

Impact of Sales Promotions on Brand Switching Behaviour in Luxury Apparel Brands in Sri Lanka

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Sri Lanka's booming luxury apparel market is drawing fierce competition, pushing brands to leverage sales promotions as a growth strategy. However, the effectiveness of these promotions in influencing brand switching remains largely unexplored. This study aims to bridge this gap by investigating the relationship between sales promotions and brand-switching behaviour among Sri Lankan luxury apparel consumers. Using a quantitative approach, the study gathers data through surveys targeted at consumers who have engaged with luxury apparel brand promotions. By analysing diverse promotion techniques and their influence on brand switching while considering demographic factors as potential moderators, the research seeks to unlock valuable insights for the industry. The findings hold the potential to enrich existing knowledge on luxury consumer behaviour and marketing. For Sri Lankan luxury brands, this translates to actionable insights for crafting targeted and effective sales promotion strategies that foster customer loyalty and curb brand switching. By understanding the significant impact of the promotion-switching dynamics in this specific market, luxury brands can optimise their efforts to resonate with the unique preferences of Sri Lankan consumers and drive success in this high-growth sector. The findings will be valuable for luxury apparel brands operating in Sri Lanka, helping them develop targeted and effective sales promotion strategies to enhance customer loyalty and mitigate brand switching.

Keywords: *Brand Switching Behaviour, Consumer Behaviour, Luxury Apparel Brands in Sri Lanka, Sales Promotions*