

The effectiveness of the strategies adapted by Super Markets to attract the customers: with special reference to the Western Province

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In today's competitive business environment with the changes in customer profile an increasing importance has been gained by the Super Markets and they are playing a vital role in the consumer retail market. The sophistication of the present demanding customer in terms of being more independence of selection process has been drastically exerted an influence on popularizing the super markets.

This paper mainly deals with identifying the customer attraction strategies adapted by the Super Markets in the Western province and the level of effectiveness of each identified strategy along with to rank the each Super Market selected in terms of each strategy evaluated. The selected Super Markets were Cargill's Food City, Keels Super, Kings Super and Laugh Super.

The study was based on both primary and secondary data. Primary data were gathered through unstructured interviews with the Marketing Managers of the selected Super Market channels in order to identify the strategies which are adapted by the supermarkets in the Western province and also to check the reliability and the validity of the identified strategies through the secondary data analysis. There by though several strategies were revealed, only the strategies of pricing, advertising, interior design and customer service were selected to narrow down the research area. Sample elements of the customers of each Supper Market were selected and they were interviewed at the door step of each Super Market and therefore the applied sample method was convenience sampling method. Descriptive statistics were used to analyze the data and the findings showed that among the strategies evaluate pricing and the advertising strategies are affected more on the customers rather than other two strategies and in terms of the pricing strategy Cargill's lead the market and in terms of customer service Keels lead the market.

Key words: Strategies, Effectiveness, Pricing, Advertising, Market

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