

# **The Influence of Sales Promotional Strategies of Savings Accounts Influence on Brand Loyalty in the Banking Industry**

**C.S. Weerasinghe**

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka*

**Dr. Renuka Herath**

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka*

This research is mainly focus on to “investigate the extent to which sales promotional strategies of savings accounts influence on brand loyalty in the Banking Industry ”. Although internationally there are plenty of studies on this area there's no sufficient empirical research carried out in Sri Lanka to investigate the relationship between promotional strategies of savings accounts and brand loyalty

This is a quantitative study and based on both primary and secondary data. Primary data were calculated on survey method and the selected geographical areas were Kiribathgoda and Kelaniya. The Questioner was distributed among 150 respondents.

The findings show that the influence of promotional mix elements practice in banking industry related with savings accounts was high for advertising, personal selling, sales promotion and digital marketing, while it was moderate too low for direct marketing, and public

**Key words:** *Sales Promotional Strategies, Brand Loyalty, Savings Accounts, Banking Industry.*