

**“THE IMPACT OF BRAND IMAGE ON IMPULSE PURCHASING
BEHAVIOUR” – A STUDY IN THE CARBONATED SOFT DRINKS
IN PUTTALAM TOWN.**



AMEER HAMSA INSATH



**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA**

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ABSTRACT

The most challenging concept in marketing deals with understanding why buyers do what they do (or don't do). But such knowledge is critical for marketers since having a strong understanding of buyer behavior will help shed light on what is important to the customer and also suggest the important influences on customer decision-making.

Not many studies have looked at the direct influence of the image of a particular brand as a stimuli or element of creating the intent for impulse purchasing in any industry, and certainly not in the soft drinks industry of Sri Lanka. Hence the problem is "To what extent brand image attributes influence impulse purchasing behavior types of carbonated soft drinks consumers in Sri Lanka".

The need for more point of sale stimuli, differentiated branding and products as well as a more ethnocentric focus was identified for the brands in the industry to incorporate in order to compete and sustain growth through brand image.

There are number of factors impact on purchasing. But in this research study how to impact on brand image on impulse purchasing behavior. The main thing here is, the marketer want to identify how to behave the consumer through brand image.

Data for this research was obtained through secondary research (articles, journals, books etc) and a survey questionnaire for primary research distributed based on a convenience sampling approach for model building. All the analysis was performed through SPSS.

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