

THE STUDY OF PHYSICAL EVIDENCE AND MARKETING  
PERFORMANCE IN CARGILL'S FOOD CITY EASTERN  
PROVINCE SRILANKA



**1379**

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FCW1379

Project Report  
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SRI LANKA  
2014.

## ABSTRACT

Many organizations cannot be offered without the support of physical evidence. Though customers cannot see the services, they can definitely see the tangibles associated, examine them and try to form an opinion on the service provider. The physical evidence is the environment in which the service is delivered and where the firm and customer interact, and any tangible commodities that facilitate performance or communication of the service. The physical evidence is most important think try to achieve the organizational marketing performance. Performance is behavior evaluated in terms of its contributions to the goals and objectives of the organization. Marketing performance is a measure of contributions of an organization's marketing functions to its corporate goals and objectives.

Cargill's food cities: usually very large organization the knowledgeable consumers want to go prefer there because consumer often benefits from increased competition in differentiated during shopping activity. They are spending more on time, in the food city. The services provided are seeking way to make shopping more of a pursuit. So the physical evidence is very important think to Cargill's food city rather than other competitor organization.

The main purpose of this study was to determine the extent to which physical evidence affects marketing performance of Cargill's food city in eastern province Sri Lanka. It was found that physical evidence dimensions – ambience, personnel competence, service systems design, Facility interior and facility exterior affect marketing performance measures – Marketing efficiency and effectiveness of this food city. This study was collected 100 questionnaires from five Cargill's food city branches in eastern province Sri Lanka.. Data were analyzed and evaluated by Univariate and Bivariate techniques

The study found that this independent variable dimensions indicate high level (mean Value is 4.0656) in physical evidence. Particularly, service system design (4.205) highly influence in consumer physical evidence. Other side, dependent variable dimensions indicate high level (mean Value is 4.40175) in marketing performance. Particularly, marketing efficiency (4.121) highly influence in marketing performance. Overall view the consumer characteristics weakly positively influence (0.310) the marketing performance of Cargill's food city.

Keywords: physical evidence and marketing performance.

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