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THE IMPACT OF COMMERCIAL EYE CATCHING ADVERTISEMENT ON THE SALES OF RITZBURY CHOCOLATE IN ANURADHAPURA DISTRICT OF SRI LANKA

E.D.Nuwan Lakmal Edirisinghe*; Poongothai Selvarajan**

*Sales & Administration Executive,  
Laugfs Petroleum (Pvt) Ltd.  
SRI LANKA.  
Email id: nuwanlakmal135@gmail.com

**Senior Lecturer,  
Department of Economics & Management,  
Faculty of Business Studies,  
Vavuniya Campus of the University of Jaffna,  
SRI LANKA.  
Email id: poongothai.selvarajan@gmail.com

ABSTRACT

The purpose of the research was to examine the impact of Commercial Eye Catching Advertisement on the sales of Ritzbury Chocolate in Anuradhapura district of Sri Lanka. Relevant literatures were revealed and a questionnaire derived from previous studies completed by 100 customers in Anuradhapura district of Sri Lanka by using the simple random sampling method. Quantitative research methods - the correlation analysis was carried out to examine the interrelationship between commercial eye catching advertisement and sales and single linear regression analysis was applied to assess the impact of commercial eye catching advertisement on sales of Ritzbury chocolate by using the SPSS (20.0) software. The findings showed that the Commercial eye catching advertisement tools - package design, mass media advertisement and online and web advertisement are used to creatively attract more customers to Ritzbury Chocolate. Correlation analysis proved that there is a positive relationship between Commercial eye catching advertisement and the sales of Ritzbury Chocolate in Anuradhapura district. The regression analysis showed that the Commercial eye catching advertisement has 53.9% impact on the sales. It is recommended that the company should investigate the other eye catching techniques and apply them to enhance the sales and increase the market share.
KEYWORDS: Commercial Eye Catching Advertisement, Mass Media Advertisement, Online and Web Advertisement, Package Design

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A STUDY TO EVALUATE THE SOLAR ENERGY PRODUCT USAGE PRACTICES AND ITS SATISFACTION LEVEL AMONG THE CONSUMERS WITH REFERENCE TO COIMBATORE DISTRICT, TAMILNADU

N.Lakshmi Priya*; Dr.K.Prince Paul Antony**

*Research Scholar,
Sri Ramakrishna College of arts and Science (formerly SNR sons)
Nava India Coimbatore, INDIA.
Email Id: priyaparthi.n@gmail.com

**Prof & Head,
Department of B.com PA Sri Ramakrishna College of arts and Science (formerly SNR sons)
Nava India Coimbatore, INDIA.
Email Id: kprince@rediffmail.com

ABSTRACT

In India there is a demand for renewable source of energy in recent years. There is a necessary to measure the level of satisfaction of the solar energy product using consumers. To measure this, it is inherent to know the usage practices of those consumers. Solar energy is the major contributors to renewable energy next to Wind energy in Tamilnadu. There are many solar energy products available in the market which are used for various purposes at home and in society. The question is how far the consumers using solar energy products are satisfied with those products. The nature of product is identified and its duration of usage is measured. The respondents were also asked for the frequency and hours of usage of solar energy products. The increase in number of duration, frequency of usage, implies that the respondents are more informative about the products based on its pros and crons. When the respondents are using the products more frequently, it is easy to measure their level of satisfaction. The reason to measure the level of satisfaction among the solar energy product is to provide guidance to the future product users and also for the solar energy product manufacturing industries in framing policies accordingly.

KEYWORDS: Solar Energy, Consumers, Solar Policies, Level Of Satisfaction
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BUILDING STRONG BRAND EQUITY THROUGH DEVELOPING AND IMPLEMENTING STRONG BRAND STRATEGY: IN PERSPECTIVE OF BANGLADESHI SUPERMARKETS

S M Feroj Mahmood*

*Senior Lecturer,
Department of Business Administration,
Notre Dame University Bangladesh, INDIA.
Emil id: feroj@ndub.edu.bd

ABSTRACT

Branding has emerged as a top management priority in the last decade due to the growing realization because it is not only a name or symbols; it embodies everything that the product or service means to the consumer. The brand is a most valuable intangible asset. The purpose of this study is to create strong brand equity through developing and implementing a brand strategy from Bangladeshi supermarket’s perspective. The concept of brand equity emerged in the early 1990s. This paper contained a new brand equity model in the perspective of Bangladeshi supermarket and implements this new model to find out how much effective this model in supermarket’s branding strategy. The main asset dimension of new brand equity model is value based. The five stages APCJC value-based model highlights Cordial Reception stage that created by imagining and feel. Actually, the cordial reception we meant here at this stage super marketers should pay heed of their brand reception because there is no necessity to hold them separately in perspective of Bangladesh. We used qualitative research techniques for conducting research that is exploratory in nature and secondary data analysis is used to address the objectives of this study. This paper also breaks down the Keller brand equity model that is known as the Customer-Based Brand Equity (CBBE) Model. Implementing the APCJC value-based brand equity model, the paper finds out that “SHOWPNO” leads the Bangladeshi supermarket by maintaining brand strategies rules and create strong brand equity among its consumer mind. High brand equity provides a company with many competitive advantages because a powerful brand carries high credibility and also offers the company some defense against fierce competition.
KEYWORDS: Branding, Brand Strategy, Brand Equity, Supermarket, CBBE Model, APCJC Model.

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BUYING BEHAVIOR AND BRAND LOYALTY OF BISCUIT CONSUMERS IN INDIA

Dr. Hemant J. Katole*

*Department of Management Sciences (PUMBA)
Savitribai Phule Pune University
Pune, INDIA.
Email id: hjkatole@gmail.com

ABSTRACT

In this research article author tries to identify the customer brand loyalty and buying behavior of consumers for fast moving consumer goods, especially biscuits. Two parameters gender and age are considered to verify health and brand consciousness of consumers while buying biscuits. The researcher collected the data by using observation method and questionnaire method. In the observation method researcher collect the data of actual timing taken by the consumer for buying biscuits. The sample size covered for this survey was 319 customers. Retail outlets covered in the survey are Reliance fresh, Dorabjees, Big Bazaar, and D-mart. It was found out that customers are health conscious irrespective of gender while purchasing the product especially biscuits. Gender of customer and time taken to buy plays an important role while buying biscuits. Also age of customer and their brand consciousness plays an important role while buying biscuits. Consumer decisions, in contrast, often involve many alternatives that are provided by the purchase environment, any of which may provide information useful for evaluating one's purchase. This is especially true in the case of purchase-timing decisions. Suppose that you have been monitoring the price of airline fares waiting for a good time to buy tickets. Keeping in mind the fact that a substantial percentage of Indian population stays in rural and semi-urban areas, biscuits, because of their economic pricing, become the most affordable snacks for this segment. For the high-end segment also, the affordability factor and the hygiene and convenience that biscuits offer, become a driving force. It was observed that age group of 31-40 are more brand conscious than any other age group, while age group of 21-30 are least brand conscious than any other age. It was also observed that there is significant association between age and brand consciousness while buying biscuits. Hence researcher concludes that consumers are brand conscious where age plays an important role while buying biscuits.

KEYWORDS: Consumer Behaviour, Biscuits, Brand Loyalty, Buying Behavior, Brand Consciousness
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ABSTRACT

The retail industry is considered to be one of the fastest growing sectors of the country. It is taken as an important industry of India due to its high contribution to the GDP of about 10%. This industry has seen many changes from what it started earlier. From the Kirana stores to the hypermarkets and today with the help of the growing technology it has made shopping much more easier for the consumer who can order sitting at their homes. Indian consumers are very specific about what they buy, and their preferences change with the wind. Understanding this consumer behaviour can get difficult at times. This article examines how the consumers react towards the Online and the offline retail stores and from where they prefer buying their products from. The article “Consumer’s Online and offline shopping behaviour” is written by Melike Uzan. This study has been conducted in the Swedish country with consumers targeting only those who buy garments in both the online and offline stores. They are confused what to buy, where to buy and how to buy because the options available to them are plenty. Thus, understanding their perceptions and wants is a difficult task. This is a broad topic which cannot be concluded through a limited survey. The consumers also feel that it is easy to purchase online with the various payment options and are comfortable using the mobile applications of each site as well. The consumer today wants everything easily without much hard work as the technology is making us lazy. Thus, they may not prefer going out and shopping when the work can be done easily sitting at home itself. The article “Online and offline consumer buying behaviour” is an article written by Shuchi Singhal and Shashi Shekhawat. This paper talks about how the consumer behaviour today is unpredictable and understanding it can be a challenge. The study uses a secondary data analysis done from the previous papers published and articles written.

KEYWORDS: Consumer Behaviour, Online stores, offline stores and
6. REFERENCES:

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Department of Economics and Management
Vavuniya Campus of the University of Jaffna,
Vavuniya, SRI LANKA

Mrs. S. Dinesh Kumar
Assistant Professor
Faculty of Mgt. Studies and Comm.
University of Jaffna, SRI LANKA,

S. Anandasayanan
Senior Lecturer
Department of Financial Management
Faculty of Management Studies & Commerce
University of Jaffna, SRI LANKA

Poongothai Selvarajan
Lecturer
Department of Economics and Management,
Vavuniya Campus of the University of Jaffna,
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