

**THE IMPACT OF MARKETING RESEARCH PRACTICES
ON FINANCIAL PERFORMANCE IN
SMALL AND MEDIUM ENTERPRISES IN
RATHNAPURA DISTRICT**



By

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A Project Report

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ABSTRACT

Marketing research practices have been identified as one of the important key ingredients for superior performance and global competitiveness in Small and medium enterprises (SMEs). The success or failure of SMEs is said to rests in part on the nature and types of marketing Research practices they employ.

The study was carried out with four dimensions as price related practices, product related practices, maintain customer relationship related practices and promotion related practices is to financial performance in small and medium enterprises. Data were collected using questionnaire within the 100 sample.

Based on the findings of the study, it concluded that financial performance is good predictor of the marketing research practices and there is a moderate positive relationship between the marketing research practices and financial performance. As well as all the dimensions of the marketing research practices are significant predictors of the financial performance while price related practices and product related practices are major among them. There are no significant differences in level of perceptions regarding the marketing research practices by demographic factors. When considering the financial performance majority of respondents highly influence by the variable of Financial Performance. However the overall financial performance level among the small and medium business owners is in high level. performances regarding the marketing research practices of each selected small and medium enterprises are significantly not varying and when take the all dimensions and overall level of marketing research practices in small and medium business are in most of high level.

These findings will be useful when developing and implementing marketing research practices related strategies in future to further improve the financial performance in small and medium businesses in Rathnapura district.

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