



**COMPARATIVE ANALYSIS BETWEEN ONLINE AND OFFLINE
PROMOTIONAL TOOLS ON CONSUMER BUYING DECISION
MAKING PROCESS
(SPECIAL REFERENCE ON ELECTRONIC GOODS)**

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Abstract

The promotional tools is a set of components that interact and integrated together to achieve the institutions' promotional objectives. New growing technology gives a chance to consumer as well as marketers to conduct their marketing activities effectively through online. Whatever it is, today also consumers rely on traditional marketing activities. It is a major problem for the marketers, they want to use different promotional tools for the different preference customers to target their entire market. The purpose of this study is to examine the impact of online promotional tools and offline promotional tools on consumer buying decision making process of electronic goods users in Batticaloa District, Sri Lanka.

The data was collected through close ended questionnaire from 200 respondents for the statistical perspective, the conclusions were established in terms of the univariate and bivariate analysis using by SPSS (version 19.0). Regression analysis indicate that 1 unit of consumer buying decision making process of electronic good users in Batticaloa District, Sri Lanka is significantly and positively influence on ($\beta_1 =$) 0.583 times of online promotional tools and ($\beta_2 =$) 0.194 times of offline promotional tools into consumer buying decision making process. The coefficient of determination implies (r^2) was 66.5 %, variation of online promotional tools and offline promotional tools can be explained by engagement with consumer buying decision making process of electronic good users in Batticaloa District Sri Lanka. The finding of this study is online promotional tools highly impact on consumer buying decision making process than offline promotional tools. Extend this study analyze the impact difference between online promotional tools and offline promotional tools on consumer buying decision making process.

Keywords: consumer buying decision making process, online promotional tools and offline promotional tools

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