

**PERCEPTIONS OF CONSUMERS TOWARDS BELOW THE
LINE ADVERTISING IN RETAIL INDUSTRY
IN BADULLA DISTRICT**



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FCM1924



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ABSTRACT

According to this research study, main objective is to find out the Perception of Consumers towards Below the Line Advertising in Retail Industry. Under that there is the need of measuring results of perception of consumers towards below the line advertising strategy in retail business. For that, researcher has used five method to measure below the line tools by using key performing indicators of perception of customers in retail business. There are Sponsoring events, Sales promotions, Point of sales displays, Brochures and Billboards. The study was calculated under the stratified convenient sampling method among 100 consumers of retail industry in Badulla district through a structured questionnaire. A Questionnaire was the main instrument of data collection and the Statistical Package for Social Sciences (SPSS) was used for analysis. The collected data was analyzed through univariate analysis. Furthermore univariate analysis included descriptive analysis.

Research findings show that there is a positive Perception of Consumers towards Below the Line Advertising in univariate analysis. This study confirmed that below the line advertising leads towards the increasemet of Perception. The results of this study is useful for retail industry, and contributes to overcome the problem; what level of perception towards below the line advertising in retail industry, gives a fair idea that below the line advertising can be achieved through positive Perception of Retail consumers.

Key Words: Perception, Consumers, Below the Line Advertising, Sponsoring events, Sales promotions, Point of sales displays, Brochures and Billboards

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