

Effect of Point of Sale Material on Impulsive Buying Behavior in Western Province with Special Reference to Anchor Newdale in Restaurant Context

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In the present business environment, marketers are using different kinds of point of sale materials to achieve the organizational communication goals. Companies spend millions on developing and executing POSM strategies as they see fit.

Fonterra Brands Lanka is the leading dairy manufacture in Sri Lanka. It has spread its branches to the extents of everyday nutrition and advanced nutrition. Fonterra has been operating in the Sri Lankan market as the market leader in almost every dairy product for more than two decades now, by setting the industry standards to the global level. This study attempts to measure the effect of point of sale material on impulsive buying behavior in the Western province with reference to Anchor Newdale yoghurts in the restaurant context. For this purpose, 122 respondents were selected by using multi stage mix sampling method. The data analysis covered correlation & regression by using the version 20.0 of SPSS package. Results revealed that Point of sale materials and impulsive buying are positively correlated.

Keywords: Anchor Newdale set yoghurt, Impulsive buying, POSM, Western province