

**The Impact of Christmas Promotions on Consumer Purchasing Behaviours: A Study of
Sales Management Strategies and Emotional Marketing**

Abstract

Christmas is among the most delicate periods in the operations of all the businesses in the globe where most people have their finances and the retailers compete with each other to a great extent. The study is a reflection on the role of Christmas promotions in influencing consumer purchasing behavior with a keen interest in sales management, promotion and emotional marketing approaches. The study discusses the effects of discounting (offers), festive campaign effects on purchasing behavior and sales performance through secondary research. In this study, good sales forecasting and customer-related management (CRM) as well as promotions are aimed on particular consumers, which are highly effective in the enhancement of the business outcome of the festive season.

A marketing strategy that employs emotions such as joy, nostalgia or generosity such as emotional marketing plays a very important role in formulating consumer loyalty and intentions. Findings indicate this means the customers will be more willing to have impulse buying and allocate more money when they are presented with emotionally appealing advertisement and time-bound offers. The study finds out that every business enterprise must adopt integrated sales management principles that combine informational based forecasting, customization of particular CRM applications as well as emotionally impacting promotions so as to realize a high season of profitability throughout the Christmas season. Such lessons will be valuable to retailers who want to ensure the festive sales performance is maximised.

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1. Introduction

1.1 Background of the Study

Christmas period is traditionally considered as one of the high seasons of retailing and business in the world markets. The increase in consumer spending is also quite elevated at this time due to the cultural activities, festivities, and due to giving of gifts (Ali et al., 2020). Firms are peering into this stream of demand and begin to pre-plan their sales management strategies. The most important activity is the management of the sales forecasting, inventory, promotion activity as well as customer engagement. Emotional connection that arises through the celebratory ambience also comes into play in affecting the consumer buying pattern and convincing them to purchase more items at a higher price. The emergence of competition among business has made it necessary to include innovative in addition to customer-oriented strategies (Almaz & Suryawardani, 2025). The companies need to work on the customer relationship management (CRM) and make sure that they can retain the customers and bring new customers.

1.2 Research Aim and Objectives

Aim

The research aim is to trace the impact of promotional management to consumer buying behaviour, sales volumes, customer involvement in effective management of sales, especially during the Christmas season.

Objectives

To identify how Christmas offers influence the consumer decision.

To examine the effect of the use of emotional marketing on the customer behaviour.

To know which of the CRM strategies is more efficient to optimally enhance customer engagement and customer loyalty.

1.3 Research Questions

How will Christmas promotions affect the consumer purchase behaviour during the festive season?

How does emotional marketing affect the consumer in buying decision and brand loyalty during Christmas?

What are some of the best customer relationship management (CRM) approaches to advancing the degree of customer contact and retention during the Christmas season?

1.4 Scope of the Study

The purpose of this study is the analysis of the Christmas sales strategy based on the secondary research. It discusses such crucial practices as promotional techniques, emotional marketing, customer relationship marketing, and consumer behavioral trend (Almaz and Suryawardani, 2025). The research is founded merely on the general market dynamics and is not geared towards a specific location or industries. It attempts to provide some general knowledge, and this can be used across different businesses.

1.5 Structure of the Study

The study has been divided into several sections all of which permit one to provide a systematic examination of the topic at hand. The background, aim and objectives of the study have been given in the introductory section. They are also applicable theories and concepts, which are highlighted in the literature review (Ali et al., 2020). The methodology discusses research approach and data sources. To sum up both the overall study, key insights are examined in the results, and the discussion portion and a conclusion is given at the end.

2. Literature Review

2.1 Introduction of Sales Management

Sales management is the art of planning, coordinating and controlling sales activities of how to achieve the organizational objectives. It deals with demand forecasting, sales forecasts, sales strategy, and sales team management. There is more dynamism in sales management during Christmas season because its consumer demand and competition are more. Businesses must incorporate their promotional strategies, customer relationship management (CRM) and operational planning to guarantee the highest performance in sales. A good sales management will ensure effective use of available resources - increased customer satisfaction and would achieve their targeted revenue during their key festive seasons.

2.2 Sales Management Theories

AIDA Model

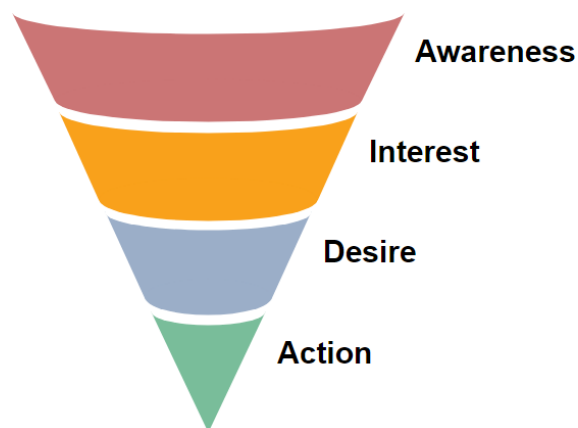


Figure: AIDA Model

Source: (Chan, 2022)

One of the applications of marketing plan is AIDA model (Attention, Interest, Desire, Action) as a means of influencing consumer buying behaviour. During the period of Christmas, business organizations are initially seen to attract attention, through their festive adverts and

decorations. The interest will be developed through attractive proposals and presentation of the products. The product benefit is highlighted along with emotional appeal to obtain desire, particularly in the gifting situations (Chan, 2022). It encourages action through the assistance of the time-limited promotions and discounts. This marketing model is most likely to be used in the marketing of festivals because it assists in providing a methodical course of the decision-making process and sales conversion promotion.

Maslow's Hierarchy of Needs



Figure: Maslow's Hierarchy of Needs Theory

Source: (Darbanian et al., 2025)

The Hierarchy of Needs by Maslow suggests that human behaviour is driven by a progression of needs, with the needs starting with the most basic needs and then the psychological needs, and the self-fulfilment needs. The Christmas period consumer buying behavior is mostly founded on social emotional needs that comprises love, belonging and esteem. The gifts are likely to purchase to build or keep relationships and express love (Darbanian et al., 2025). Marketers translate this theory by setting establishment campaigns which are family oriented

(centers on bonding), generosity and celebration. The more companies focus on higher level needs, the more appeal and encouragement of spending they can create.

Consumer Decision-Making Model



Figure: Consumer Decision-Making Model

Source: (Fombelle et al., 2026)

The consumer decision making model specifies the activities that the consumers perform before they can make a purchase and these steps involve identification of problem, information search, evaluation of alternative, purchase decision and the post purchase behavior. This process is more likely to be facilitated by the use of promotional strategies at the time of Christmas as it does not require the same amount of time and effort to carry out the evaluation (Fombelle et al., 2026). Value and emotional marketing influence preferences because new offers and package deals can increase the value. This means that the consumers will be likelier to make a quick decision and this could lead to a quick decision hence, the purchasers could be likely to engage in impulse buying.

2.3 Promotional Strategies During Christmas

Discounts and Price Promotions

The other successful tactic that has been adopted in the Christmas sale is the offers and price cuts that can help lure the customers and improve on the sales (Dr. Sirinivasa Murthy M D,

2025). This type of promotion reduces the perception of costs of the products making them more appealing to the consumers. Store merchants are more likely to offer discounts on percentage, buy 1 get 1 and even seasonal discount to encourage a purchase. These not only can make people walk more, but also influence impulse purchases (Batyk, 2023). Excessive utilization of the discount may lower the profit margin and there is high likelihood that the consumers will be trained to be cheaper.

Bundling and Special Offers

Bundling refers to combines more than one product and sells at a lesser price compared to the product itself. This adds value to the product according to the customers. When he or she wishes to give gifts at Christmas, retailers will design gift packages and special offers. With these promotions, one can easily make a purchase decision, especially to a consumer who is out to make a purchase as a present (Dr. Sirinivasa Murthy M D, 2025). Business also employs bundling so that the businesses are able to sell more of their products to the customers since it gets them motivated to purchase more products. They are even more enticed by special offers such as provision of new services or offering them some free gifts.

Limited-Time and Flash Sales

Flash and limited time sales are to create the sense of urgency and motivate people to buy. Such offers are usually of a very short duration and therefore, the consumers have to hurry to take up the offer before they can expire. The retailers utilise countdown clocks, flash sales and promotions that might be exclusive at a given moment in time to compel more traffic within the Christmas seasons (Hoque and Kabir, 2025). This is a very forceful strategy in developing impulse buying spirit.

2.4 Emotional Marketing in Festive Season

Role of Emotions in Consumer Behavior

Emotion is critical in influencing the behavior of consumers and therefore, it is Christmas. Feelings that affect the purchase decision are happiness, nostalgia and generosity. Consumers are more likely to buy products which evoke positive emotions or those that appeal to the values of festivals (Hoque and Kabir, 2025). Entertainment preconditions downplay likelihood of rational evaluation, and impulse buying. Marketers will therefore focus on making campaigns that elicit emotions to access the consumers in order to make them more involved.

Emotional Branding Strategies

Emotional branding aims at creating the brand and consumer relationships by embracing emotions over thought. Storytelling, Christmas message, family message and message are some concepts used by companies to create memorable experiences during Christmas (Ingmarsson & Persson, 2024). High consumer experience: emotional branding may bring short- and long-term benefits, as besides increasing the sales rate, it fosters long-term relationships, which is a vital aspect of a festive marketing campaign.

2.5 Customer Relationship Management (CRM)

Personalization Strategies

Personalization strategies involve the development of marketing messages and offers based on individual customer tastes and actions. Data analytics and CRM are applied in Christmas to integrate a personal recommendation, email and promotions by business (Ingmarsson and Persson, 2024). This will enhance customer experience as it will be more relevant and interacted with. It also helps companies to establish an improved rapport with the customers because they learn about their needs and preferences that enhances retention and purchase repeat (Krizanova, 2023).

Loyalty Programs and Retention

Customer loyalty programs focus on rewarding its customers who are frequently purchased and also on establishing long-term relationships. The outcomes of such initiatives include an improved customer retention with the help of bonuses to make a purchase depending on the same brand once more (Krizanova, 2023). Loyalty programs of customers will lead to a sense of belonging and value. The good loyalty schemes are effective in increasing the sales not only during the case of Christmas, but also in the long-term, as the customers are satisfied with the relationship even after the festive seasons.

2.6 Sales Trends During Christmas

Growth of E-commerce

The advent of e-commerce has changed Christmas shopping significantly. Online shopping is becoming more convenient, offers more product options, and is equally competitive, which is the reason customers shift to this type of shopping. Digital marketing and mobile applications can be combined with fast delivery services that the retailers would use to attract customers (Liu et al., 2024). The introduction of e-commerce has also enabled business organizations to tap into the international audience. Despite these challenges, the online sales continue to dominate the seasonal sales.

Omnichannel Retailing

Omnichannel retailing is a combination of online and offline that aims at achieving the seamless experience of the shopping process. During the Christmas season, consumers prefer to conduct research and purchase goods on the internet, in-store or vice versa. To meet the clients, companies adopt the utilization of a Click-and-collection, in-store delivery, and joint collection of stocks (Liu et al., 2024). It will become more convenient, as well as increase customer satisfaction. The ones who can fuse channels can develop a competitive advantage during the season.

Impulse Buying Behavior

Impulse buying behaviour can be determined as unplanned buying behaviour which is founded on emotional factors and extrinsic factors. Some of the variables that are likely to trigger impulse buying during Christmas include the festive fervor, appealing discounts and one-time offers (Macatiag et al., 2026). Some of the factors include perceived emotional stimulation and perceived value, which influence consumers, causing them to make spontaneous judgments. In as much as impulse buying assists in boosting sales, post-sale regrets may be realized. To ensure that their customers are happy, the companies should create a balance when it comes to advertising as well as to maximize their profits.

2.7 Case Study: Christmas Sales Strategy of Amazon



Figure: Amazon Logo

Source: (Manikanta Gattu, 2024)

Amazon will serve as an excellent example of a proper selling strategies in the Christmas season. Amazon combines both marketing and promotion, emotional and high-tech CRM initiatives to maximize the sales during the festive quarters (Manikanta Gattu, 2024). There are also time-based offers of the company, such as Lightning Deals and holiday offers that allow creating a sense of urgency and give customers impulse purchasing. Additionally, Amazon has automated suggestions on the basis of the history of visiting the customers as well as on purchases to augment the purchasing experience and incremental rates of conversion.

Amazon is appealing to the theme of convenience, joy and giving at Christmas to consumer, which the consumer appeals to in Christmas. Its convenient system, express delivery service and its customer satisfaction services also boost customer trust and satisfaction. The holistic approach would be consistent with the theory of sales management such as the AIDA model and relationship (Meng et al., 2025). This has seen Amazon posting great amounts of sales and customer traffic during the Christmas season, whereby the promotions, emotional and CRM have collaborated very well.

2.8 Research Gap

Even though the sales promotions, the emotional marketing, and customer relationship management (CRM) have been widely discussed in the current body of literature, there is some gaps in integrating the above to the specific situation in the Christmas season (Macatiag et al., 2026). Even though almost all studies focus on the study of either of the two factors namely, pricing or consumer psychology individually, there are few studies which study the impact of a combination of the two strategies in influencing consumer buying behaviour when they make purchases during festive seasons. The short-term sales and the long-term customer loyalty outcomes, also, are not analyzed comparatively (Manikanta Gattu, 2024). It involves the aspect of innovation, such as applying AI to reach a personalized approach and online contact, which is also underutilized in the case of festive marketing.

3. Methodology

3.1 Research Approach

The study presented in this study adopts a secondary research design, to examine the effects of Christmas promotions on consumer buying behaviour. Secondary research involves the utilization of data and published materials, which already exist rather than necessarily creating new primary data (Meng et al., 2025). The suggested approach is appropriate because it will

allow accessing an impressive range of theories in both academic literature, practical experience in the industry, and elucidation of case studies in sales management and festive marketing. The study will ensure that it provides a comprehensive view of the subject through the use of credible sources using journals, reports and books. The secondary research approach provides the ability to compare studies and industries, and also offers a more in-depth perspective on trends and strategies utilized during the Christmas season (Morsi et al., 2024). It is cost-effective, time-saving, and can be used in theoretical and analytical research objectives.

3.2 Research Design

The research is a qualitative study, which focuses on the exploratory deep analysis of literature and data available (Morsi et al., 2024). The qualitative design is also suitable because the research aims to speak about such concepts as consumer behavior, emotional marketing, and sales tactics rather than quantify the numerical relations. The design will facilitate the comprehensive analysis of the trends, themes as well as the business strategies adopted by the businesses during the Christmas season. It also makes it easier to critically analyze such theories as AIDA model and relationship marketing. By examining Descriptive and conceptual information, the study provides useful data on how the promotional strategies affect the consumers decisions (Potic, 2022). As the qualitative design would give flexibility when researching the various facets of the perspectives under study, it would also enable to develop a deeper understanding of the intricate marketing phenomena.

3.3 Data Collection Methods

Different qualitative secondary sources have been used to produce credible and comprehensive data on this study. Academic journals help learn the theoretical framework learning that is relevant to consumer behavior and sales management (Potic, 2022). Marketing textbooks

provide knowledge base and the promotion techniques and theories have been endorsed as much as hierarchy of Maslow. Industry reports will offer current data on the trends of sales in Christmas, consumer spending and market performance. It entails the exploration of real-life applications of sales strategies by businesses during the festive season based on the company case studies. This mixture of sources will help take an equal approach which covers both theoretical and practical (Raja Kifaya & Rama, 2023). This qualitative rich data collection method creates validity of the research findings other than holistically addressing the topic.

3.4 Data Analysis Technique

This study applies thematic analysis as the primary data analysis method, but in this instance to secondary research materials. The process would presuppose a methodical search of the literature, including scholarly articles, industry reports, and case analytics of companies and putting them together to organize the information into vital themes that can address the research purpose (Raja Kifaya and Rama, 2023). The following are major themes that have been identified: promotional strategies, emotional marketing, customer relationship management (CRM) and sales performance in the Christmas season. Using secondary data, the data analysis of the secondary data will give patterns, associations, and trends among different pieces of information that will ensure a full comprehension of the theme (Taylor and Gillison, 2024). The theoretical concepts and practical implementation of the findings can also be compared in the thematic analysis and this renders the findings more valid.

3.5 Limitations of the Study

There are several limitations of the study in the sense that the research is secondary. Findings can be questioned by the credibility and transferability of literature used which may not be current market facts. The absence of primary data limits first-hand data regarding consumer preferences and behaviour in the real-time (Taylor and Gillison, 2024). The study views a broad

perspective and does not focus on a specific geographical location hence it may not suit other markets. These limitations suggest that future research may include data collection and place analysis (primarily primary data) to obtain more in-depth and credible findings (Morsi et al., 2024).

4. Findings

4.1 Impact of Christmas Promotions on Consumer Purchasing Behavior

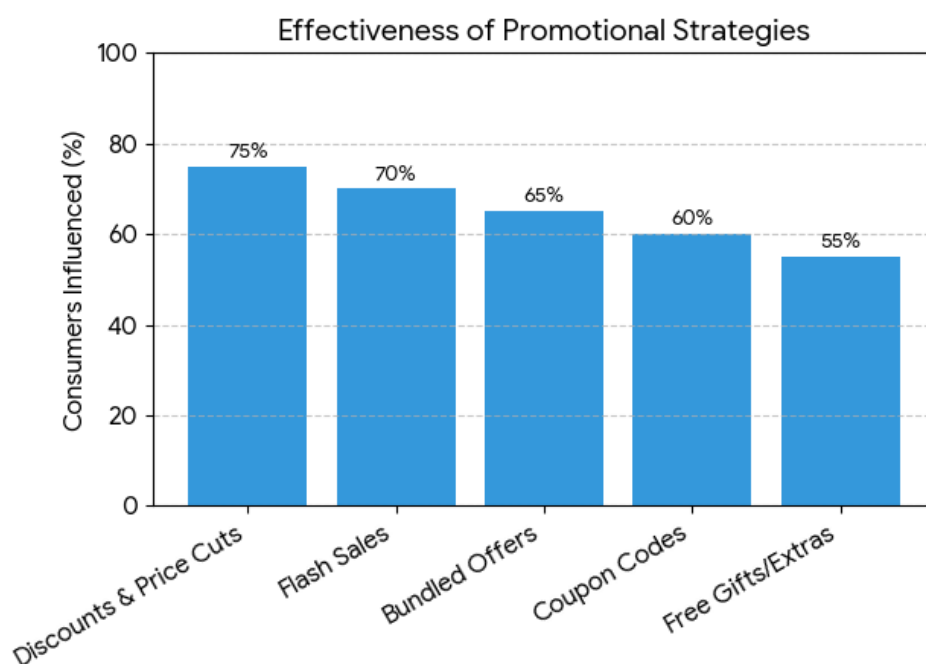


Figure 4.1: Impact of Christmas Promotional Strategies on Consumer Purchasing Behavior

The deals of Christmas are quite a strong influence on buying behaviour because they make apparent value and urgency. The greatest contact becomes the highest when the discounts (75) and flash sales (70) are applied which leads to impulse buying and a rise in the sales. Buyers also are more inclined to purchase more products when presented with bundled offers (65%), coupons (60%), etc (Liu et al., 2024). The average impact is on free gifts (55%). Such strategies are effective in assisting to boost sales in the short-run but they should be managed with much care to align to declining profitability.

4.2 Role of Emotional Marketing in Influencing Buying Decisions

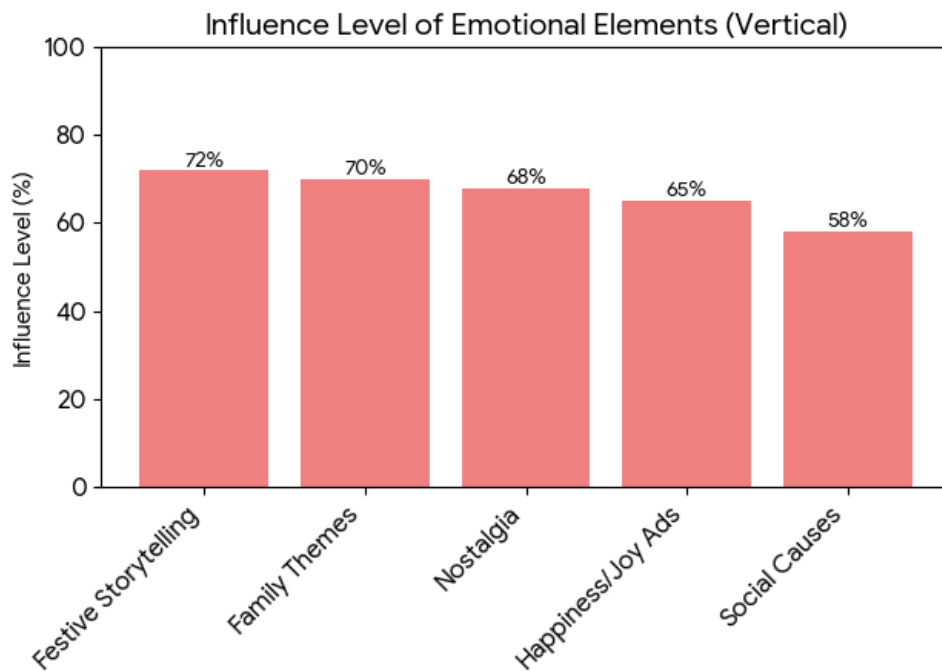


Figure 4.2: Influence of Emotional Marketing Elements on Consumer Buying Decisions

Emotional marketing will immensely affect the consumer decision-making during the Christmas season. Seventy-two percent of festive stories are the most influential, 70 percent of family, and 68 percent of nostalgia (Ingmarsson and Persson, 2024). Happiness advertisements appeal to 65 percent, social cause campaigns influence 58 percent of consumers. These findings indicate that emotional associations play a crucial role in enhancing the purchase intent, bettering brand recall, and customer loyalty in the long term during the festive season (Krizanovna, 2023).

4.3 Effectiveness of CRM Strategies in Enhancing Customer Engagement

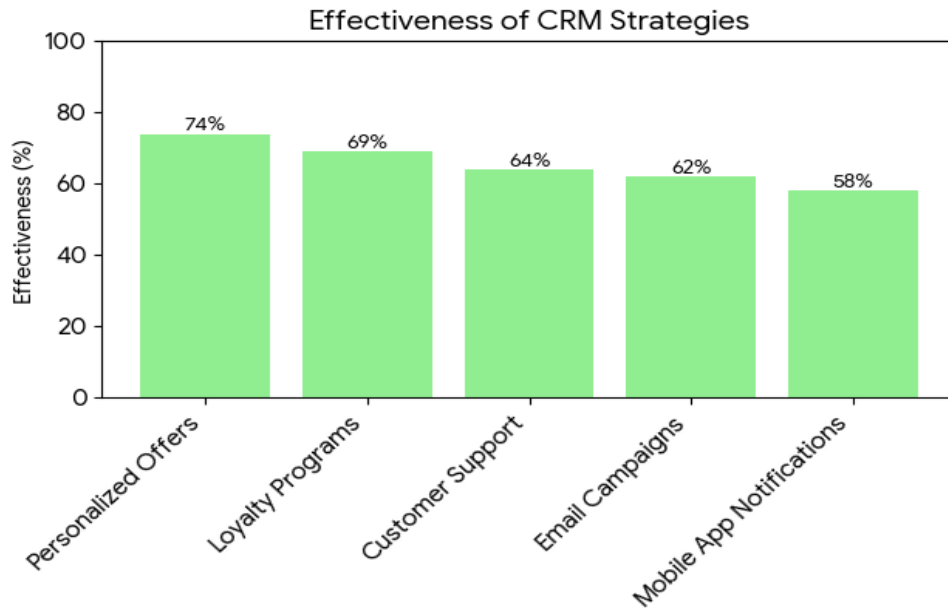


Figure 4.3: Effectiveness of CRM Strategies in Enhancing Customer Engagement

This customer interaction plays a key role particularly during the season of the festivals and CRM strategies have a role to play in improving customer engagement. Most effective are personalised offers (74%), followed by loyalty Programmes (69%). Other attributes, such as customer support (64%), and email campaigns (62%), also are significant in engagement (Hoque and Kabir, 2025). Mobile apps notifications are slightly less effective at 58%. These are among strategies which businesses can use to make sure that they grow good customer relationship, increase business sales and retention over Christmas.

5. Discussion

5.1 Impact of Christmas Promotional Strategies on Consumer Purchasing Behaviour

These findings demonstrate that the consumer buying behaviour during the Christmas season is significantly affected by the promotional strategies (Wang et al., 2025). The best approach to create an impact in purchase would be the discounts and price reduction at 75 and then flash sales at 70, underlining the importance of urgency and the sense of being able to save money in making the purchases. There is also an increment of value on package offers (65) and

discounts (60) where consumers spend more (Wang et al., 2025). The results are well grounded on AIDA model that the advertising actions capture and find consumers of any skillful consumer-attention and an action-oriented consumer.

It is the Consumer decision-making model that makes such promotions work in that ways that it may save less time in considering alternatives that results in faster buying and buying at impulse buying. As much as the strategies are viable at boosting short-term sales, they may lead to a lower profit margin and reliance on the discount in the long-run (Xie et al., 2023). Companies therefore, have to develop a strategic compromise between the degree of promotion and profitability so they can sustain the competitive advantage.

5.2 Role of Emotional Marketing in Shaping Consumer Buying Decisions

The results have underscored the contribution played by emotional marketing to the entire influencing consumer behaviour process during the festive season. Festive storytelling is the most significant having 72-percent followed by family themes at 70-percent and nostalgia having 68-percent, indicating that there is a significant influence of emotions appeal when it comes to buying behaviour (Ali et al., 2020). Social cause campaigns (58%), and happiness-based advertisements (65%), also are sources of positive brand perception. These results can be matched with the Hierarchy of needs proposed by Maslow where consumers are seeking emotional satisfaction, belongingness, and association at Christmas.

The relationship marketing theory exists to highlight the importance of emotional relationship in creation of long-term customer loyalty. Emotional marketing enhances purchase intention and brand recall and customer attachment. Extending businesses to add storytelling and emotional elements to their campaigns will enable them to shine in an oversaturated marketplace (Xie et al., 2023). The high levels of emotional appeals and allusions that lack

honesty may plummet credibility and, therefore, the significance of genuine and truthful communication.

5.3 Effectiveness of CRM Strategies in Enhancing Customer Engagement

The findings reveal that CRM policies are highly effective in enhancing customer engagement and retention during the Christmas season. Customized marketing will contribute significantly to consumer behaviour, with the greatest impact of customized marketing at 74, meaning that the most effective offers are those that are personalized (Almaz and Suryawardani, 2025). Sixty-nine percent are loyalty programs designed to encourage return buying, and customer service (64 percent) enhances their overall satisfaction. Another way of staying in touch with customers is through emails (62) and sending messages through mobile apps (58).

These findings coincide with relationship marketing theory that is targeting customer relationship in the long term as a predictor of business success. With the assistance of CRM approaches, companies can have a glimpse of customer inclination and deliver applicable and tailored experience, leading to customer satisfaction and loyalty (Batyk, 2023). Data analytics can be seamlessly connected with CRM to facilitate more precise targeting and engagement. It also has certain threats, such as privacy of data and unwanted personalization which will be fixed.

6. Conclusion

This study was to review the outcome of sales management strategies in the context of the Christmas season, with particular focus on promotional tactics, emotional marketing, and customer relationship management (CRM). The introduction demonstrated how the festive season was among the most significant sales seasons of the year and preconditioned the setting of the need of studying the purchasing behaviour of consumers in the course of such a season. A good theoretical framework was also presented in the literature review because it discussed

the key concepts that comprise the AIDA model, the Hierarchy of Needs invented by Maslow and the Consumer Decision-Making Model. It also discussed the impacts of the promotional initiatives, the emotionally-oriented marketing and CRM activities on consumer behaviour and sales during Christmas. A qualitative method of secondary research grounded in the qualitative approach of the analysis of scholarly materials, industrial reports and case studies was chosen.

The findings revealed that the promotional programs can indeed be effective in persuading consumers to purchase the products in that they generate a sense of urgency and they enhance the sense of value. One of the key items that were found to drive a consumer preference along with brand loyalty was emotional marketing. It was found that CRM practices were vital with regards to customer interactions and customer retention in the long-run. In these findings, the discussion was integrated with theoretical concepts and focuses on the balanced and strategic approach. It underscored the fact that although promotions may result into short term sale, emotional appeal and CRM approaches would be critical in ensuring long term relationship. It is conclusively proven that the sales management during the Christmas season requires a holistic approach that involves the incorporation of the promotional efficiency, emotion attachment and customer relationship management.

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Appendix

