

Abstract

Sales promotions are a key marketing strategy used to drive consumer engagement, boost sales, and increase brand visibility. This study evaluates the effectiveness of sales promotion strategies employed by Pygmalion, focusing on their impact on consumer purchasing behavior, brand loyalty, and market share. The research aims to identify the most effective promotional tools, assess consumer perceptions, and provide insights for optimizing future campaigns.

A mixed-method approach was adopted, combining customer surveys, sales data analysis, and interviews with the marketing team. The findings reveal that discount offers, bundled deals, and seasonal promotions are the most effective tools in increasing short-term sales and attracting new customers. However, challenges such as limited impact on long-term customer loyalty and the need for better targeting in promotions were identified.

The study concludes that while Pygmalion's sales promotions are effective in driving immediate sales, a more strategic approach is needed to enhance customer retention and brand equity. Recommendations include personalizing promotions through data analytics, integrating loyalty programs, and leveraging digital platforms to reach a wider audience. This research provides actionable insights for Pygmalion to refine its sales promotion strategies and achieve sustained growth in a competitive market.