

The Impact of Consumer Sales Promotions on the Consumer Purchasing Decision with Reference To Beverage Sector in Gampaha District

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The purpose of this research is to investigate the effects of sales promotion and various sales promotional tools over the purchasing decision of customer. The research evaluates the impact of sales promotional tools mainly Price discounts, Scratch and win, Advertising specialists, Premiums, POP Promotions.

This quantitative cross sectional study has conducted by analyzing the convenient sample through a standard questionnaire. And the final sample consisted of female and male 100 respondents from beverage sector in in Gampaha district. The data was analyzed using SPSS and it was found that price discount is significantly related to the consumer purchasing decision. And furthermore it is found that there is less impact from advertising specialists, scratch and win opportunities, premiums and POP Promotions. It is suggested that managers may establish a strategy of influencing the consumers through implementing price discount promotional programs related to the beverage industry.

Keywords: Beverage Sector, Consumer Sales Promotions, Consumer Purchasing Decision