

# **The Effect of In-Store Promotion Tools On Purchase Intention of Sri Lankan Supermarket Consumers: With Special Reference to Western Province**

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With rapid changes in customer life style and shopping habits, supermarkets are becoming more popular among Sri Lankan customers. In a competitive nature of supermarket industry, the management of supermarkets practice in-store promotion tools with the purpose of winning this completion. So this research is conducted to investigate the relationship between in-store promotion tools on purchase intention.

Sample was gathered from the each district of western province and convenience sample were used to select the sample. 150 respondents were selected from each district according to the population dispersion of the province. The researcher has used the SPSS data analyzing software to analyze gathered data.

The research findings show two significant insights of the research. First, it has evaluated the consumers' shopping behavior. Secondly, findings are shown while achieving the researcher's main objective of investigating the relationship between in-store promotion tools and the customers purchase intention of Sri Lankan supermarket consumers. The findings indicated that all five in-store promotional tools show a significant relationship to purchase intention. The strongest relationship was shown by the product displays, the second was lighting while others were background music, sales promotions and the audio video broadcasting respectively

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