

Impact of the Promotion Tools on the Brand Loyalty in Relevance to Anchor Newdale Flavoured Milk in the Context of Western Province, Sri Lanka.

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In the present business environment, marketers are using different kinds of promotion tools to achieve the organizational communication goals. Companies spend millions of money on developing promotion tools but only very few of the promotion tools which are adopted to achieve the brand loyalty.

Considerably a very low amount of researches has been done for the flavored milk industry in Sri Lanka, while in other countries there are many researches evaluating the relationship. With the limitations, a new research is required to evaluate the relationship between promotional tools and brand loyalty with special reference to in Anchor Newdale flavoured in western province Sri Lanka. This research was made based on 6 objectives and made sure that all 6 objectives were met and the research questions were answered. The Hypothesis created based on the objectives was also met by this research.

For this purpose, 150 respondents were selected by using non probability sampling method. This research was conducted based on qualitative and quantitative basis and questionnaires, interviews and observation was used to collect data from the respondents. The data analysis covered correlation & regression by using the version 20.0 of SPSS package. Results revealed that promotion tools and brand loyalty are positively correlated. The researcher can conclude the fact that the promotion tools do have a positive significance on the brand loyalty. The analysis proves that this has been met. Although there is a positive significance towards the brand loyalty the relationship is basically moderate.

Keywords: Advertising, Anchor Newdale flavoured milk, Brand Loyalty, Sales Promotion, Sponsorship.