

عنوان مقاله:

Role of advertisement and sales promotion on customer purchasing behaviour

محل انتشار:

دومین کنفرانس بین المللی پژوهش های نوین در مدیریت، اقتصاد و علوم انسانی (سال: 1394)

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خلاصه مقاله:

An innovation in advertising and sales promotion is required to acquire new customers and to retain existing customers, especially the youth. Therefore the main objective of this study is identifying the role of advertisement and sales promotion activities on customer purchase behaviour. With the help of IBMSPSS software the data of 145 young customer of central India have been analyzed. The study result shows that, both the advertisement and sales promotion increases effectiveness of promotional programs and goodwill of the retail stores. It attracts prospective customers of new products along with this it increase in the demand for old products. It increases their loyalty for the product and store, knowledge about the products and improvement in their living standards etc

کلمات کلیدی:

Advertisement, Sales promotion, Customer purchase behaviour

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