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"Understanding Consumer Response towards Sales Promotion in the Food Industry"

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Abstract

Sales promotion is the most common tool used by marketers in order to increase the sales of their product. Sales promotion is carried out for a variety of unique objectives. The Consumer behavior of customers has changed significantly in recent times because of the impact of social media and internet. Food industry is one of the most competitive industries in the world and it has been impacted significantly because of the IT revolution. This report aims to identify the change in impact of sales promotion techniques on consumer response in the food industry.

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