

## **Impact of Sales Promotions Tools on Consumer Buying Intention for Personal Care Products: Empirical Evidence from Western Province, Sri Lanka**

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The personal care products market has been rapidly increasing and fierce rivalry can be seen among businesses firms and their products. Sales promotions are important elements in the marketing strategy to promote and thrive in the market, ultimately which impact on the customer buying intention. Hence, the study aims to investigate the impact of sales promotion tools on customer buying intention for personal care products.

The study used the quantitative research method. Data were collected from hundred and fifty-three (153) respondents in the western province of Sri Lanka through an online questionnaire survey. Data were analyzed using the SPSS Statistics software package. Four types of promotion tools including Price Discounts, Buy-One-Get-One-Free, Coupons, and Free Samples which were identified through the literature survey have positive impacts on consumer buying intention for personal care products. Price Discount was the most significant sales promotion tool which influence the consumers buying intention for personal care products.

The findings are extremely useful for personal care product companies, particularly for determining the most successful sales promotion tool which increases the consumer buying intention since the businesses should select the most effective way for sales promotion to stimulate higher sales performance. Future studies might focus on evaluating buying intention by considering the broader range of sales promotion tools, and for different industries and different regions.

**Keywords:** *Consumer buying intention, Personal care products*

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