

for regular customers, rewards for internships, birthday gifts, etc.). Increased loyalty can also be achieved by invitations to stores when a new collection appears, offering substantive help to regular customers, advice or training.

The above features, goals and functions of sales promotion tools refer mainly to positive market effects. Some negative aspects of sales promotion should also be indicated, including:

- the possibility of increasing the buyers' price sensitivity;
- with frequent promotions, products and brands can be seen on the market as cheap and low quality;
- costs incurred by the company in connection with promotional activities;
- the possibility of uneven sales (sale increases rapidly during the promotion, and significantly decreases after its completion – customers can “stock on” cheaper products).

In the light of the above elements, each situation should be well thought out and adapted to the market and expectations of its participants.

The variety of criteria allows distinguishing many types of sales promotions. One of them is the nature of the entities (auditorium) to which promotional activities are directed. Due to this element, the following activities are distinguished (see Table 5):

- Commercial promotion – it is most often used by producers in relation to intermediaries participating in the product distribution channel. For example, manufacturers provide samples or free products delivered to wholesalers or directly to retail stores, discounts on sales volumes, joint advertising, co-financing, etc.
- Consumer promotion – includes final buyers of products, which most often are individual entities. The following types of promotions should be distinguished: price promotions (periodic price cuts), free samples of goods, packaging bonuses (increased packaging for the unchanged price), gifts when purchasing a specific product (also known as a purchase bonus), participation in competitions and lotteries, tastings, refund offers (refund of part of the paid amount on showing proof of purchase), discount coupons (e.g. available in the press or other places), guarantees (e.g. extended warranty), trade stamps (their collection allows you to get a discount or a gift over a longer period of time), contests and lotteries, as well as many types of loyalty programs aimed at causing further purchases of products of a given brand.
- Promotion addressed to individual sellers (sales staff) – usually includes individual traders who have influence on the buyers' choices. This type of sales promotion is also referred to as internal promotion, as it mostly concerns employees who are part of the company (B2B) or sales staff (B2C). This type of

promotion distinguishes: remuneration systems, bonuses, business meetings (so-called events), contests, trainings, co-financing or even trips.

- Business promotion – aims to draw attention to the products of a given brand and to attract interest in the offer, i.e. fairs and exhibitions, advertising gadgets.

Table 5 presents selected sales promotion tools, their goals, as well as the entities which they are directed to.

Table 5. Selected sales promotion tools, their goals and recipients

Sales promotion tool	Target group	Goals
coupons	consumers/individual customers	stimulating the purchase process or encouraging re-purchase
discounts	consumers/individual customers	encouraging re-purchase
free samples	consumers/individual customers/intermediaries	stimulating the purchase process, building distribution, increasing orders
bonuses	consumers/individual customers	incentive to re-purchase
packaging bonuses	consumers/individual customers	stimulating the purchase process or encouraging re-purchase
contests and lotteries	consumers/individual customers/intermediaries/sales staff	stimulating the purchase process, increasing the number of orders
training	intermediaries/sales staff	providing information, improving sales skills
business meetings (events)	intermediaries/sales staff	providing information, improving sales skills/attracting attention
fairs and exhibitions	consumers/individual customers/intermediaries/sales staff	attracting attention/providing information/building distribution channels/stimulating purchases and orders

Source: (Mühlbacher, Leihs and Dahringer 2006).

Due to other elements of the socio-cultural and legal environment (Albaum, Duerr 2011), sales promotion instruments, like advertising messages, may differ on foreign markets (Keegan, Schlegelmilch 2001). Sales promotion tools, such as contests, lotteries and games, as well as attaching gifts to another product, are largely dependent on the law in a given country, e.g. in France they cannot exceed 7% of the value of the product to which they are added (legislators consider that buyers should not buy gifts, only products) (Usunier, Lee 2009). However, collecting stamps, points and other