

**INFLUENCE OF MARKETING MIX VARIABLES ON
CUSTOMER LOYALTY IN
COLOMBO DISTRICT SUPER MARKETS**

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ABSTRACT

A good supermarket sector with good customer loyalty can accelerate the pace of development of a country. In the organization perspective, this industry considers the product related marketing strategies for increase their effectiveness of organizational customer loyalty. When the supermarkets consider these marketing strategies they can increase the customer loyalty and gain profitability. As such, this effort is to identify the impact of marketing mix related customer loyalty on super market sector in Sri Lanka.

The univariate Analysis was made to find out the Mean and Standard Deviation for the each and every variable. Regression Analysis method examining influence of two categorical variables by cross tabulating its set of values with other variables. Bivariate Analysis included the simple regression analysis, which made to find out the influence of marketing mix variables related with customer loyalty.

In this survey four variables are addressed under the independent variable (product, price, place and promotion) and one variable was discussed under the dependent variable as customer loyalty.

The empirical results obtained through this investigation provided several interesting points that necessitate further discussion. As was expected, given the widespread empirical support shown for this influence in other contexts, a higher level of marketing mix variables related strategies were found to be positively correlated with customer loyalty. And also positively impact marketing mix on the customer loyalty on super market.

The findings of this research study shall be important on the theoretical as well as on the practical level. The findings of this study were important to improve implementation of marketing mix to increase the customer loyalty on super market sector.

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