

**Impact of Marketing Mix Strategies on Consumer Purchasing
Decisions: with Special Reference to the Supermarkets in Gampaha
District in Sri Lanka**

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Abstract

The super marketing environment in the Sri Lankan context is of a competitive nature. Therefore, this heavy competition has resulted in compelling many of the supermarkets to offer products and services offering a value proposition to the customer and thereby fulfill their requirements.

The sample was selected from the Gampaha district and all four main supermarket chains from which 364 respondents were included based on information collected from a structured questionnaire. The study is essentially quantitative in nature.

The findings clearly indicate that different supermarkets use different marketing mix strategies. Product, price place and the promotion are the main strategy formulation criteria whilst people, processes and physical aspects do not play a prominent role in most instances. Meanwhile, whilst there is a general relationship between product strategies and customer decision making aspects, there is a more obvious relationship observed between the various strategies and decision making aspects specific to each supermarket.

Key Words: Supermarkets, Marketing, Customers, Strategies, Behaviors