

**INFLUENCE OF MARKETING MIX VARIABLES ON
CUSTOMER LOYALTY IN RATHNAPUARA DISTRICT
SUPERMARKET**



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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 Rathnapura District.

This study assessed, the influence of marketing mix variables on customer loyalty in Rathnapura district supermarket. The researcher aims to achieve mainly four objectives. Those are, to study the level of marketing mix variable of customers in Rathnapura district Supermarkets, level of customer loyalty of customers in Rathnapura District Supermarkets, examine the relationship between marketing mix and customer loyalty of customers in Rathnapura District Supermarkets and identify the impact of marketing mix variable on customer loyalty of customers in Rathnapura District Supermarkets.

Sample selected through convenience sampling method, the researcher has selected four kinds of supermarkets namely Cargills Food City, Keels Super, Arpico Super Center and Laugha Super Center. Data were collected from questionnaire and data analyzed using SPSS version 19.0 in descriptive statistics. This study uses the four marketing mix variables (product, price, place, promotion) which influence the customer loyalty in supermarkets.

In terms of level of marketing mix variables, there is higher level at the particular context. And also when considering the level of customer loyalty it shows a higher level at the particular context. In terms of third objective, findings reveals that there is positive significant relationship between marketing mix variable and customer loyalty. The findings of the fourth objective reveals that there is positive impact between marketing mix variable and customer loyalty.

Keywords: Marketing mix variables, Customer Loyalty

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