

The Effective of Promotional Mix on Brand Equity: Mobile Services Providers

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Abstract

Promotion is an exercise in information, persuasion and influence. So, the purpose of promotion is to reach the targeted consumers and persuade them to buy. Promotion is vital element of marketing mix. The purpose of this study is to investigate the effects of promotional mix on equity of brands performing in the mobile service providing sectors. In this context, promotional mix has positively affected brand equity. Data were collected from 107 selected customers of the mobile service sectors. The results revealed that the correlation value between promotional mix and brand equity 0.722 which is significance at 1% levels. According to that regression analysis, 52% of promotional mix effect on brand equity. So, promotional mix affects on brand equity. Mobile service providing companies should polish their promotional mix.

Key words: Promotional mix, Brand equity.

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