

The Impact of Consumer Sales Promotion on Customer Buying Behavior: Special Reference to Sri Lankan FMCG Sector

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Literature reveals that sales promotion of the Fast Moving Consumer Goods (FMCG) sector has a big impact on the customer purchasing decision and the frequency of buying. Apart from that the increased number of brands in the market has increased the competition for FMCG products. Therefore business organization spent a lot of money on sales promotion for especially on FMCG sector. This study attempted to identify the impact of consumer sales promotion techniques on consumer purchasing decision of FMCG in the Gampaha district. This research is trying to explore the aspects of a FMCG purchasing decision at the point it is made. For this purpose the consumer decision process is explored and studied. With the aim of studying those aspects the relevant literature were reviewed and a conceptual model was established.

The derived hypotheses were tested using the inferential statistics tools with the usage of SPSS as the statistical package. The consumer purchasing decision was the dependent variable and independent variables were samples promotion, coupon promotion, cash refunds promotion, price packs promotion, premiums promotion, advertising specialties promotion, point of purchase promotion and prizes promotion. The study used a convenience sample of 150 respondents from Gampaha district. A questionnaire which consisted of nominal type, scale type, ordinal type, and open ended questions was used to obtain the data on the relevant constructs.

According to major findings of the study, it is found that consumer sales promotion techniques have the highest impact on purchasing decision for FMCG. Additionally, the study provides valuable implications and insights for the marketing managers in the FMCG industry to develop effective marketing strategies.

Key words: *Consumer Sales Promotion, Purchasing Decision, FMCG Market*