

## **The Impact of Co-operative Marketing Mix Practices on Customer Loyalty in Co-op Cities of Central Province in Sri Lanka.**

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### **ABSTRACT**

*The purpose of this study is to identify the impact of Co-operative marketing mix practices on customer loyalty in co-opacities of central Province Sri Lanka. At present, most of the co-operative outlets are engaged in marketing but has suffered some setback as compared to the private sector. The main objective of the study is to find the impact of co-operative marketing mix practices on customer loyalty in co-op cities of central province. The population of the study have been selected out of the population which demonstrates the 100,000 active customers connected with the co-op cities. Further, 400 customers were selected as the study sample. Data collected through a questionnaire. Researcher developed a deductive type quantitative study to achieve the research objective There were seven independent variables which were the 7Ps of marketing mix. Customer loyalty becomes the dependent variable, moreover, seven hypothesis statements have been constructed to identify the relationship between the independent and the dependent variables. After the analyzed data it has been identified that all the correlation values become positive except one variable. Variable of place had a weak positive and a significance relationship towards the dependent variable. As per the results of the data analysis, the conceptual model fit to define the situation. The regression analysis describes the model fitness of this study and excluding H<sub>4</sub> all other hypothesis statements were accepted. However, co-op cities must be established marketing mix practices. In conclusion all the six independent variables were impact to the customer loyalty, excluding the promotion. Moreover, significant of the study highlights for policy making discussion making in the co-op sector. In future, researcher recommend to expand the sample.*

**Key Words:** Product, Price, Place, Promotion, Process, Physical evidence, People, Consumer Loyalty, Co-op city.

## 1. INTRODUCTION

The Co-operative Movement is the most sustainable movement in the world for the members welfare. A Co-operative enterprise is an independent and voluntary organization whose members meet their common goals and aspirations with a democratically governed society. (Bulathgama, 2012). Moreover, A Co-operative is an autonomous association of persons united voluntarily to meet their common economics. Thus, it is “An organization that voluntarily and collectively prepares people as being on an equal footing to promote their economic interests.” (Bulathgma, 2012). The concept of a co-operative city (Co-op city) was established across Sri Lanka in 2007. (Department of Co-operative Development, 2018). According to Hanaysha, (2017), there are various competitive marketing establishments everywhere. Hence, beneficial relationships with potential and loyal customers to enhance and strengthen the performance of their marketing space. Most consumers today prefer to buy products under one roof. The main aim of the study is to signify the impact of co-operative marketing mix practices on customer loyalty in co-op cities of central province in Sri Lanka. The 7Ps of the marketing mix is important to establish a sustainable marketing system in any organization. (Pamies, 2012). Even though, it seemed that most of co-operative cities do not implement the practices of marketing mix. Therefore, a close relationship with the consumer is important for the development of co-op cities. As per, Dissanayake and Jayasena (1995), Some co-operative cities do not practice marketing, only do selling. Moreover, the consumer should stay away from co-operative cities due to lack of marketing practices. (Bulathgama, 2012). Therefore, there is a greater distance and a gap between co-operative cities and loyal customers. The researcher is going to fill the above gap. Current study focusses on the impact of co-operative marketing practices on customer loyalty referencing to co-operative cities in the central province. However, central province has three districts which were having 119 co-operative cities in total.

Table :01 - co-operative cities in Central province.

No	District	Mini Co-op Cities	Co-op Cities	Mega Co-op Cities	Total
01	Kandy	46	22	03	71
02	Matale	13	03	02	18
03	Nuwaraeliya	25	05	0	30
	Total	84	30	05	119

Source: Central province progress report co-op department 2019.

## 2. BACKGROUND OF RESEARCH

The first consumer Co-operative Society in Sri Lanka was reputable in the plantation sector which was born in 1927 at Passara Tea Estate. (Bulathgama, 2012). During the colonial period, the estate owners ignored the plantation workers and took the maximum from them for a very nominal payment. Through the movement people find solutions to poverty, malnutrition and gender violations. The concept of multipurpose co-operatives satisfied the multiple needs of the people. (Bulathgama, 2012). Sri Lankan businesses environment is competitive today. But many co-operative cities used traditional methods for marketing. Therefore, in this research, the impact of consumer loyalty in the Co-operative sector to be identified. Moreover, the impact of the use of marketing mix of consumer loyalty positively seeks the customer outcome through business model collaboration. (Pamies, 2012). The Co-op cities in the central province performing average level compared with the private sector. Which indicated the problem of customer loyalty relating to product, price, place, promotion, process, physical evidence and people. The cutoff of Co-operative societies as below.

Table: 02: Number of primary Co-operative societies in Sri Lanka

Description	1992	2010	2014	2015	2016
Multi-purpose	293	307	310	308	308
Credit	6940	8420	8464	7927	7293
Tea, Rubber, coconut	86	110	64	60	51
Milk Producer's	230	213	306	281	257
Animal Husbandry	56	41	52	67	60
Agricultural	206	263	310	306	270
Textile	29	27	36	33	30
Fisheries	845	1153	1240	1159	1011
Small industries	344	608	562	506	450
School	1456	906	1145	1025	905
Hospital	07	07	07	07	07
Nat: Youth service	25	24	35	34	34
Labor	64	52	40	41	41
Others	384	555	917	867	785
state Consumer	69	72	55	55	55
state co-operative	350	459	510	411	310
Palmyra		52	41	41	41
Self-Reliance		457	382	293	222
Total	11383	13726	14476	13421	12130

Source: Statistical reports above years line Co-op Department -2018

## RESEARCH PROBLEM IDENTIFICATION

In those days there were 8070 Co-operative branches in Sri Lanka (Department of Co-operatives, 1972). At the initial level Each MPCS Society has about twenty branches. Some societies have a good distribution network. The coupon store had only a one manager. The Co-operative shop was open from 8.30 am to 4.30 pm. After the 1977 advent of the open market system many members were incapable to purchase day-to-day necessities from their co-operative branches due to the market competition. According to the table below, many Co-op cities made loses due to ineffective marketing practices. Owing to the above facts, the researcher went into this research and signified the impact of the marketing mix on consumer loyalty in co-op cities in the central Province by 2019.

Table 03: Profit and Loss – Co-op Cities of Sri Lanka

Year	Co-op Cities Branches	No of Co-op Cities	Profit	Loss
2019	Central Province	119	53	66
2011	Sri Lanka	1428	699	729
2014	Sri Lanka	1564	535	990
2015	Sri Lanka	1575	539	1036
2016	Sri Lanka	1399	555	844

*Source: statistical reports line co-op department and the central province -2018*

### Research Questions

1. What is the relationship of between marketing mix practices and customer loyalty in co-opacities in central province?
2. What is the signifying marketing mix practices influence on customer loyalty?

### Research Objectives

- To identify relationship between marketing mix practices and customer loyalty.
- To determine the impact of marketing mix practice influence on customer loyalty.
- To provide recommendation and suggestions of co-op cities in central province.

Research hypotheses were,

H<sub>1</sub> There is a relationship between product and customer loyalty

H<sub>2</sub> There is a relationship between price and customer loyalty

H<sub>3</sub> There is a relationship between to place and customer loyalty

H<sub>4</sub> There is a relationship between promotion and customer loyalty

H<sub>5</sub> There is a relationship between process and customer loyalty

H<sub>6</sub> There is a relationship between physical evidence and customer loyalty

H<sub>7</sub> There is a relationship between people and customer

## **SIGNIFICANCE OF THE STUDY**

The findings of the research will help Co-op city operators to understand the effectiveness of exchanging marketing mix policies from a company perspective and to develop appropriate customer loyalty marketing strategies within the "B2C" context. Further, study is important for understanding the marketing barriers in Co-op cities. Moreover, the parties of policy makers, Co-op city managers, directors and the members can use research findings to make their decisions effectively.

## **3. LITERATURE REVIEW**

### **Customer loyalty**

According to Arokiasamy (2012), Consumer loyalty defined as an attitude of long-term trustworthiness. Thus, loyalty is behavioral, many customers have an overall bond of service with a product service or organization that increases the value of purchases. (Kotler & Armstrong, 2010). Moreover, loyal customers can greatly help the service provider to improve the quality of service. Loyalty is very important because they are willing to communicate in a positive way with partners. It is defined as the informal communication between existing and care clients regarding the evaluation of a product or service. Just because the customer has personal communication is more reliable than non-personal information. (Bansal, 2001). According to Bashir (2017), The most important aspect of loyalty is the relationship benefits. In addition to the basic service, it focuses on the benefits to the customer. As per Mishra (1995), without consumer loyalty difficult to operate sustainable Co-operative society with rich marketing practices. Customer satisfaction means fulfilling customer needs, desires and wishes well and throughout the service' obedience to repurchase and the customer (Bashir, 2017). Therefore, it is necessary to consider the customer loyalty for customer satisfaction. Consumer loyalty extends beyond behavior and includes preferences and future intentions. Activities explore whether a loyal customer is worth to the profit. (Magatef & Tomalieh, 2015). The customer is not inherently loyal to any collaboration. Co-operative staff should always have a close or close relationship with customers. Co-op city management should be innovative. Consumer loyalty is a very close relationship gains co-lateral value. (Nandalal, 2006). The organization has benefited from customer loyalty through enhanced or discounted prices. Today, service delivery is fully utilized for

customers. It allows for customization and privatization and partitioning purposes. They should participate in more activities for the betterment of their respective societies. (Magatef & Tomalieh, 2015). The most important guest on sales premises is the customer. Co-op cities depends on the loyal customers which is not an outsider to the businesses. Principles of co-operative were becoming the dominant guideline for establishing customer loyalty within Co-op cities including honestly, openness, social responsibility, caring for other, -self-help, self-responsibility, equality, equity, solidarity. These concepts enhance the marketing mix practices.

## **Marketing mix**

Kotler and Armstrong (2010), explained marketing mix contain a set of various marketing tools that can be used by organization to reach their marketing goals. According to Hanaysha (2017), marketing mix elements and sub marketing mix elements also very important for making business decisions. When conducting the market research, get up many subjects, information's obtained first from the customers is more credible and reliable than information obtained in database or third-party sources. It is going to get the actual result. The concept of marketing mix introduces in 1953. By that time there were 4Ps of the mix consisting product, price, place and the promotion. Today it has improved and used 7Ps marketing mix including extra three other elements namely process, physical evidence and people. (Kotler & Armstrong, 2010).

## **Product**

As per, the Kotler and Armstrong (2010), a product is anything that can be offered to the market for attention, acquisition, use or consumption that might satisfy a want or need. therefore, while developing service products. the package of benefits in the service offered must have a customer perspective. Product Strategies enhancing customer satisfaction. Further, organizations essential to concentrate on the quality of the product. A quality product comes with a proper design, features, product quality, product branding, warranties, accessories and technology. Marketing is basically about providing the correct bundle of features /benefits to the end-user. it is not only providing products or services. (Bansal, 2001). In general, quality is made up with tangible features (features that can be seen) ex. performance, appearance, strength, and intangible features such as reputation and exclusivity. (Manifal, 2015). A quality product is difficult to define as it mean different things to each consumer. the challenge for all firms is to set their quality level and ensure that it meets the expectations of their target market. Hence, Product branding is the most important decision in marketing. The value of the brands is phenomenal. Brands have the power of instant sales, they convey a message of confidence, quality, and reliability to their target market. A brand is a tool that is used by an organization to differentiate itself

from competitors. (Nandalal, 2006). Successful brands are managed by dedicated brand managers tasked with growing and protecting the brand. (Bashir, 2017). Today Sri Lankan co-op cities following pricing strategies. customers buying some product or services while thinking of the perceived benefits of the services against. each consumer value may be highly personal and idiosyncratic.

## **Price**

Affordable price is a key element for the success of marketing strategies in Co-op cities. (Pamies, 2012). As per the Bashir (2017), the main determinant of the price was the cost. Cost should be determined by the perceived value, the level of price sensitivity, the price of the product or service, the customer willing to pay, and the financial capability. (Manifal, 2015). At present, Co-operative cities in Sri Lanka need to think about the competitive pricing strategies. Each customer-customer value can be extremely personal and idiosyncratic. Co-city management had better to consider the cost, competitiveness and value of the consumer pricing strategy. (Nandalal, 2006). Thus, Pricing policies, brand loyalty, the cost of different pricing strategies were important to achieve marketing goals in co-operatives. (Arokiasamy, 2012).

## **Place**

The place is a very important part of marketing mix in services management. Further, managers should understand the customer needs and competitive market before selecting a convenient place which customers should have easy understanding where co-op cities situated. (Magatef & Tomalieh, 2015). A convenient place should be a refresh location, easy access to the distribution channels with proper parking. (Pamies, 2012). The place is one of the important strategies of marketing which has a lot of implications for the handloom sector. (Bansal, 2001). The place is a not only point where customers purchase the product but this also includes the route which product has traveled to reach the end customer. *“Consumer co-operatives have numerous problems. But the biggest problem is that they are very small and they are just like any other street corner shop with the vision, mission, objective, and goal, a supermarket can be started successfully.”* (Mishra, 1995). Thus, most of mini co-op cities and co-op cities unable to find a proper places to conduct their business. Therefore, co-op city managers immediately consider the above matter.

## **Promotion**

Marketing campaigns used to communicate the message to the target audience about the product. Promotion assured the awareness of target audience. The promotional activities consist with advertising, personnel selling and direct marketing. (Arokiasamy, 2012). Today, most of co-op cities did not engage with the

promotional activities in mass. (Bulathgama, 2012). Moreover, Co-operatives have a distinct edge over the promotion. Communication is most frequent and important in retailing. Similarly, all the relevant policies must be communicated to co-op cities staff.

## **People**

Right people become the most important asset in Co-op cities today. (Bulathgama, 2012). People create a competitive edge to the service by maximizing the customer satisfaction. Service marketing is essential for job management. Therefore, people are the main character of marketing mix practices. (Kotler & Armstrong, 2010). There were two categories of people in Co-op cities namely, internal and external people. Furthermore, behavior of the employees were directly influence on the marketing mix. (Bashir, 2017). The success of the firm depends on the people. The quality of the service impact by the attitude of the people in the business. (Kotler & Armstrong, 2010).

## **Processes**

According to Kotler and Armstrong (2010), From the customer's perspective services are experiences. From the organization's perspective services are processes that have to be designed and managed to create the desired customer experience. Processes are the architecture of services which describes the method and sequence in which service operating systems work, and specify how they link together to create the value proposition promised to customers. (Bashir, 2017). The process refers to the best practices in delivering products and services to the customers to make them happy and satisfied. The concepts of persistence and process are vital in the marketing mix. customers may have the first impression based upon the delivery process and persistence depicted by marketers. (Tanaka, 1994).

## **Physical Evidence**

According to Kotler and Armstrong (2010), The physical evidence refers the physical environment experienced by the customer which means the design and layout of a shop or website. Co-op cities should be prepared good-looking physical evidence for customers. Effective physical evidence utilized customers to get quick service, solve problem of aggressive salesmanship and indifferent salesmanship. Further, It facilitates customers' rights identical to the right to access, the right to select, and partially the right to educate. These rights are enshrined in consumer protection. The system helps in price comparison. Services are often intangible, and customers cannot assess their quality well. (Bashir, 2017). Moreover, consumers use the service environment as an important proxy for quality. Service environment or physical

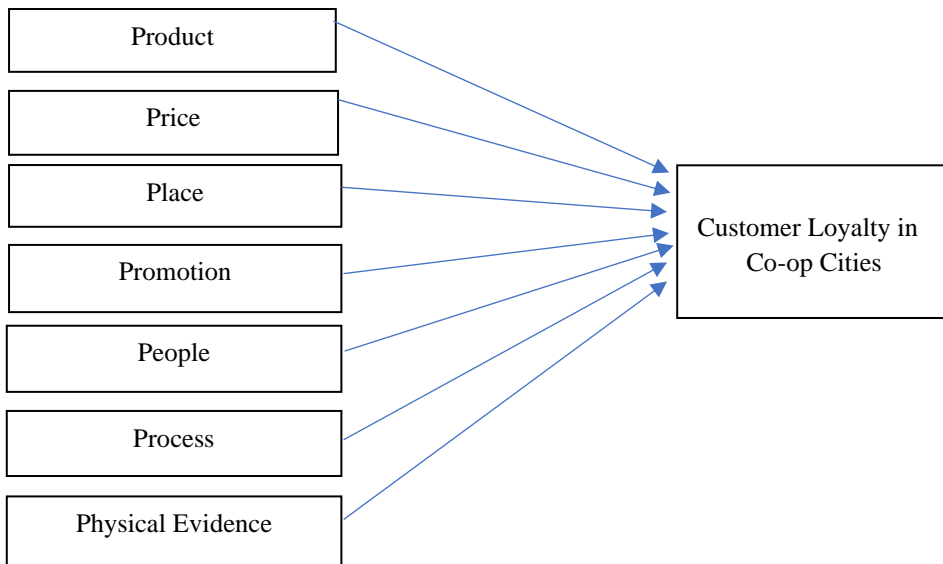


evidence narrate to the style and appearance of the physical surroundings. experiential elements encountered by customers at the service delivery cites. “Service firms prerequisite to manage physical evidence carefully since it can have a profound impact on customers impressions” (Jalal, 2017).

### Conceptual framework

Independent Variable

Dependent Variable



*Source ; Author constructed*

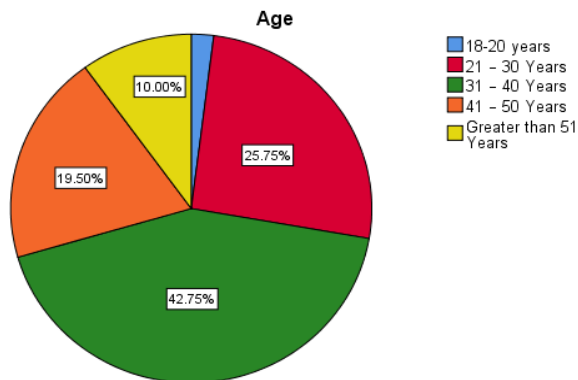
## 4. METHODOLOGY

This was a deductive type quantitative study which makes a connection between the cause and effect of a situation. To achieve the objective of the study, survey method was led. 420 respondents were selected out of the population representing the selected 12 co-op cities in central province. The response rate was 97%. Accordingly, 34 questionnaires distributed within the co-op city customers in kandy district. Another 34 questionnaires distributed within the customers in nuwaraeliya district. Moreover, 32 question papers distributed in matale district. Data Analysis done through SPSS 21.

## 5. DATA ANALYSIS

### Demographic Analysis

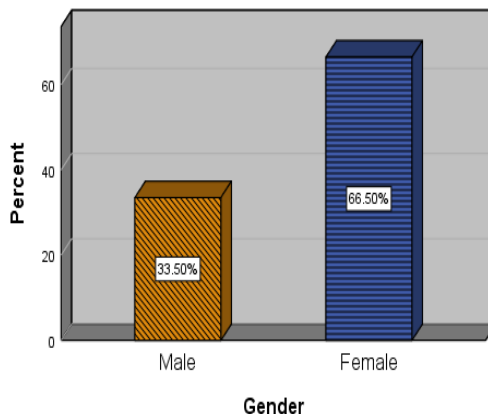
#### Age



*Figure 1: Age Representation*

As shown in figure 4.1, the majority of the customers are falling under the age category of 31-40, (42.75%), 25.75% of respondents representing the age category of 21-30. After that, the age category is providing a contribution of 19.50% towards visiting the co-op cities. However, between the teenagers, the co-op cities do not have much popularity and this will prove with the 8-sample count representing in the age group of 18-20.

#### Gender



*Figure 2: Gender Participation*

It is visible that the majority of the customers visited to co-op cities are males. And the percentage is 66.5%. Rest of them were females. Through these numbers, it can assumed that most of the males tend to visit co-op cities to fulfill their purchasing requirements.

### Educational qualifications

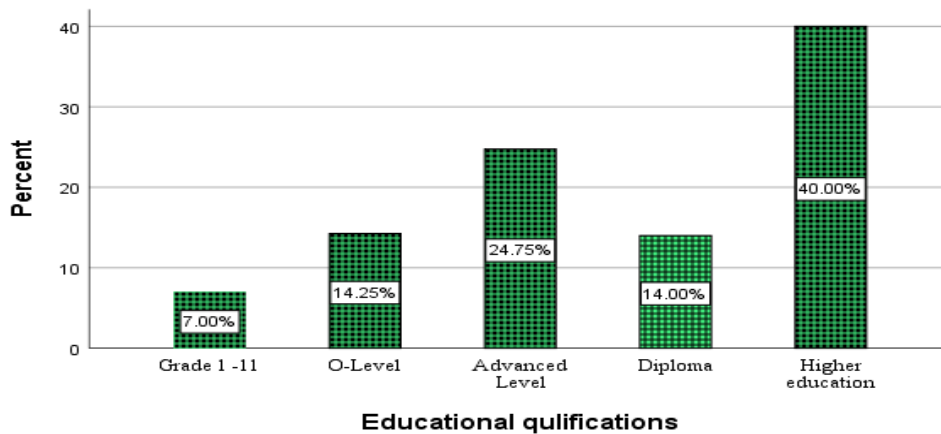


Figure 3: Educational qualifications

One of the most highlighted observations is that, majority of the co-op city customers had pursued in their higher studies. This means most educated people are willing to visit co-op cities for several reasons. Only 21.25% out of the customers had educated under grade 11. Most of educated people might be motivated by the fair prices and the welfare objectives of the co-op cities.

### Years of relationship

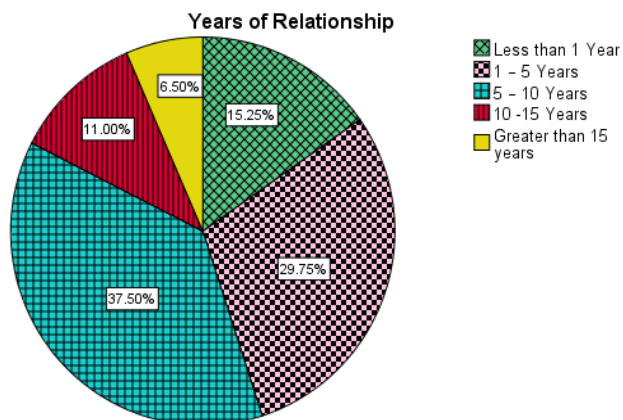


Figure 4: Years of relationship

The majority of the sample had a relationship of 5-10 years with the co-op cities and the frequency is 150 people. The next highest representation is denoting by 1-5 years and it is 29.8%. Thus, there were 11% of respondents were tend to maintain their relationship with the co-op cities for more than 10 years. Several reasons must be behind this behavior as an unfavorable business environment, less usage of technology, consistency, and lesser modifications.

### Purchase frequency

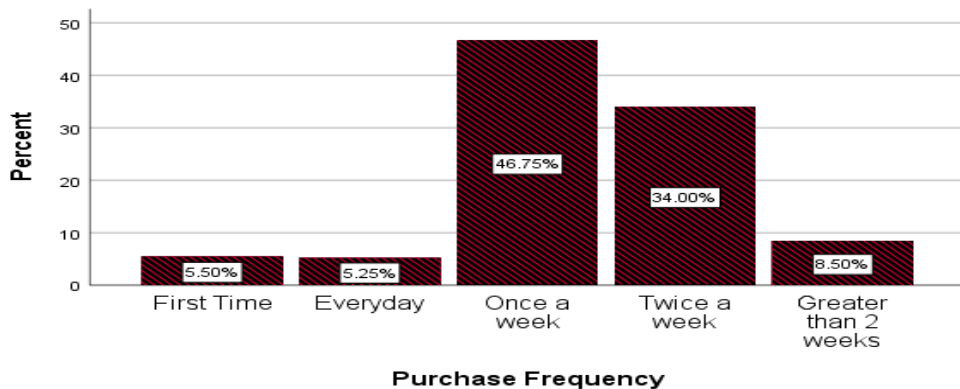


Figure 5: Purchase frequency

The most obvious observation is that more than 47% of the customers visited co-op cities once a week. Purchasing the necessities for one week will make their purchasing behavior easier and also due to the busy life schedules in the common generation, weekend shopping is more convenient and easier. And also, it should emphasize that few customers visit the co-op city every day.

### Reliability and Validity

Table 04: Overall Reliability

No. of items	Cronbach's alpha	Decision rule	Comment about reliability
28	0.908	0.908>0.7	Reliable

The Cronbach's Alpha value has exceeded 0.5 as the value 0.908 which is representing a higher reliable value. This value has been taken out after considering the number of 28 questions that have been given under the Likert scale through the predefined variables.

Table 05: Separate Reliability

Variable	Type of Variable	Cronbach's Alpha	Reliability
Product	Independent	0.824>0.700	Reliable
Price	Independent	0.735>0.700	Reliable
Place	Independent	0.212<0.700	Unreliable
Promotion	Independent	0.811>0.700	Reliable
Process	Independent	0.675>0.700	Reliable
Physical Evidence	Independent	0.854>0.700	Reliable
People	Independent	0.685>0.700	Reliable
Customer Retention	Dependent	0.949>0.700	Reliable

All the Cronbach's Alpha values were above 0.7 and signified that all variables are reliable.

## Descriptive Statistics

Table 06: Descriptive Statistics

		Product	Price	Place	Promotion	Process	Ph Ev	People	Cus Loyalty
N	Statistic	400	400	400	400	400	400	400	400
Range	Statistic	4.00	3.67	4.00	3.50	4.00	3.50	3.00	3.00
Minimum	Statistic	1.00	1.00	1.00	1.50	1.00	1.00	1.00	1.00
Maximum	Statistic	5.00	4.67	5.00	5.00	5.00	4.50	4.00	4.00
Mean	Statistic	2.97	3.00	3.17	3.38	3.21	3.23	3.17	3.22
	Std. Error	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.03
Std. Deviation	Statistic	0.75	0.71	0.67	0.82	0.77	0.76	0.73	0.73
Variance	Statistic	0.56	0.50	0.45	0.68	0.60	0.58	0.53	0.53
Skewness	Statistic	-0.16	-0.21	-0.71	-0.61	-0.59	-0.74	-0.78	-0.67
	Std. Error	0.12	0.122	0.122	0.122	0.122	0.122	0.122	0.122
Kurtosis	Statistic	-0.147	-0.712	0.430	-0.692	0.337	-0.135	0.149	-0.407
	Std. Error	0.243	0.243	0.243	0.243	0.243	0.243	0.243	0.243

Maximum and minimum values explaining that there were no invalid data insert. The range is in between 1-5, Most of the mean values are being derived closer to 3 which is explaining the majority of responses were neutral. the mean value of product has a lesser value than 3 but is still a close value. All the standard deviation values are lesser than 1. Therefore, it can be stated that there is a less standard deviation for all the variables. The promotion variable has the highest variance while the place has the least variance. The next descriptive statistic is the Skewness which measures the degree and direction of asymmetry. All the variables are denoting a negative skewness which explains the distribution curve shift on the left side. The final statistical measure of skewness measures the flatness of the distribution. The acceptable range for this value is between (+/-1 to +/-2). Since the values are between these ranges, it explains the greater number of large values. Except for the place and people variable, all the other variables are holding a negative kurtosis value.

### Correlation Analysis

Table 07:Correlation

		Product	Price	Place	Promotion	Process	Ph Ev	People
Customer Loyalty	Pearson Correlation	.727**	.734**	.395**	.555**	.718**	.800**	.694**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	400	400	400	400	400	400	400

Product and customer loyalty had a strong positive and significant relationship that indicated the positive correlation value of 0.727 and the 0.000 significance value. The second independent variable of price also has a strong and positive and significant relationship towards customer loyalty due to the 0.734 pearson correlation value and 0.000 significance value. The third independent variable of place has a weak positive and a significant relationship towards the dependent variable due to 0.395 pearson correlation and 0.000 significance value. the promotion has a neutral positive and a significant relationship towards customer loyalty due to 0.555 pearson correlation and 0.000 significant value. The process has 0.718 pearson correlation and 0.000 significance which explain a strong positive and a significant correlation towards customer loyalty. Physical evidence has a strong positive and a significant correlation toward customer loyalty with the highest person value of 0.800 and 0.000 significant value. People also having a strong positive and significant correlation towards the dependent variable. Which were 0.694 and 0.000.

## Regression Analysis

Table 08: Model Summary

R Square	0.752
Adjusted R Square	0.748
Significance	0.000

The Value of the R Square varies between 0-1. Value gets closer to 1, the capability of the predictability will increase, and also it verifies that model is suitable to explain the reality. The value of 0.752 is explaining a good model for which also has a satisfactory level of predictability. The Adjusted R – Square has been further modified than the R Square which has increased its accuracy level which has a lesser value than their Square which is 0.748. However, since the value is still closer to 1, the model fitness is remaining at an acceptable level. To accept the model as a significant one, the significance value should be between 0-0.05. Since the significance value for this model is interpreted as 0.000, the model can be identified as a significant one.

## Hypothesis Testing

Table 09: Hypothesis Testing

Hypothesis Statement	Standard coefficient	beta	Signific ance	Accept/ Reject
H1: There is a relationship between product and customer loyalty	0.108		0.014	Accept
H2: There is a relationship between price and customer loyalty	0.221		0.000	Accept
H3: There is a relationship between place and customer loyalty	0.120		0.000	Accept
H4: There is a relationship between promotion and customer loyalty	-0.008		0.803	Reject
H5: There is a relationship between process and customer loyalty	0.127		0.003	Accept
H6: There is a relationship between physical evidence and customer loyalty	0.300		0.000	Accept
H7: There is a relationship between people and customer loyalty	0.198		0.000	Accept

## **6. CONCLUSION**

This study implied on the relationship between marketing mixed practices and consumer loyalty in Co-operative cities in the central province. Researcher developed a deductive type quantitative study to achieve the main objective of the study. Survey method was led. 420 respondents were selected out of the population representing the selected 12 co-op cities in central province. The response rate was 97%. Through the correlation analysis, it has been proved that product, price, process and physical evidence had a positive and significant relationship to customer loyalty. Thus, location had a weak positives relationship to customer loyalty. Further, All independent variables have been significantly recognized with the dependent variable, after the hypothesis test, six hypotheses were accepted and one independent variable (promotion) was rejected. The first research objective was focus on identifying the relationship of marketing mix applications to dependent variables. According to the results of the correlation analysis, the highest Pearson correlation was represented by the variable of physical evidence and was noted the strongest and most positive correlation to the dependent variable. The location signified the minimum positive correlation to the dependent variable. However, all relationships were identified as significant relationships with positive correlations, and this was the expectation of the second objective. All variables have a significant value of 0.000 which can be defined as a significant value. Seven components of the marketing mix were analyzed in relation to customer loyalty. However, the final examination of the assumptions concluded that promotion had little to do with consumer interest. Overall, all the six independent variables impact to the consumer loyalty.

## **7. RECOMMENDATIONS**

The researcher has investigated the impact of marketing mix practices on customer loyalty. After the study the researcher provide following recommendations. Managers of the Co-op cities must thing about the marketing mix practices to attract loyal customers to their premises. Product, price, place, promotion, process, physical evidence, and people were rising the customer loyalty as well as customer satisfaction in Co-op cities. On the other hand, Co-op city staff should develop their behavioral practices including customer care, honesty, efficiencies and responsible service. Further, It is recommend to implement private sector supermarket strategies to co-op cities. (Multi-channel system, excellent price policies, advertisement, seasonal offers, offers services delivery, service consumption, home delivery services, service delivery in Co-op cities, vehicle parking facilities). Locate Co-op cities in convenience places with easy access to the customers.



## 8. FUTURE RESEARCH DIRECTIONS AND LIMITATIONS

In future, The researcher recommend to increase the sample, and conduct the study in national level. Moreover, respondent answers may be personnel bias.

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