**Abstract**

In India, the sales promotion schemes are very popular and attract a large number of consumers. There are several promotion schemes that are adopted in the market to sell the products and to attract the consumers. Buy one get one free has a positive impact on consumer buying behaviour during sales promotion. The study aims to identify the awareness and the purchasing behaviour of consumers towards buy one get one free scheme. The research study focused mainly influences, reflection and satisfaction of the consumer towards buy one get one promotion scheme. Convenience sampling technique has been adopted for the purpose of collecting questionnaire. Data has been collected from 175 respondents. The study has been conducted in Coimbatore. Simple percentage analysis, multiple response, Descriptive analysis, ANOVA, t-Test, Chi-square test and Correlation have been applied for the purpose of analysis.