

## **Impact of Promotional Tools on Customer Purchase Intention in Soft Drinks Industries**

**Jeyarajah, T.**

Department of Management, Eastern University, Sri Lanka  
Sivatharanyas@gmail.com

Most of the marketers use Promotional Tools as a key to attract substantially new customers and to retain the existing customers. If Promotional Tools do not create any positive change in Consumers' Purchase Intention, all the resources such as money, time and efforts spent on Promotional Tools will go in vain. The paper studies the impact of Promotional Tools (PT) on Customer Purchase Intention (CPI) on soft drink platform therefore this research brings that how far the role of PT influences on CPI with special reference to Customers in Batticaloa district. Based on convenient sampling technique 210 customers are selected for this research, and this analysis was carried out through the SPSS 19 version. According to the findings the Pearson's Correlation analysis explores that positive significant linear relationship between Consumer Purchase Intention and Promotional Tool. The findings of my study can become helpful for the marketers to recognize the types of promotions that considerably manipulate purchase intention of the respondents. Thus, this study can help the marketers in making plans to become supplementary competitive and get distinctive reward.

**Keywords:** Sales Promotion, Advertising, Purchase Intention, Soft Drink Companies