

# **The Impact of Sales Promotions on Consumer Buying Behavior - With Special Reference to the Mobile Telecommunication Industry in Sri Lanka**

**W.A.I. Madushanka**

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka*

**G.N.R Perera**

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka*

Sri Lankan mobile telecommunication industry is poised for growth at the moment. With the growth in the industry, the head – on competition between service operators has also become intense. So in order to ensure that their customers are satisfied and catered better than competitors, telecommunication firms seek for different communication mix strategies in the market. One such tool executed by all of them is the sales promotion. This study mainly investigates different sales promotions carried out by companies and the impact those activities have on end consumer behavior.

The main objective of this research is to identify the impact of sales promotions towards consumer buying behavior in the mobile telecommunication industry. It will specifically assess the practice of sales promotions, factors that affect the effectiveness of such promotions and their impact on consumer behavior.

Data for the research was collected by disseminating a questionnaire among a sample of 100 respondents chosen randomly. The collected data was then analyzed using statistical models to identify the findings and to form an opinion regarding the research problem.

The study revealed that sales promotion has an impact on consumer buying behavior. Bonus talk times, discounts, display items, appearance of sales persons, location of showrooms have a significant impact on consumer purchase decision. So sales promotions should be used aggressively by telecom service providers as a strategic tool to influence the purchase decision of the consumer.

**Key words** – *Telecommunication industry, Sales promotion, Consumer buying behavior, Service industry.*