

**Critical Factors Affecting Sales Promotions on Social Media
in Sri Lankan Banking Sector**

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(159104p)

Degree of Master of Business Administration in Information Technology

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Declaration

I declare that this is my own work and this thesis does not incorporate without acknowledgement any material previously submitted for a Degree or Diploma in any other University or institute of higher learning and to the best of my knowledge and belief it does not contain any material previously published or written by another person except where the acknowledgement is made in the text.

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Name of the supervisor:

Dr. H. M. N. Dilum Bandara

Signature of the supervisor:

Date:

Abstract

Banks are adopting social media for sales promotions to benefit from the popularity of social media and to build a brand over their competition that offers a similar set of products and services. Such promotions on social media are considered to be attractive as they enable targeted marketing, direct customer engagement, multiple forms of engagement, and low cost. However, the effectiveness of social media-based sales promotions is not clear as they primarily rely on soft metrics such as number of likes, sharing, and comments than the actual customer conversions. Moreover, it is unclear what factors to be considered while launching and running a successful sales promotion campaign. We address these problems through a case study of twelve sales promotions from different banks in Sri Lanka. The research was conducted as qualitative analysis based on the Straussian grounded theory. This version of grounded theory allows a literature review for theoretical sampling, concept development, and defining properties and dimensions. Data were gathered through a set of interviews and observations. We found that six factors, mainly contribute to a successful sales promotion campaign. Those factors include the type of the promotion, target audience, timing of a campaign, platform for communication, mode of communication, and resources. We also found that platform rules, regulations, and organizational constraints affect the strength of the relationship between the independent and dependent factors.

Keywords: Banks, Grounded theory, Sales Promotions, Social Media, Social Media Marketing

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List of Abbreviations

FFIEC	Federal Financial Institutions Examination Council
SMM	Social Media Marketing