

**“IMPACT OF BRAND MARKETING PROGRAMMES ON
BRAND EQUITY OF MUNCHEE”**

**(WITH SPECIAL REFERENCE TO UNDERGRADUATES IN EASTERN
UNIVERSITY, SRI LANKA)**

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ABSTRACT

Brand equity is the concept of which explains why different outcomes results from the marketing of a branded product that if it were not branded. Several researchers emphasize that brand marketing programmes of which consists product, pricing, channel and integrated marketing communication strategies are essential to build brand equity. But few researches have been conducted to identify practical position (measure impact) relevant to that. Therefore Munchee which very popular and leading brand of the biscuits industry in Sri Lanka has been selected and the study "Impact of brand marketing programmes on brand equity" has been conducted with purpose of identifying impact of brand marketing programmes on brand equity of Munchee and the level of brand equity towards particular brand Munchee.

This study has been selected undergraduates of EUSL as the study population and has chosen two hundred undergraduates among them as the sample by using stratified sampling method. To collect data, researcher has issued and collected questionnaires and Statistical Package for Social Science (SPSS) was used to present, analyze and evaluate data. Mainly Descriptive analysis and Regression analysis methods were assisted to it.

After the data presentation and analysis results of the study were discussed and that indicates actually there is brand equity towards particular brand Munchee and reason for it is greater contribution of dimensions of brand equity such as brand awareness, brand associations, perceived quality and brand loyalty relevant to the brand Munchee. And there is strong and positive impact of product strategies, pricing strategies, channel strategies and IMC strategies on brand equity of Munchee.

According to the study, finally researcher can conclude that brand marketing programmes (which have being conducted by Munchee) have a strong and positive impact on brand equity of Munchee.

Key Words: Brand Equity, Brand Marketing Programmes, Product Strategies, Pricing Strategies, Channel Strategies, IMC Strategies.

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