

IMPACT OF SALES PROMOTION ON CONSUMER BUYING BEHAVIOR

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Project Report
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ABSTRACT

Sales promotions have become a vital tool for marketers and its importance has been increasing significantly over the years. The sales promotion consists of techniques that are aimed at increasing sales in the short run, meaning that they are mostly used for a short period of time. The objective of the study is to determine the level of sales promotion and consumer buying behavior, and assess the impact of sales promotion on consumer buying behavior in selected hotels in Galle Fort.

To attain the objectives, the quantitative method was used, data were collected through questionnaires and convenient sampling was used. A total of 150 questionnaires were distributed to customers in selected hotels in Galle Fort. In this study, various dimensions used to measure sales promotion and consumer buying behavior. The data were analyzed using Descriptive analysis, Pearson correlation and regression analysis. The findings exhibited that, there were impact of sales promotion and consumer buying behavior, and sales promotion and consumer buying behavior is in the high level among customers in Galle Fort hotels. However, dimensions of sales promotions are positively and significantly correlated with consumer buying behavior. Lastly, the regression analysis between sales promotion and consumer buying behavior indicated that 38.4 % of total variance of consumer buying behavior was explained by sales promotion. In conclusion, it is observed that sales promotion has the impact on consumer buying behavior. This shows that hotels need to develop effective sales promotion to increase the consumer buying behavior. Results of this study suggest that the using effective sales promotion is important to increase consumer buying behavior in hotels.

Keywords: Sales Promotion, Price Discount, Point of Sale, Premium, Consumer Buying Behavior.

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