

EXECUTIVE SUMMERY:

This project was done in KSIC (Karnataka silk industry corporation), Mysore. This project brings out “Impact of sales promotion on customer buying behaviour”. It has been undertaken 6 weeks during January to February 2020. The study is all about to know how customer get impact by sales promotion provided by the organisation. I have done passionate study on how the sales promotion of KSIC is affecting the customer buying behaviour and also observed the purchasing process of customers personally in the KSIC showrooms at Mysore.

At firstly observed the work process and production process to know what makes people to buy KSIC products after that literature survey was done to understand the sales promotion techniques. The customer buy KSIC products for quality and brand this two are the major reason for purchase. The Mysore silk is heritage of Karnataka no need of any promotions but what I found is many people do not know about the offers which is available at KSIC.

A descriptive survey was conducted by taking a sample of 100 respondents who is purchasing at KSIC to know about the customer’s perception towards KSIC also collected some data by secondary research. Infrastructural facilities should be developed at KSIC still there are using old machines. The KSIC has started opening showrooms in many places in Karnataka as well in other states and they have very tough competitors. The main objective of the study about to discover the sales promotion on the buying decision of the customer and to recognise the relationship between the customer purchasing decision and consumer sales promotion, satisfaction level of the customers. Studied promotional strategies of KSIC like sales promotion, online marketing, advertisements, direct marketing and publicity. Many customers look out for the product information and advertisement has medium influence on customer buying behaviour. Many customers agreed that advertisement is beneficial to customer because it gives detail information about the product and services offered by the KSIC. Mail marketing used by KSIC will increase the sales still having all facilities customer are uneducated about the product. To overcome all this issues the company is planning to increase more sales by effective promotion. Customers well satisfied with the KSIC products. The company is planning to increase its efficiency in effective sales promotion.