

**IMPACT OF PROMOTION MIX ON CUSTOMER RETENTION IN SRI
LANKAN SUPER MARKET INDUSTRY IN ANURADHAPURA
DISTRICT**

by

GAMINIGE SURAJ MADHUSHANKA WICKRAMASINGHE

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ABSTRACT

In recent customer retention has gained increased value among business world including supermarket industry. However, although extensive research exists on the concept of customer retention in Sri Lankan supermarket industry and its instruments, studies and research on how promotional mix impact on retain supermarket customers in Sri Lankan context and associating with Sri Lankan society remain very limited. Hence, in this thesis how impact of promotional mix which is launched by Sri Lankan supermarket to retain their customers over time will be investigated through the special reference to Anuradhapura district area. The empirical data was collected through well-arranged questionnaire

A survey was conducted and Statistical Package for Social Scientist (SPSS 23) was used to identify and analyze the factors affecting to the customer retention in Sri Lankan supermarkets. Statistical tools such as Factor Analysis, mean, standard deviation and Regression Analysis was applied to measure the relationship between variables.

Results of the Research highlights that there is an important relationship between price promotion, membership card and bonus point promotion with customer retention. And also this study reveals the factors which are affecting to the customer retention in supermarkets in Sri Lanka. The findings further imply that the bonus point promotional activities in supermarket industry play significant role for retention customers in Sri Lankan supermarket industry. Then research reveal that Sri Lankan supermarket better to follow those important factors which is indicated from this study when launching promotional programs and when creating promotional programs to retain potential customers in supermarket industry.

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