

EFFECT OF SALES PROMOTION TECHNIQUES ON CUNSUMER PURCHASE DECISION AT THE SUPERMARKET IN KANDY DISTRICT

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Abstract

Change in the taste of customer, intense market competition, influx of new entrants in the market, availability of substitute products above reasons may be challenge to marketers to communicate their marketing objective. In order to attract consumer and compete with in the market place, the grocery business adopt several marketing tools and strategies. Sales promotion act as a competitive weapon by providing an extra incentive for the target audience to purchase than other promotional tools. The purpose of this research is to investigate the effects of sales promotion techniques (price discount, coupon, free sample, point of purchase display, premium and buy one get one free) on consumer purchasing decision at the supermarket in Kandy district.

Based on literature review the study found out that most of the sales promotion techniques were strongly related to consumer purchase decision. Sales Promotion was related to the dimension of price discount, coupon, free sample, point of purchase display, premium and buy one get one free. And also consumer purchase decision was related to the factors of information search intention, purchase intention. This research was a descriptive type research with a quantitative prospective and the population of the study consisted in users of supermarket in Kandy district. Sample point of the study was conducted with 200 supermarket users are in Kandy district based on 20 divisional secretaries. A total of 200 customers were survey using structured questionnaires, out of which 187 useable responses were received.

The results of data analysis indicate that price discount, coupon, free sample, point of purchase display, premium and buy one get one free are popular retailers and preferred by customer, sales promotion and it dimension have strong positive relationship between consumer purchase decision, it was indicated that price discount was highly significantly impact on consumer purchase decision at the supermarket and also there is positively and significantly impact on sales promotion techniques (price discount, coupon, free sample, point of purchase display, premium and buy one get one free) on consumer purchase decision at the supermarket in Kandy district. This study gives an insight into the retailer's capability of managing sales promotion by examining the sales promotion programme offered by supermarket.

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