

The Impact of Advertising Media Effectiveness on Brand Equity (With Special Reference to Toothpaste Industry in Sri Lanka)

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This study was carried out to determine the impact of perceived advertising media effectiveness on the brand equity of toothpaste market in Sri Lanka. Advertising blends and several variables cause major variations in the success of a brand and this study is particularly focus on the toothpaste industry that can be noticed as one of the most competitive industries in Sri Lanka. Sample of this study consisted of 100 respondents from Matale district who consume toothpaste regularly. Responses for the study collected through five-point Likert scale questionnaire. Descriptive statistics and regression analysis was employed to answer the research questions by achieving the research objectives. This study's findings revealed that selected respondents from Matale district show moderate response to the Perceived advertising effectiveness from toothpaste companies. However, they almost agree with the existing brand equity for toothpaste brands in Matale district. Demographic factors revealed that the majority of the respondents use toothpaste twice a day. The regression analysis results show that the perceived advertising media effectiveness has a positive impact on the brand equity of toothpaste brands that validated the findings of the previous studies. This study provides recommendations and suggestions for the practical implementation of effective advertising campaigns and it suggests that Audience engagement with content, Audience attentiveness and responsiveness is playing a vital role in perceived advertising media effectiveness and Friends & family environment has a significant impact on building brand equity.

Keywords: Audience Engagement with Content; Audience Attentiveness and Responsiveness; Brand Equity; Friends and Family Environment; Media Effectiveness; Perceived Advertising.