

INFLUENCE OF MARKETING MIX VARIABLES ON SALES OF NORITAKE HOTEL PORCELAIN SEGMENT



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ABSTRACT

This research study investigates a study of Influence of Marketing Mix Variables on sales of Noritake hotel porcelain segment. The research study was conducted over three months of period in provinces of Western, southern and central in Sri Lanka. In the given research, it has identified seven dimensions over four major variables make influence on sales of Noritake hotel porcelain segment. The purpose of this research study is to determining the level of influence caused those factors. The researcher has chosen the star category hotels which includes sample size of 100.

This study comprised with two main variables, four identified factors as independent variable and sales of Noritake hotel porcelain segment as the dependent variable. A five scored likert scale was used to collect data and those data were analyzed based on mean value and standard deviation values. The mean values represent the how extent the independent variables make influence on sales of Noritake hotel porcelain segment. The standard deviation values represent the diversity of answers provided by selected respondent hotels. When making the analysis, the researcher firstly delivered a set of questionnaire which includes 20 elements. In these study dependent sales of Noritake hotel porcelain segment is entirely based on four variables of in relation with seven dimensions. Namely: Product (features of product, Brand), Price (Features of Price), Place (Product Delivery) and Promotion (Sales force, customer service, customer satisfaction). According to the findings, features of product and brand under the product variables have a higher influence level on sales of Noritake hotel porcelain segment.

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