



**THE IMPACT OF PROMOTIONAL MIX ELEMENTS ON
CONSUMER BUYING BEHAVIOUR
(WITH SPECIAL REFERENCE TO BABY CARE
PRODUCTS)**

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Name of the candidate: D.D.D Hewawasam

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The baby care is an industry where the market demand is everlasting as there is a tremendous growth and potentials in the global and local market due to novel technological aspects and innovations. Modern marketing strategies affirmed beyond producing good products, suitable pricing and easy access but an integrated marketing. Technological development, changes are proceeding rapidly in the industry as results Consumers are experiencing new features as well as new products continuously. The objectives of this study is to identify the relationship between the promotional mix elements and Consumer buying behaviour of baby care products and identify the most influencing factor that has an effect on Consumer buying behaviour of baby care products. The study was based on both primary and secondary data. The primary data were collected from the sample survey which was conducted in three divisional secretariats of Western Province; Colombo Katana and Panadura. Sample was consisted of 200 baby care products Consumers in western province which derived by using stratified sampling method. Promotional mix elements; advertising, sales promotion, public relations, direct marketing and personal Selling were considered as the independent variable and Consumer buying behaviour was considered as the dependent variable. The data were analyzed via SPSS Statistical package using correlation coefficient analysis and Multiple Linear Regression analysis. Findings revealed the significant positive relationship between the promotional mix elements on Consumer buying behaviour and Advertising was originated to be the most critical factor on buying behaviour. As managerial implications it's recommended to invest more on promotional mix elements of advertising and sales promotion rather than other promotional mix elements. Further the advertising strategy should align with the product theme, strong brand name and perceived quality of the buyer to become successful marketer in the industry is highlighted.

Key Words – *Buyer behaviour, Promotional Mix, Baby Care product, Marketing, Advertising strategy*