

## IMPACT OF SALES PROMOTION ON CUSTOMERS PURCHASING BEHAVIOUR ON COTTON YARN WITH REFERENCE TO JAIBHARTH MILLS LTD

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### ABSTRACT

This paper portray the significance of sales promotion among cotton yarn producing mill ,business is all about the internal as well as the external factors from those factors customers play a key role to business success since it is cotton yarn it was treated as raw material for the textile industry and the cotton yarn manufacturers also require sales volume further the study was conducted with the sample size of 78 respondents and the data were collected using as structured questionnaire and the study is basically a known population and it was simple random sampling further the data were analyzed using chi square analysis to improve pitfalls of sales promotion initiative of jai bharath mill.

**KEYWORDS:** Sales Promotion, Cotton Yarn, Descriptive Research, Simple Random Sampling