

Title: Influence of selected groceries' marketing mix elements on business performance in the Eastern Province of Sri Lanka: retailers' perspective

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Abstract: The objective of the study is to identify the selected retail marketing mix elements influencing on business performance of retail groceries and to suggest strategies for improving the performance of these retail shops. In the Eastern Province of Sri Lanka, many groceries and self-selection retail shops are emerging in Sri Lanka after the prolonged war. However, many retail shops are struggling in the operation of their business. These retail small supermarkets are one of the most lucrative businesses among village people and many families are fully depending on these businesses. Hence, it is pertinent to identify the reasons and find ways and means to assist these small retail supermarkets to grow with profit. Findings suggest that business performance of retail shops mainly depends on implementation of customer relationship management, improving marketing communication and on building up corporate image. These factors are leading to increased business performance of groceries.

Keywords: marketing communication; customer relationship management; CRM; corporate image; business performance; retail marketing; retailing; Sri Lanka; groceries; marketing mix; retail groceries; small supermarkets.

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