

IMPACT OF PROMOTIONAL STRATEGIES ON BRAND AWARENESS: A STUDY ON MILK POWER BRANDS IN NUWARA ELIYA DISTRICT

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Abstract

Milk production is an integral part of the food consumption and it contains many nutrients and provides a quick and easy way of supplying these nutrients to the diet within relatively few calories. Milk, the most suitable food for young mammals, provides both energy and the building materials necessary for growth. The main objective of this study is to examine the relationship between the promotional strategies and brand awareness and find out to what extent the promotional strategy mostly impact on brand awareness of milk power brands in Nuwara-Eliya district. Questionnaire survey and interviews were used to collect primary data from a cross section of dairy consumers and the researcher obtained response from 100 households in Nuwara -Eliya district through random sampling method. Promotional strategies such as advertising, sales promotions, personal selling, and direct marketing were considered as the independent variable and the brand awareness was considered as the dependent variables of this study. Data were analyzed using the SPSS 17 package. The results of the study indicated that there is a positive relationship between the promotional strategies on brand awareness such as advertising, sales promotion ,personal selling, direct marketing and brand awareness($\beta=0.769, p<0.01$ and $\beta=0.673, p<0.01, \beta=0.561, p<0.01$ and $\beta=0.468, p<0.01$ respectively). Co-efficient of determination (R square) is 0.774. It express that promotional strategies have the strong positive impact of 77.4% on brand awareness of the milk powder. This study concluded that advertising and sales promotion mostly impact on brand awareness of milk powder. This study concluded that advertising and sales promotion mostly impact on brand awareness of milk powder rather than personal selling and direct marketing. Finally the present study indicated that the strong positive relationship obtained between the promotional strategies and brand awareness of milk powder brand in Nuwara-Eliya district.

Keywords: Advertising, Brand awareness, Direct marketing, Personal selling, Sales promotion