

A Study of Sales Promotion Techniques and its Impact on Customer Buying Behaviour at Dinshaw's Dairy Food Pvt Ltd Nagpur

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Abstract: *This research study focuses on examining the effectiveness of sales promotion techniques employed by Dinshaw's Dairy Food Pvt Ltd in Nagpur and their influence on customer buying behavior. Sales promotion techniques play a crucial role in attracting and retaining customers, increasing sales, and gaining a competitive edge in the dairy food industry. Understanding the impact of these techniques on customer behavior is essential for formulating effective marketing strategies. The research methodology involves both qualitative and quantitative approaches. Primary data is collected through structured questionnaires administered to a sample of customers in Nagpur who have experienced sales promotions by Dinshaw's Dairy Food Pvt Ltd. Secondary data is collected from relevant literature, industry reports, and company records. The data is then analyzed using statistical techniques such as regression analysis, correlation analysis, and descriptive statistics.*

Keywords: Sales promotion technique, Customer buying behaviour, Impact, Advertising Campaign

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