

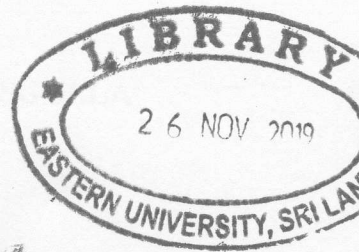
**THE IMPACT OF MARKETING STIMULUS ON CUSTOMER
LOYALTY IN EASTERN PROVINCE SUPER MARKETES**

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A Project Report



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ABSTRACT

To be successful, organizations must look into the needs and wants of their customers. That is the reason why many researchers and academicians have continuously emphasized on the importance of customer loyalty. It is expensive five more times to making a new customer than retain a loyal customer. In the past few years Sri Lankan supermarket sector was increased rapidly. Therefore, customer loyalty has become a critical retailing topic. Meanwhile, lots of studies are more concern on the effects of marketing stimuli towards customer loyalty. By conducting this research study, the main goal is to identify which marketing stimuli will affect customer loyalty in Eastern province supermarkets. Previous studies elaborate that marketing mix as the most influenced marketing stimuli of supermarket sector. Hence, the paper aims to examine the impact of marketing stimuli (product, price, place and promotion on consumer loyalty). The results show that all four aspects of marketing mix are equally important and any imbalance among them can damage overall results. The purpose of this research is to test the effect of marketing stimuli on consumer loyalty in Eastern province supermarkets. Customer loyalty is greatly affected by his/her expectations in context of a product quality, price, place of the retail shop and sales marketing promotions. This paper reviews prior literature and proposes to think carefully to use marketing stimulus to meet customer expectations by eliminating any communication extend customer loyalty.

Furthermore, 400 questionnaire surveys were distributed to supermarket customers in Eastern province and get response conveniently. Simple linear regression analyses conducted to analyze the collected data. The result confirmed that selected marketing stimuli factors strongly influenced by making customer loyalty within the supermarket sector. The result has indicated that marketing stimulus has positive and direct relationship with customer loyalty. According to the survey analyze results the supermarket sector should enhance their more attention on price and sales promotion stimulus than other product and place stimulus.

Keywords: Marketing Stimuli, product, price, place, promotion, Customer Loyalty

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