

**Impact of Sales Promotion in Developing Impulsive Purchasing Moderation Trade
Examining the Moderation of Brand Image**

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As the popularity of modern trade has increased among Sri Lankan shoppers, so has the competition between different supermarkets. To balance the expectations of shoppers for greater value with their own objective of maximising revenue and thriving in a competitive landscape, modern trade outlets have often resorted to sales promotions. But beneath the surface of these attractive deals lies a complex interplay of psychological triggers, economic considerations, and, crucially, the moderating influence of brand image. It is important to investigate this interaction to understand how these flashy promotions trigger impulse purchases from shoppers. Therefore, this study aims to explore the impact of sales promotions on impulse buying behaviour related to modern trade and how such behaviour is moderated by the brand image of the supermarket. A quantitative study was conducted, with 385 responses collected through a questionnaire. The study findings indicated sales promotion attempts using price discounts, buy one, get one free offers, coupons, free samples, and loyalty programs do indeed tempt shoppers to purchase more impulsively. Hence, the findings of the study may be used by modern trade outlets to refine promotion and branding decisions that not only tempt purchase impulses but also create a sense of urgency among shoppers. Thus leading to improved brand traction, higher sales, and ultimately greater profitability.

Keywords: *Brand Image, Impulse Buying Behaviour, Modern Trade, Sales Promotion*