

## **Impact of Consumer Sales Promotions on Consumer Impulsive Buying Behavior in Modern Trade Outlets in Western Province, Sri Lanka**

**M K Eranga**

Department of Marketing Management, University of Kelaniya, Sri Lanka  
*erangakumu98@gmail.com*

**B S S U Bandara**

Department of Marketing Management, University of Kelaniya, Sri Lanka  
*saumya.uditha@lkn.ac.lk*

This study aims to examine the role of consumer sales promotions in influencing consumer impulse buying behavior in supermarkets located in the Western Province of Sri Lanka. A conceptual framework was developed based on a review of the literature. The sales promotion tools investigated include price discounts, free samples, buy-one-get-one-free offers, coupons, and loyalty cards, and their impact on consumer impulsive buying behavior was assessed. Primary data were collected by administering a structured questionnaire to 387 respondents. The questionnaire utilized a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The multiple regression model was applied to test the hypotheses. The results indicated that consumer sales promotional tools have a significant impact on consumer impulsive buying behavior, with consumers being more attracted to stores due to these promotions. The research revealed that price discounts are the most effective tool in motivating consumers to make impulsive purchases in supermarkets. Consequently, it is suggested that supermarket authorities should prioritize price discounts, followed by buy-one-get-one-free offers, and then free samples as promotional strategies to encourage increased spending on impulse purchases.

***Keywords:*** *Consumer Sales Promotions, Coupon, Free Sample, Buy One Get One, Impulsive Buying Behavior, Loyalty Cards, Price Discounts*