IMPACT OF MOBILE MARKETING ON BRAND EQUITY IN THE FAST FOOD INDUSTRY IN TRINCOMALEE WITH SPECIAL REFERENCE TO PIZZAHUT.

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ABSTRACT

This study aims to assess the impact of mobile marketing on brand equity in the fast food industry with special reference to PizzaHut in Trincomalee. The mobile marketing dimensions are SMS marketing, Location based marketing and mobile apps adopted from Mobile Marketing Association (MMA) (2016) cited by Alevtina Gribanova (2016). Brand equity is value may be reflected in how consumers think, feel, and act concerning the brand that consumers had to perceive from marketing programs. Brand equity is an important intangible asset that has psychological and financial value to the firm. Accordingly, this study developed three research objectives and three hypotheses to achieve its aim. The positivist perspective was used to examine the hypotheses. Since the study was aimed at exploring relationships between known variables, a questionnaire was designed using key items form relevant studies. A self-administrated questionnaire was used to collect the required data.

This study has used a quantitative research approach and data were collected among the 200 customers of Pizza Hut Trincomalee Region of Sri Lanka. The study found that there are significant positive relationships and impact *of Mobile Marketing on Brand Equity with special reference to Pizza Hut Trincomalee District.* Determining factors such as SMS marketing, Location Based advertisement , Mobile App and Brand Equity knowledge about the were all taken into consideration on the questionnaire. Data were processed via SPSS and analyzed through descriptive and informant statistics.

The results suggest that there is a strong positive relationship between mobile marketing and brand equity in the fast food industry in Trincomalee. On other hand this study empirically contributes to marketing managers regarding mobile marketing and brand equity.

Keywords: Mobile Marketing, Brand Equity, SMS Marketing, Location Based Advertisement, Mobile Apps.

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