacturers to expedite the purchasing process of particular products and services. These sales promotion elements include special deals, loyalty programmes, and price discounts to attract potential and existing customers to visit an organisation and finally purchase a product offering (hatchback). This study also uncovered that automobile dealers use sales promotions to grow sales and clear old stock.

Cox Automotive (2019), in Chapter three, uncovers that to influence buyers to buy an automobile from the manufacturer, consider personalising the content. Making a detailed list of recommendations based on the buyers' preferences and implementing applicable incentives and specials. Offering more steps to the sales, such as getting a trade-in offer, securing financing, and even structuring a deal, might also increase the probability a shopper's purchase (Cox Automotive, 2019). Ramesh and Rao (2018) stated sales promotion as a media and non-media marketing force put into practise use for a predetermined, restricted period to motivate a test and increase customer demand. Further, Tariq (2018) revealed that price effectiveness is the leading factor ruling the hatchback automobile segments.

Sales promotion findings indicate that most respondents concur with the sales promotion statement as the overall mean score ($M=3.65$) was above 3.5. To a greater degree, the detailed results indicate that for most respondents, the price discounts played a significant role in purchasing their hatchback automobile (Mean = 3.66; Std. Dev = 1.152); they also pointed out that an incentive/bonus influenced their decision (Mean = 3.66; Std. Dev = 1.082).

- **Sales promotion conclusions**

The findings of the study on sales promotion concur with the literature theory discussed in Chapter three. They indicate that the price discounts played a significant role in purchasing their hatchback automobile for most respondents. The perception results seen in Chapter five indicate that 36.9% of the respondents agreed that an

incentive/bonus influenced their decision to purchase a hatchback automobile. In contrast, 35.6 agreed that coupons/monetary savings influenced them in purchasing their hatchback automobile. More so, 33.8% of the respondents agreed that point of purchase displays influenced them in purchasing their hatchback automobile. About 30.3% agreed that premiums influenced the purchase of their hatchback automobile. Furthermore, the results indicate that 29.4% of the respondents strongly agreed and 27.8% agreed that price discounts played an important role in purchasing their hatchback automobile. Although the majority of people agreed (Mean = 3,65) with these statements, some remained neutral.

On the contrary, Table 5.16 findings in Chapter five of the study reveal the direct impact that sales promotion has on consumer purchasing behaviour as a whole. The results after the analysis showed that sales promotion does not directly impact consumer purchasing behaviour. This means that the results do not predict consumer buying behaviour, even though some respondents agreed to the statements of incentives and/or price discounts' positive impact on them buying a hatchback automobile, as seen in Table 5.7 of the study. In a nutshell, it is concluded that it is not necessary that all sales promotion elements positively influence the customer, and not all the promotional elements influence the customers' the same. Some customers regard sales promotions as an opportunity that they should avail themselves.

Overall, the sales promotion element plays an important role in encouraging customers to purchase any promoted product, which will certainly increase the automobile industry's profit and market share.

- **Sales promotions recommendations**

The study reveals that sales promotion has a positive ($\beta = 0.080$) but non-significant effect on consumer hatchback automobile buying behaviour. This entails that sales promotion does have a positive effect on consumer buying behaviour, but it does not necessarily have a forceful impact on consumer buying behaviour. Therefore, the study recommends that hatchback automobile industries embark and formulate complete and effective sales promotions strategies that seek to build product

awareness, create suitable product attitudes, obtain market share, build product loyalty, provoke purchase, and increasing profits.

Even though the findings uncover that sales promotions have a non-significant effect on hatchback automobile buying, this promotional element should not be abandoned. It should be aligned to its demographic specifics to determine its significance. Automobile industries should know their target market preferences prior to offering any sales promotions. With that said, the study further recommends the need for hatchback automobile industries to attentively look at consumers' demographic specifics such as gender and age when designing the products (sales promotion) to advance into the market. This is because demography elements are essential and measurable statistics of the population that detect the target market. They are simple to measure and are appropriate for psychographic and socio-cultural studies. In addition, demographic elements have a vast impact on evaluating various features that are usually connected with consumer behaviour.

Lastly, further analysis is recommended with larger sample size and the recommendations listed above to determine if sales promotion positively influences consumer purchasing behaviour.

6.3.4 Public relations

In Chapter three, the study uncovers that automobile industries engage in public relations in various programmes directed internally to workers of the entity or externally to customers, the media to promote or guard a business image or its product communications. Apuke (2018) revealed that for an entity to achieve positive results to any sales of their products and services, their expected consumers have to be informed of those products and services. Additionally, they have to be aware of the attached public benefits (Apuke, 2018). Anani-Bossman (2018) reported that public relations were about reputation for the Institute of Public Relations (IPR), the consequence of what you do, what you speak, and what others announce about you. The use of reputation management is based on the belief that ethical reputation enhances credibility, which advances to different benefits, including increased sales

and earnings, price premiums, improved community relations, and high stock price (Anani-Bossman, 2018).

According to Business Case Studies (2019), in 1998, Skoda Auto saw the launch of the facelift Felicia, the Felicia Fun, the Octavia hatchback (small family car). It is now at the beginning of an even greater triumph, consequently new product development and significant brand image. Public relations had a significant part in developing an integrated communications strategy for Skoda, which enveloped the whole organisation, rather than just one department, by highlighting and stressing the new Skoda Auto brand's values. It assisted to develop a broad platform for the products through sharing knowledge, communicating and creating information in the market place (Business Case Studies, 2019).

In public relations, most respondents indicate and tend to concur with public relations' statements as the entire mean score ($M=3.69$) was above 3.5. For instance, most respondents accepted that an automobile company's good brand image grows its chances of purchasing its hatchback brand (Mean = 3.80 Std. Dev = 1.039).

- **Public relations conclusions**

The findings of this study regarding public relations coincide with the literature discussed in Chapter three. The study uncovered that public relations play an important role in any business. It seeks to maintain equal beneficial and long-term associations between a business and its main publics by balancing the interest of every person involved. The findings further reveal that 35.9% of the respondents agreed that community services from an automobile industry grow their dedication to their hatchback automobile brands. The results additionally show that 34.7% of the respondents agreed that public relations elements play a crucial decision role when making their hatchback automobile purchasing behaviour.

Based on the findings, it can be concluded that public relations play a crucial role in any organisation. It aspires to maintain equal beneficial and long-term relationships between an organisation and its public by balancing the interest of every person involved.

- **Public relations recommendations**

Based on the study's findings, the respondents concurred that public relations played a significant role in purchasing a hatchback automobile. It is recommended that hatchback automobile industries utilise social media podiums to share information with the targeted consumers' concerning success stories or testimonials by customers to build relationships, brand consciousness and encourage a suitable image in the minds of targeted consumers. Public relations tools comprise sending out press releases, celebrity partnerships, partnering with the media, and successfully using social media. With the diverse media platforms used to enhance the business image, most businesses use celebrity figures to paint an acceptable picture in consumers' minds. Celebrities are more than a media creation. Celebrity culture has become a motivating force in 21st-century culture and has a big impact on what the public does and purchases. Celebrities in public relations campaigns build brand consciousness, and they build it more rapidly than using other mediums. For this purpose, it is recommended that hatchback automobile industries consider making use of celebrity figures to market their products image. Using a celebrity to represent a business helps differentiate the brand from competitors leading to favourable financial advantages.

6.3.5 Direct marketing

Chapter three reveals that direct marketing is the direct communication device used by businesses to target their consumers to instantly react. Businesses engage in direct marketing using different activities such as direct mail, telemarketing, text marketing, direct selling, and email marketing. The study further uncovers that direct marketing provided the business an opportunity to directly promote products and services directly to customers who most need them. A beneficial direct marketing campaign helps the business build relationships with new clients, test the appeal of the product or service, notifies which marketing approaches reach the target market, provide customers with forceful content they can communicate or share with potential customers leading to growing sales (Auto erp, 2018).

Direct marketing findings reveal that most of the respondents agree with the statements measuring direct marketing because the entire mean (M=3,53) score was

above 3.5. For instance, the results stipulate that most respondents concurred that direct selling through diverse social media platforms influenced their hatchback automobile purchasing behaviour ($M = 3.67$).

- **Direct marketing conclusions**

This study's findings coincide with the literature theory discussed in Chapter three. The results stipulate that most respondents agreed that direct selling through different social media platforms influenced their hatchback automobile purchasing behaviour. The findings reveal that 37.8% of respondents concurred that text marketing communication convinced them to purchase their hatchback automobile. Furthermore, 33.4% concurred that telemarketing is a convenient method to get through to consumers purchasing a hatchback automobile, whereas 31.3% said that email marketing is a digital marketing force that influenced the respondents' hatchback automobile purchasing behaviour. However, as much most people agreed with the statements regarding direct marketing.

This study concludes that direct marketing allows the business to promote the products and services directly to the customers who most need them. A good direct marketing campaign assists the business build relationships with new clients, test the appeal of the product or service, notifies which marketing approaches reach the target market, provide customers with forceful content they can communicate or share with potential customers leading to rising sales.

- **Direct marketing recommendations**

Hatchback automobile industries must pay more attention to increasing their promotional elements, particularly the direct marketing element to affect purchasing behaviour. They need to make use of mail or phones in introducing products or services or sending messages using mobile phones that would influence the consumer purchasing decision. The diverse social media podiums should be integrated into the hatchback automobile industries' marketing communication strategies and not be used as a stand-alone strategy. It is then recommended that in planning and executing direct marketing through SMS campaigns, automobile industries should provide

targeted consumers with an opt-out choice to ensure that messages are directed to interested consumers only. Simultaneously, when using e-mails, manufacturers could use questionnaires to establish if targeted consumers are prepared to receive marketing communication e-mails to reduce the possibility of e-mails being treated as junk mails.

6.4 OBJECTIVE 3

- *To determine the major influencing promotional elements on consumer buying behaviour towards purchasing a hatchback automobile.*

Table 5.16 above indicated that the major promotional element influencing consumer buying behaviour is advertising. It has the highest beta value ($\beta = 0.345$) compared to other promotional elements.

- **Conclusions**

Based on the above results, it can be concluded that promotional elements have an important effect on consumer purchasing behaviour. According to the respondents, the major influential promotional element is advertising that impacted their buying behaviour with the highest beta value ($\beta = 0.345$) and important effect on consumer buying behaviour as its p-value (0.000) is lower than 0.05. This means that advertising positively influences consumer buying behaviour. Lastly, the finding reveals that advertisement attained the highest correlation.

- **Recommendations**

Based on the standardised sales promotions correlations outcome, it is recommended that hatchback automobile industries pay more attention to the sales promotion activities since the study results reveal a weak impact on the promotional elements' influence on consumer buying behaviour. Additionally, it is further recommended that hatchback automobile industries focus more on those promotional elements such as

advertising that positively impact consumers' buying behaviour. This will result in the automobile industries' gaining maximum short-term and long-term profits.

6.4.1 Discussions on research hypotheses

Hypotheses	Conclusion	Accepted or not accepted
H ₁ Advertisement has a positive influence on consumer buying behaviour towards purchasing a hatchback automobile.	Advertising positively impacts consumer buying behaviour.	As a result, H ₁ is accepted.
H ₂ Personal selling has a positive influence on consumer buying behaviour towards purchasing a hatchback automobile.	Personal selling positively influences Consumer Buying Behaviour.	As a result, H ₂ is accepted.
H ₃ Sales promotions have a positive influence on consumer buying behaviour towards purchasing a hatchback automobile.	The results seen in Chapter five (Table 5.7) perception of respondents point out that 36.9% of them agreed that an incentive/bonus influenced their decision to purchase a hatchback automobile, while 35.6% admitted that coupons/monetary savings influenced them in purchasing their hatchback automobile. Nevertheless, although most people agreed (Mean=3.65) with these statements, some remained neutral. Therefore, the results post the analysis revealed in Table 5.16 of the study that sales promotions do not directly impact consumer buying behaviour.	As a result, H ₃ is not accepted.

H4 Public relations has a positive influence on consumer buying behaviour towards purchasing a hatchback automobile.	Public relations has a positive ($\beta = 0.198$) effect and influences consumer buying behaviour.	As a result, H4 is accepted.
H5 Direct marketing has a positive influence on consumer buying behaviour towards purchasing a hatchback automobile.	Direct marketing has a positive ($\beta = 0.107$) influence on consumer buying behaviour.	As a result, H5 is accepted.

- **Hypotheses conclusions**

It can be concluded based on the study findings that consumer buying behaviour can be positively enticed by making use of different promotional elements such as advertising, personal selling, public relations, and direct marketing. However, the findings reveal that sales promotion has a positive ($\beta = 0.080$) but non-significant effect on consumer buying behaviour as its p-value (0.172) is higher than 0.05, suggesting that sales promotion does have a positive effect on consumer buying behaviour. However, does not necessarily have a strong impact on consumer buying behaviour.

- **Hypotheses recommendations**

It is distinct that each consumer has their characteristics when choosing a product and purchasing decision. It is recommended that hatchback automobile industries know their customer preferences and purchasing behaviour prior to offering any form of sales promotion by conducting continuous research on the impact of sales promotion on consumer buying behaviour. This will assist industries in understanding what triggers consumer behaviours and put their focus more on consumer preferences. Suggesting an improvement in the sales promotion strategies will advance to a corresponding improvement in consumer buying behaviour towards purchasing a hatchback automobile, at least in the short term.

6.5 CONCLUSION OF THE PRIMARY RESEARCH

A total of 320 respondents took part in the study, with most respondents being female (53.3%) while male represented (46.7%). Nevertheless, out of 320 respondents, 1 questionnaire was voided, meaning only 319 questionnaires were valid. Concerning composition, 61.4% of the sample results show that respondents between the ages of 18 and 29 have purchased hatchback automobiles, while 27.3% of respondents showed up to be between 30 and 39 years. The lowest number of respondents was between 40 and 49 years (9.1%), and 1.9% were between 50 and 59. Lastly, 0.3% were respondents between 60 and 65 years. These results reveal that hatchback automobiles are attractive to the young generation, particularly those from 18-29 years. Therefore, the automobile industry should emphasise the young generation's preferences and concentrate more on their purchasing behaviours.

6.6 CONCLUSION OF THE RESEARCH STUDY

The secondary research study's conclusions are established on data obtained firstly from the comprehensive research theory conducted in Chapter two and Chapter three.

As indicated in Chapter two, marketers have been interested in comprehending factors that influence consumer automobile buying behaviour. The significance of consumers' buying behaviour helps businesses and organisations improve their marketing strategies by understanding how consumers think and select various options (Deshpande & Saxena, 2017). According to Tariq (2018), consumer behaviour is extremely important to reveal diverse factors and influencing factors that present themselves at the time when a consumer makes up their mind to purchase an automobile, and how deeply these factors influence the final selection made by the consumer in relation to purchasing a hatchback automobile.

As indicated in Chapter three, Reklaitis and Pileleine (2019) mention that promotion techniques are a set of equipment and methods for exchanging information concerning an organisation and its offer, which should add to the achievement of the essential objectives of the business. Promotion is two-way communication between an organisation and its various communities. It communicates the message to the

consumers (Thwala & Slabbert, 2018). Zolkify, Yusof and Baharon (2017) state that the use of promotion mix by automobile industries is believed to enhance the target markets consciousness and that at the same time increases the automobile sales, which gives more sales returns to the business. In the automobile sector, the promotional mix is one of the leading elements in selling automobiles, comprising ATL and BTL promotion strategies. ATL promotion strategy comprises promotion through media platforms like the internet, television, newspaper, mobile phones, and radio (Zolkify, Yusof & Baharom, 2017). The BTL promotion strategy comprises direct mail, personal selling, public relations, and sponsorship (Zolkify, Yusof & Baharom, 2017).

Based on the literature in chapters two and three and analysis findings in Chapter five, hatchback automobile industries should ensure that they constantly take measures to ensure the use of all promotional elements. The study's outcome indicates and reveals a positive link between consumer buying behaviour and the promotional elements that enhance and influence positive buying behaviour towards purchasing an organisations products in this instance a hatchback automobile.

The research study had some limitations as follows.

6.7 LIMITATIONS OF THE STUDY

There are various limitations to this study. Firstly the study's geographic location was Gauteng province, and data were only gathered on a specific automobile type, hatchback automobile. Therefore, it will not be generalised to other automobile types. The non-probability research method in purposive sampling was conducted because the researcher wanted to obtain information from the consumers who have purchased a hatchback automobile. As a result, the selection was made according to known attributes. The study required to collect data specifically from hatchback automobile purchasers, and respondents' restriction approach will not generalise the findings to other automobile types due to different consumer buying behaviours.

6.8 CONTRIBUTION OF THE STUDY

Studying and observing secondary research available in relation to this study topic emerges that the current study topic has not been completely covered in the Gauteng province. Little research has been performed in South Africa, Gauteng province, to determine the influence of promotional elements on consumer buying behaviour towards purchasing a hatchback automobile. The study's significance is that it has explored an area that has received little attention in the literature, and it will then benefit and assist hatchback automobile industries.

Additionally, the study's significance will contribute to the academic spheres in determining and understanding the promotional elements' influence on consumer buying behaviour towards purchasing a hatchback automobile.

It is also anticipated that the topic's findings will enable automobile industries to strategise correctly and target the right market and implement the correct promotional elements.

The study will guide business management and automobile industries, providing extensive knowledge of what stimulates consumers' purchasing decisions to strengthen the promotional elements that best influence consumers' needs. The revelation will help businesses plan and implement strategies that effectively enhance positive buying responses from consumers' to gain a competitive advantage. The study's focus is primarily on hatchback automobile purchasers; the study will further enable hatchback automakers to improve their services.

The automobile industry is one of the biggest industries globally and has a wide variety of automobiles for consumers to select. Competition is high in the industry; therefore, it has to understand consumers better than competitors do to enhance industry growth for the hatchback automobile industry to have a sustainable competitive advantage.

In the current era of a competitive market, organisations have a consumer as the major centre of attention, and meeting their needs is the company's main competitive advantage. Essentially, consumer satisfaction is to make sure that consumers are satisfied with the services and demands, expectations, and desires they require when buying a product. Discovering the promotional elements affecting the consumer

purchasing a product through this study will be significant for theory and the business world.

6.9 RECOMMENDATION FOR FUTURE RESEARCH

The following recommendations emerge from this study's key findings and are recommended here to various hatchback automobile industries.

In light of this research study's findings in this section, the marketers must establish the needs and what influences their target market. This will allow them to meet their customers' needs effectively. The study reveals that even though digital marketing's technological advances exist, traditional promotional marketing mix elements still have a role to play. Automobile industries should use promotional elements as they have been proven in the study to have a positive effect on consumer buying behaviour towards purchasing a hatchback automobile.

Owing to the study being restricted to Gauteng province, people's perspective outside the chosen participants was not represented. Future studies could aim to identify and represent more participants in the remaining eight provinces of South Africa. Additionally, increasing the sample size might give different results.

The research study made use of a quantitative approach and covered closed-ended questionnaires only. Future research should attempt to blend a mixed-method approach to cover a mixture of closed and open-ended questions to gain an in-depth understanding of promotional elements' influence on consumer buying behaviour towards purchasing a hatchback automobile.

Amid the independent variables advertising possess the highest outcome influence on consumer buying behaviour. Therefore, automobile industries should pay particular attention to advertising to attract the younger target market.

Lastly, future research may propose a conceptual model to determining word-of-mouth communication influences on consumer buying behaviour towards purchasing a hatchback automobile.

6.10 CONCLUDING REMARKS

This research study's general objectives were to determine the promotional elements' influence on consumer buying behaviour towards purchasing a hatchback automobile. This chapter discussed the study's findings to determine if primary and secondary objectives were attained.

This chapter finishes the research study. These research findings were also used as a basis for the conclusions drawn and recommendations made for hatchback automobile industries.

The study revealed that promotional elements: advertising, personal selling, public relations, and direct marketing have a positive and significant effect on consumer buying behaviour. However, the findings have also shown that sales promotion has a positive but non-significant effect on consumer buying behaviour as its p-value (0.172) is higher than 0.05, implying that sales promotion does have a positive effect on consumer buying behaviour, but it does not necessarily have a strong impact on consumer buying behaviour.

In conclusion, from the research findings, it is revealed promotional elements positively influence consumer buying behaviour towards purchasing a hatchback automobile.

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APPENDIX A: CONSENT FORM AND INTERVIEW GUIDELINES



DETERMINING THE INFLUENCE OF PROMOTIONAL ELEMENTS ON CONSUMER BUYING BEHAVIOUR TOWARDS PURCHASING A HATCHBACK AUTOMOBILE

Dear participant,

You are invited to participate in an academic research study conducted by Ms BM Moloi, a Master's Business Management student, under the supervision of Prof P. Mbango, in the Department of Marketing and Retail Management at the University of South Africa.

This short survey focuses on the influence of promotional elements on consumer buying behavior towards purchasing a hatchback automobile. By completing this survey, you agree that the information you provide may be used for research purposes. The study targets people aged between 18 and 65 years old who reside in Gauteng and have purchased a hatchback automobile. This survey is confidential; you are therefore not required to indicate your name on the questionnaire.

Although your participation in the study would be appreciated you are not under any obligation to participate in the survey. You may opt to stop participating in the study at any time without any negative consequences. If you choose to participate in the study, please answer all the questions as honestly as possible. This should take you no more than 10 minutes of your time.

Kind regards

Ms Bridget Mapheto Moloi

083 479 1538

CONSENT

After reading the information provided above, do you agree to participate in the study on a voluntary basis?

Yes	
No	

Question 1: Have you purchased a hatchback automobile before?

Yes	
No	

Question 2: Do you reside in Gauteng province?

Yes	
No	

If **Yes**, please proceed with the survey below.

However, If **No**, please stop the survey. Thank you for your time.

Please indicate which hatchback automobile model you purchased, below.

--

SECTION A: RESPONDENTS PROFILE

1. Age:

(1) 18-29 years	(2) 30-39 years	(3) 40-49 years	(4) 50-59 years	(5) 60-65 years

2. Gender:

(1) Male	(2) Female	(3) Other (Specify)

SECTION B: PROMOTIONAL ELEMENTS

Please read the statements below and indicate the extent to which you agree or disagree with each of these statements.

The ratings will be guided by a five-point Likert scale as follows.

Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
1	2	3	4	5


Statements	<div> <div>⇨</div> <div>Strongly disagree</div> <div>Strongly agree</div> </div>				
	1	2	3	4	5
ADVERTISING					
Online marketing influenced my decision to buy a hatchback automobile.	1	2	3	4	5
Ads seen in magazines/ newsletters informed my decision to purchase a hatchback automobile.	1	2	3	4	5
	1	2	3	4	5

Mobile phone advertising had an impact on my decision to purchase a hatchback automobile.					
Seeing a hatchback automobile advert on television persuaded me to purchase a hatchback automobile.	1	2	3	4	5
PERSONAL SELLING					
Face-to-face selling interaction persuaded me to purchase a hatchback automobile.	1	2	3	4	5
Face-to-face selling provided me with instant answers about the product's uncertainties (e.g comfort), which assisted in making a hatchback automobile purchasing behaviour decision.	1	2	3	4	5
An effective sales personnel influences hatchback automobile purchasing behaviour.	1	2	3	4	5
A good relationship between a sales person and a consumer creates a hatchback buying stimulus.	1	2	3	4	5
Post-purchase follow-up influences a recurring purchase of the hatchback car.	1	2	3	4	5

SALES PROMOTION					
Price discounts played an important role in purchasing my hatchback automobile.	1	2	3	4	5
An incentive/bonus influenced my decision to purchase a hatchback automobile.	1	2	3	4	5
Premiums had an effect on me purchasing my hatchback automobile.	1	2	3	4	5
Coupons/monetary savings-influenced me purchasing my hatchback automobile.	1	2	3	4	5
Point of purchase displays influenced me purchasing my hatchback automobile.	1	2	3	4	5
PUBLIC RELATIONS					

Community services from an automobile industry increase my commitment to its hatchback automobile brands.	1	2	3	4	5
An automobile company's good brand image grows its chances of me purchasing its hatchback brand.	1	2	3	4	5
Good ethics followed in an organisation enhances my hatchback automobile purchasing behaviour.	1	2	3	4	5
An automobile management transparency attitude towards its product motivated me to purchase its hatchback automobile.	1	2	3	4	5
Public relations elements play a crucial decision role when making my hatchback automobile purchasing behaviour.	1	2	3	4	5
DIRECT MARKETING					
	1	2	3	4	5

Email marketing is a digital marketing force that influenced my hatchback automobile purchasing behaviour.					
Text marketing communication persuaded me purchasing my hatchback automobile.	1	2	3	4	5
Telemarketing is a convenient method to reach consumers about purchasing a hatchback automobile.	1	2	3	4	5
Direct selling through diverse social media platforms influenced my hatchback automobile purchasing behaviour.	1	2	3	4	5

Statements	<div style="text-align: center;">  Strongly disagree Strongly agree </div>				
	1	2	3	4	5
SECTION C: CONSUMER BUYING BEHAVIOUR					
	1	2	3	4	5

Promotional elements had an influencing factor in my hatchback automobile purchasing behaviour.					
Advertising influenced my hatchback automobile purchasing behaviour.	1	2	3	4	5
Sales promotion influenced me purchasing my hatchback automobile.	1	2	3	4	5
Personal selling had a positive impact on my hatchback automobile purchasing behaviour.	1	2	3	4	5
Public relations had an influencing ability towards me purchasing my hatchback automobile.	1	2	3	4	5
Direct marketing had an effect on me purchasing my hatchback automobile.	1	2	3	4	5

Thank you for taking part in this research study, your input and time is highly appreciated.

APPENDIX B: ETHICAL CLEARANCE CERTIFICATE



UNISA DEPARTMENT OF MARKETING AND RETAIL MANAGEMENT ETHICS REVIEW COMMITTEE

Date 2020-08-24

Dear Ms Bridget Mapheto Moloi

**Decision: Ethics Approval from
2020 – 2023**

NHREC Registration #: (if applicable)

ERC Reference #: 2020_MRM_005

Name: Ms Bridget Mapheto Moloi

Student #: 44390882

Staff #: N/A

Researcher(s): Ms Bridget Mapheto Moloi, 0834791538,
44390882@mylife.unisa.ac.za

Supervisors(s): Dr Phineas Mbango, 0124298124, mbangop@unisa.ac.za

Working title of research:

**Determining the influence of promotional elements on consumer buying
behaviour towards purchasing a hatchback automobile.**

Qualification: Postgraduate degree

Thank you for the application for research ethics clearance by the Unisa Department of Marketing and Retail Management Ethics Review Committee for the above mentioned research. Ethics approval is granted for 3 years. The low risk application was reviewed by the Department of Marketing and Retail Management Ethics Review Committee on 6 August 2020 in compliance with the Unisa Policy on Research Ethics and the Standard Operating Procedure on Research Ethics Risk Assessment.

The proposed research may now commence with the provisions that:

1. The researcher(s) will ensure that the research project adheres to the values and principles expressed in the UNISA Policy on Research Ethics.

URERC 25.04.17 - Decision template (V2) - Approve

2. Any adverse circumstance arising in the undertaking of the research project that is relevant to the ethicality of the study should be communicated in writing to the Department of Marketing and Retail Management Research Ethics Committee.

3. The researcher(s) will conduct the study according to the methods and procedures set out in the approved application.

4. Any changes that can affect the study-related risks for the research participants, particularly in terms of assurances made with regards to the protection of participants' privacy and the confidentiality of the data, should be reported to the Committee in writing, accompanied by a progress report.

5. The researcher will ensure that the research project adheres to any applicable national legislation, professional codes of conduct, institutional guidelines and scientific standards relevant to the specific field of study. Adherence to the following South African legislation is important, if applicable: Protection of Personal Information Act, no 4 of 2013; Children's act no 38 of 2005 and the National Health Act, no 61 of 2003.

6. Only de-identified research data may be used for secondary research purposes in future on condition that the research objectives are similar to those of the original research. Secondary use of identifiable human research data require additional ethics clearance.

7. Minor changes suggested by the committee be amended on the Form 1.

Note:

The reference number 2020_MRM_005 should be clearly indicated on all forms of communication with the intended research participants, as well as with the Committee.

Yours sincerely,

Chair of Department of Executive Dean: College of Economic and
Marketing and Retail Management ERC Management Sciences

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