Intesab Aalami
ISSN: 2348-5035
Vol. 12 / No. 6 / October 2024
UGC Approved Sr. No. 597 (UGC - CARE)

Effect of Buy-One-Get-One Offers on Consumer Buying Behaviour: An Empirical Study

Chandan Kumar Thakur
Research Scholar, DDU Gorakhpur University, Gorakhpur
(Email: yourchandan7@gmail.com)
Namita Yadav
Assistant Professor, NCWEB, University of Delhi
(Email: raonamitalamba@gmail.com)
Aishwerya Sharma
Research Scholar, Institute of management studies and Research,
Maharshi Dayanand University, Rohtak
(Email: aishwerya.rs.imsar@mdurohtak.ac.in)

Abstract
Buy-One-Get-One (BOGO) is a popular sales promotion technique used by many businesses. Under this offer, a customer receives one additional product when purchasing one product. Such offers may attract customers and encourage them to buy more. This study examines the effect of BOGO offers on consumer buying behaviour. The study uses primary data collected through a structured questionnaire. Data from 200 respondents are assumed and analysed using percentage, mean, reliability analysis, correlation and regression. The assumed results show that BOGO offers have a positive and significant effect on consumer buying behaviour. The study suggests that BOGO offers can encourage purchase decisions, impulse buying, increased quantity purchases and trial of new brands.
Keywords: Buy-One-Get-One, Sales Promotion, Consumer Behaviour, Purchase Decision, Impulse Buying

1. Introduction

Sales promotion is an important element of marketing that companies use to attract customers, encourage purchases, and increase sales. Businesses use various promotional techniques such as discounts, coupons, cashback, free gifts, and special offers to influence consumers' purchasing decisions. Among these techniques, the Buy-One-Get-One (BOGO) offer is widely used by companies to provide customers with an additional product along with their purchase.

A Buy-One-Get-One offer, commonly known as a BOGO offer, allows customers to receive an additional product when they purchase one product. For example, a customer who purchases one bottle of shampoo may receive another bottle free of cost. Such offers create a perception among consumers that they are receiving greater value for their money.

BOGO offers can influence consumer buying behaviour in several ways. The availability of a free additional product may create a sense of savings and encourage consumers to purchase immediately.

These offers can also create a sense of urgency, particularly when they are available for a limited period. As a result, consumers may purchase products that they had not originally planned to buy.

The effectiveness of BOGO offers may differ from one consumer to another depending on factors such as perceived value, price, product usefulness, and individual purchasing preferences. Therefore, understanding the impact of such promotional offers is important for companies when designing effective marketing strategies.

The present study examines the effect of Buy-One-Get-One offers on consumer buying behaviour. It aims to understand whether BOGO promotions encourage consumers to make purchases, influence their purchase decisions, and lead them to buy products that they may not have originally planned to purchase.

2. Meaning of Buy-One-Get-One Offer

A Buy-One-Get-One (BOGO) offer is a sales promotion technique in which customers receive an additional product, either free of cost or at a special price, when they purchase a particular product. It is commonly used by businesses to attract customers and encourage them to make purchases.

For example:

- Buy 1 T-shirt and Get 1 T-shirt Free
- Buy 1 Pizza and Get 1 Pizza Free
- Buy 1 Shampoo and Get 1 Shampoo Free

The main purpose of a BOGO offer is to provide customers with an additional benefit and create a perception of greater value for money. Such offers can attract customers, increase the quantity of products purchased, and encourage customers to make quicker purchase decisions.

BOGO promotions may also influence consumers to purchase products that they had not originally planned to buy. Therefore, this type of promotional offer can play an important role in influencing consumer buying behaviour and increasing sales

3. Consumer Buying Behaviour

Consumer buying behaviour refers to the way consumers make decisions about what to buy, when to buy, where to buy, how much to buy, and which brand to choose. It is influenced by several factors, including price, product quality, promotional offers, personal preferences, and perceived value. Buy-One-Get-One (BOGO) offers can influence consumer buying behaviour by providing an additional product and creating a perception of greater value. Such offers may encourage consumers to purchase products that they are already considering because the opportunity to receive an additional product makes the offer more attractive and can influence their final purchase decision. BOGO offers may also encourage impulse buying, where consumers make purchases without prior planning. The attractive nature of receiving an additional product may motivate customers to make an immediate purchase. In addition, BOGO offers may encourage consumers to purchase a greater quantity of products because receiving an additional product may make buying two or more units appear more beneficial than purchasing a single unit. Promotional offers can also influence consumers' brand preferences. A customer may switch from their usual brand to another brand if it provides a more attractive BOGO offer or appears to provide better value for money. BOGO offers can further encourage consumers to try new products or brands. The additional product may reduce the perceived risk of trying something unfamiliar because consumers feel that they are receiving greater value from their purchase. Overall, BOGO offers can influence different aspects of consumer buying behaviour, including purchase decisions, impulse buying, quantity purchased, brand choice, and product trial. Therefore, understanding the influence of BOGO offers on consumer buying behaviour is important for companies when designing effective sales promotion strategies.

4. Literature Review

Gordon-Hecker, Pittarello, Shalvi and Roskes (2020) examined Buy-One-Get-One-Free (BOGO) offers in comparison with percentage discount offers having the same monetary value. The study found that consumers generally preferred BOGO offers and paid greater attention to them, particularly when the discount was relatively high. The findings suggest that the way a promotion is presented can influence consumers' attention and purchase preferences.

Khouja, Subramaniam and Vasudev (2020) compared different types of marketing promotions, including price reductions, coupons, gift cards and BOGO promotions. Their study found that the effectiveness of promotional techniques differs according to consumer demand and product characteristics. BOGO promotions were found to be particularly effective for products where consumers derive relatively high value from purchasing additional units. The study highlights the potential of BOGO offers to increase demand and sales under suitable market conditions.

Bak (2022) investigated unplanned purchase behaviour under Buy-One-Get-One-Free promotional conditions. The study compared consumer responses in situations with and without BOGO promotions and developed a method for identifying unplanned purchasing behaviour. The findings provide evidence that BOGO promotions are relevant to the study of impulse and unplanned purchasing decisions. This is particularly important for understanding how attractive promotional offers may influence consumers to make purchases that were not originally planned.

Li, Khouja, Pan and Zhou (2022) examined BOGO promotions in a two-echelon supply chain and compared them with price-reduction and everyday-low-price strategies. The study found that BOGO promotions can encourage consumers to purchase and consume two units of a product. Under suitable conditions, BOGO can generate higher demand and retailer profit than alternative promotional strategies. The findings suggest that BOGO offers can influence consumers' purchasing quantity and can be an effective promotional strategy when appropriately designed.

Mishra, Kushwaha and Gupta (2024) examined the impact of sales promotion on consumer buying behaviour in the Indian apparel industry. Using questionnaire data from 330 respondents in India, the study analysed consumer responses through correlation and regression techniques. The findings showed that sales promotions positively influence consumer purchase decisions and purchasing patterns. Although the study considered sales promotions more broadly rather than only BOGO offers, its findings support the importance of promotional activities in influencing consumer buying behaviour in the Indian market.

Overall, the reviewed studies indicate that BOGO and other sales-promotion techniques can influence consumer attention, purchase decisions, impulse or unplanned buying, and the quantity of products purchased. However, much of the existing research focuses on specific promotional mechanisms or particular outcomes. Therefore, the present study attempts to examine the overall influence of BOGO offers on consumer buying behaviour, including purchase decisions, impulse buying, quantity purchased, brand switching and product trial.

5. Objective of the Study

The main objective of the study is:

To examine the effect of Buy-One-Get-One offers on consumer buying behaviour.

6. Hypothesis

Null Hypothesis (H_0)

Buy-One-Get-One offers have no significant effect on consumer buying behaviour.

Alternative Hypothesis (H_1)

Buy-One-Get-One offers have a significant effect on consumer buying behaviour.

7. Research Methodology

7.1 Research Design

The study uses a **descriptive and analytical research design**. The descriptive approach is used to understand consumers' buying behaviour, while the analytical approach is used to examine the effect of Buy-One-Get-One (BOGO) offers on consumer buying behaviour.

7.2 Data Collection

The study is based on **primary data**. Data are assumed to be collected through a **structured questionnaire** designed to obtain information about consumers' responses to BOGO offers and their buying behaviour.

7.3 Sample Size

For the purpose of this study, a sample of **200 respondents** is assumed. The respondents represent consumers who have experience with promotional offers such as Buy-One-Get-One offers.

7.4 Sampling Method

The study assumes the use of **convenience sampling**. Respondents are selected based on their availability and willingness to participate in the study.

7.5 Measurement Scale

A five-point Likert scale is used:

1 – Strongly Disagree
2 – Disagree
3 – Neutral
4 – Agree
5 – Strongly Agree

8. Questionnaire

Section A: Demographic Information

1. Gender
2. Age
3. Educational qualification

4. Monthly income
5. Occupation

Section B: BOGO Offers

Respondents were asked to rate the following statements:

1. I find BOGO offers attractive.
2. BOGO offers provide good value for money.
3. I pay attention to products with BOGO offers.
4. BOGO offers encourage me to purchase a product.
5. I prefer BOGO offers over some other promotional offers.
6. I feel that I save money through BOGO offers.
7. I become more interested in a product when it has a BOGO offer.

Section C: Consumer Buying Behaviour

1. I have purchased a product because of a BOGO offer.
2. BOGO offers influence my purchase decision.
3. BOGO offers encourage me to buy more products.
4. I sometimes make unplanned purchases because of BOGO offers.
5. BOGO offers encourage me to try new brands.
6. I may switch brands because of an attractive BOGO offer.
7. I am likely to purchase a brand again after a good experience with its BOGO offer.
8. BOGO offers influence my overall buying behaviour.

9. Demographic Profile

For the purpose of demonstrating data analysis, responses from 200 respondents are assumed. The demographic information collected in Section A of the questionnaire includes gender, age, educational qualification, monthly income, and occupation.

Gender

Gender	Frequency	Percentage
Male	108	54%
Female	92	46%
Total	**200**	**100%**

The table shows that 54% of the respondents are male, while 46% are female.

Age

Age Group	Frequency	Percentage
Below 25	48	24%
25–35	82	41%
36–45	45	22.5%
Above 45	25	12.5%
Total	**200**	**100%**

The table shows that the largest group of respondents belongs to the 25–35 age group, representing 41% of the total sample.

Educational Qualification

Education	Frequency	Percentage
Undergraduate	62	31%
Postgraduate	108	54%
Other	30	15%
Total	**200**	**100%**

The table shows that 54% of the respondents are postgraduates, followed by 31% who are undergraduates and 15% who have other educational qualifications.

Monthly Income

Monthly Income	Frequency	Percentage
Below ₹25,000	52	26%
₹25,000–₹50,000	78	39%
₹50,001–₹75,000	42	21%
Above ₹75,000	28	14%
Total	**200**	**100%**

The table indicates that the largest group of respondents, 39%, has a monthly income between ₹25,000 and ₹50,000.

Occupation

Occupation	Frequency	Percentage
Student	48	24%
Salaried	82	41%
Self-employed	45	22.5%
Other	25	12.5%
Total	**200**	**100%**

The table shows that salaried respondents represent the largest group, accounting for 41% of the sample.

10. Data Analysis and Results

The responses collected through Sections B and C of the questionnaire were analysed using descriptive statistics, reliability analysis, correlation analysis, and regression analysis.

10.1 Descriptive Analysis of BOGO Offers

Section B of the questionnaire contains seven statements measuring respondents' perceptions of Buy-One-Get-One offers. The responses were measured using a five-point Likert scale, where 1 represents Strongly Disagree and 5 represents Strongly Agree.

BOGO Offer Variable	Mean	Standard Deviation
BOGO offers are attractive	3.91	0.89
BOGO offers provide good value for money	4.02	0.84
BOGO offers attract my attention	3.85	0.90
BOGO offers encourage me to purchase a product	3.88	0.91
I prefer BOGO offers over some other promotional offers	3.72	0.96
I feel that I save money through BOGO offers	3.89	0.87
BOGO offers increase my interest in a product	3.81	0.92
Overall BOGO Offers	**3.87**	**0.76**

The results indicate that respondents generally have a positive perception of BOGO offers, as the overall mean score is 3.87. The highest mean score is observed for the statement that BOGO offers provide good value for money, with a mean of 4.02. This suggests that perceived value is an important factor influencing consumers' responses to BOGO promotions.

10.2 Descriptive Analysis of Consumer Buying Behaviour

Section C of the questionnaire contains eight statements measuring consumer buying behaviour. The results are presented below.

Consumer Buying Behaviour Variable	Mean	Standard Deviation
I have purchased a product because of a BOGO offer	3.76	0.95
BOGO offers influence my purchase decision	3.82	0.90
BOGO offers encourage me to buy more products	3.76	0.95
I sometimes make unplanned purchases because of BOGO offers	3.61	1.02
BOGO offers encourage me to try new brands	3.55	1.01
I may switch brands because of an attractive BOGO offer	3.58	1.00
I am likely to purchase a brand again after a good experience with its BOGO offer	3.72	0.89
BOGO offers influence my overall buying behaviour	3.82	0.86
Overall Consumer Buying Behaviour	**3.70**	**0.82**

The results indicate that respondents generally agree that BOGO offers influence their buying behaviour. The overall mean score is 3.70. The highest mean score is observed for the influence of BOGO offers on purchase decisions and overall buying behaviour, while the lowest mean score is for trying new brands.

10.3 Reliability Analysis

Cronbach's alpha was used to examine the internal consistency and reliability of the questionnaire items.

Variable	Number of Items	Cronbach's Alpha
BOGO Offers	7	0.88

Consumer Buying Behaviour	8	0.90

The Cronbach's alpha values are 0.88 for BOGO offers and 0.90 for consumer buying behaviour. Both values are above the commonly accepted level of 0.70, indicating good internal consistency and reliability of the measurement scales.

10.4 Correlation Analysis

Correlation analysis was conducted to examine the relationship between BOGO offers and consumer buying behaviour.

Variables	Correlation (r)	Significance
BOGO Offers and Consumer Buying Behaviour	0.68	$p < 0.001$

The correlation coefficient of 0.68 indicates a moderately strong positive relationship between BOGO offers and consumer buying behaviour. This suggests that higher positive perceptions of BOGO offers are associated with higher levels of consumer buying behaviour.

10.5 Regression Analysis

Simple linear regression analysis was conducted to examine whether BOGO offers significantly predict consumer buying behaviour. In the regression model, BOGO offers were treated as the independent variable and consumer buying behaviour was treated as the dependent variable.

Model Summary

R	R^2	Adjusted R^2
0.68	0.46	0.46

The R^2 value of 0.46 indicates that BOGO offers explain approximately 46% of the variation in consumer buying behaviour in the assumed sample.

Regression Coefficients

Variable	Beta (β)	t-value	p-value
BOGO Offers	0.68	13.05	< 0.001

The regression coefficient is positive and statistically significant, with a p-value below 0.05. This indicates that BOGO offers have a significant positive predictive relationship with consumer buying behaviour.

11. Hypothesis Testing

The study proposed the following hypotheses:

H_0: Buy-One-Get-One offers have no significant effect on consumer buying behaviour.

H_1: Buy-One-Get-One offers have a significant effect on consumer buying behaviour.

The regression analysis produced a p-value of less than 0.001, which is lower than the significance level of 0.05. Therefore, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted.

Thus, the assumed results indicate that Buy-One-Get-One offers have a significant positive relationship with consumer buying behaviour.

12. Discussion of Findings

The assumed findings show that consumers generally respond positively to BOGO offers. The mean score of 4.02 for perceived value indicates that customers consider BOGO offers useful because they feel they are receiving more for their money. The correlation result of 0.68 shows a positive relationship between BOGO offers and consumer buying behaviour.

The regression result also indicates that BOGO offers significantly influence consumer buying behaviour. The R^2 value of 0.46 suggests that BOGO offers explain 46% of the variation in consumer buying behaviour in the assumed sample.

The findings also suggest that BOGO offers can encourage customers to:

- purchase a product;
- buy more products;
- make unplanned purchases;
- try new brands; and
- change their preferred brand.

13. Managerial Implications

The study provides useful suggestions for marketers regarding the use of Buy-One-Get-One (BOGO) offers. Companies can use attractive BOGO offers to attract customers, especially during special sales periods and promotional campaigns. However, it is important that customers clearly understand the value and benefits they receive from the offer. BOGO promotions can also be useful for introducing new products by encouraging customers to try products that they have not purchased before. Such offers may further encourage customers to purchase more than they originally planned, thereby increasing sales volume. At the same time, companies should use BOGO promotions carefully and avoid offering them too frequently, as excessive promotions may reduce the perceived value of the brand and make customers expect discounts regularly.

14. Conclusion

The study examines the effect of Buy-One-Get-One offers on consumer buying behaviour. Based on the assumed data, consumers have a positive attitude towards BOGO offers.

The analysis shows a positive relationship between BOGO offers and consumer buying behaviour. Regression analysis also shows that BOGO offers have a significant effect on consumer buying behaviour.

Therefore, BOGO offers can be considered an effective sales promotion technique for attracting customers and encouraging purchases.

However, the results presented in this paper are based on assumed data for academic demonstration. Actual conclusions should be drawn only after collecting and analysing real responses.

15. Limitations of the Study

1. The study uses a limited sample size.
2. The study focuses only on BOGO offers.

3. Consumer behaviour may differ across product categories.
4. Consumer responses may change according to income and age.
5. The numerical results in this draft are assumed and should be replaced with actual survey results before publication.

16. Scope for Future Research

Future researchers can study BOGO offers in specific product categories such as:

- Grocery products
- Clothing
- Food and restaurants
- Cosmetics
- Online shopping
- Electronic products

Future studies can also compare BOGO offers with discounts, cashback and coupon offers.

17. References

Gordon-Hecker, T., Pittarello, A., Shalvi, S., & Roskes, M. (2020). Buy-one-get-one-free deals attract more attention than percentage deals. *Journal of Business Research, 111*, 128–134. https://doi.org/10.1016/j.jbusres.2019.02.070

Khouja, M., Subramaniam, C., & Vasudev, V. (2020). A comparative analysis of marketing promotions. *Journal of Business Research, 117*, 200–213.

Bak, S. J., Yeu, M., & Jeong, J. (2022). Forecasting unplanned purchase behavior under Buy-One Get-One-Free promotions using functional near-infrared spectroscopy. *Computational Intelligence and Neuroscience, 2022*, Article 1034983. https://doi.org/10.1155/2022/1034983

Li, X., Khouja, M., Pan, X., & Zhou, J. (2022). Buy-one-get-one-free promotions in a two-echelon supply chain. *Management Science, 68*(10), 7400–7420.

Mishra, M., Kushwaha, R., & Gupta, N. (2024). Impact of sales promotion on consumer buying behavior in the apparel industry. *Cogent Business & Management, 11*(1), Article 2310552. https://doi.org/10.1080/23311975.2024.2310552

DelVecchio, D., Henard, D. H., & Freling, T. H. (2006). The effect of sales promotion on post-promotion brand preference: A meta-analysis. *Journal of Retailing, 82*(3), 203–213.

Mittal, M., & Sethi, P. (2011). The effectiveness of sales promotion tools among Indian consumers: An empirical study. *Journal of Promotion Management, 17*(2), 165–182.