

The Impact of Point of Sales Materials on Consumer Purchasing Behavior of Anlene Milk Powder

L. S. M. Perera

Department of Marketing Management, Faculty of Commerce and Management Studies,
University of Kelaniya, Sri Lanka

G. N. R. Perera

Department of Marketing Management, Faculty of Commerce and Management Studies,
University of Kelaniya, Sri Lanka

In the present business environment, marketers are using different kinds of point of sales materials to achieve the organizational communication goals. Companies spend millions of money on developing and launching point of sales materials campaigns. In Store POSM, Out Store POSM, Special Visibility POSM, and equity Building POSM, are few of the point of sales materials which are adopted to achieve the organizational communication goals. The dealers, store owners/management's supports are crucial for these kinds of promotions. This study attempts to measure the effect of point of sales materials adopted in marketing campaigns on consumer buying behaviour with reference to Anlene skimmed milk Powder. In this exercise the researcher has given his concern for the purpose, objectives or expected outcome of each point of sales material. E.g. Equity Building POSM (Dealer board, Hoarding) – brand recall, brand awareness etc. For this purpose, 114 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 sales materials and consumer Purchasing behaviour are positively correlated.

Keywords: Awareness, Brand recall, Below the Line marketing campaigns, Consumer Purchasing Behavior