**Statement: A study on impact of sales promotion schemes on consumer behaviour of young adults in organised fast food industry in Mumbai**

**Objectives of the research:**

1. To study various sales promotion techniques used by QSRs: Samples, Coupons, Demonstration, Contest, Cash refund, Premium (goods at low cost or for free), Price Off during slump season, Consumer sweepstakes (lucky draw), buy back allowances (Discount on purchase based on past purchases)

**H0: There is no impact of sales promotion schemes on consumer behaviour of youth in organised fast food industry in Mumbai.**

**H1: There is an impact of sales promotion schemes on consumer behaviour of youth in organised fast food industry in Mumbai.**

1. To study the impact of sales promotion schemes on consumer behaviour

**H0: Consumer purchases do not increase in frequency during sales promotion period**

**H1: Consumer purchases increase in frequency during sales promotion period**

1. To understand spending pattern in promotional and non promotional period

**H0: Consumer purchases do not increase in value during sales promotion period/Value of consumer purchases remains unchanged during sales promotion period**

**H1: Consumer purchases do not increase in value during sales promotion period/ Value of consumer purchases increases during sales promotion period**

1. To study the tool of sales promotion with maximum impact

**H0: All sales promotion techniques are equal impact on consumer behaviour**

**H1: Sales promotion techniques have varying impact on consumer behaviour**

1. To study the impact of sales promotion tools used by upcoming distribution channels like mobile apps and websites

**H0: Consumer purchases have no impact due to promotional offers on mobile phone applications & websites**

**H1: Consumer purchases have a positive impact due to promotional offers on mobile phone applications & websites**